

General enquiries on this form should be made to:

Defra Procurement and Commercial Function

E-mail: researchtenders@defra.gsi.gov.uk



defra
Department for Environment
Food and Rural Affairs

Research Project Proposal Form

- See **Note a** in guidance note for information about the storage of, and access to, information provided in this form.
- For guidance on submitting the form, see **Note b** in guidance note.
- For guidance on completing the form, see **Note c** in guidance note.

■ Section 1 – Overview

Complete the following information:

1.1 (1.1a) Defra project code or competition reference
(**Note d** in guidance note)

(1.1b) Project title
(as in specification)

1.2 Proposer's full name and title Tel. No. (incl. STD code)

Position held Fax No.

E-mail address

1.3 Name and address of organisation
(Registered address – to be entered in Defra's contracts database if proposal successful)

1.4 Name and address of organisation
(Proposer's address for technical enquiries, if different to the above)

1.5 (1.5a) Proposed start date (1.5b) Proposed end date

(1.5c) Proposed duration (1.5d) Date submitted to Defra

1.6 Summary of costs (excl VAT) – per financial year and total

	Year 12/13	Year 13/14	Year /	Year /	Year /	Total
From Defra	£13250	£15525	£	£	£	£ 28775
Other than Defra	£	£	£	£	£	
In kind	£14100	14110				£28,210

1.7 Is this work currently or about to be submitted in another application elsewhere? Yes No

If YES: to which organisation and by what date is a decision expected

dd/mm/yyyy

1.8 Brief project description (**maximum 500 words**). This should be a non-technical summary of your proposal, its potential relevance to policy and possible use of results. It should be easily understood by non-specialists. If your proposal is successful, this summary will be published on the Defra website (**Note e** in guidance note).

Cotswold Catchment Payments For Ecosystem Service Pilot.

Ecosystems underpin all human life and activities. The goods and services they provide are vital to sustaining well-being and to future economic and social development. The benefits ecosystems provide include food, water, timber, air purification, soil formation and pollination. But human activities are destroying biodiversity and altering the capacity of healthy ecosystems to deliver this wide range of goods and services. Scientists are predicting that an increase in world population to 8 billion by 2030 could lead to dramatic shortages of food, water and energy. The loss of services from natural ecosystems will require costly alternatives. Investing in our natural capital will save money in the long run, and is important for our welfare and long-term survival. There is a pressing need for to develop a framework for Payments for Ecosystem Service (PES), but the questions must be asked 'who will pay?' To answer that question the issues must be identified, the evidence collected, the attitudes of potential 'buyers' and 'sellers' surveyed and evaluated, so that a practical locally relevant PES with multiple benefits can be developed to benefit all. The Cotswold Catchment Payment for Ecosystem Service Pilot aims to achieve these objectives as one of the 5 National Defra PES Pilots.

The proposal is to develop a the PES Pilot in the Cotswold Catchment, which comprises of the Upper Thames, Windrush, Evenlode and this pilot will extend east into the Upper Cherwell to include the new Cotswold Catchment Sensitive Farming target area. The range of pressures in the whole catchment ecosystem are caused by a wide spectrum of interconnecting factors, but primarily influenced by land use, directly linked to human activity and the need to produce food for expanding population. Parallel to this there is an obligation to fulfill EU Directives and strategies on water quality (Water Framework Directive), the Nitrates Directive, Carbon reduction, biodiversity and landscape protection.
<http://ec.europa.eu/environment/pubs/factsheets.htm>

This pilot brings together FWAG SW, as practical land managers, and CCRI, as academic researchers, as complementary partners to further apply the benefits of the Integrated Local Delivery (ILD) framework t to develop a PES pilot with multiple benefits. Other key partners are who are offering in kind contributions are Thames Water (£8,000), the NFU (£2,000), the Environment Agency (£5,000), Natural England (£5,000) and the Gloucestershire County Council (£500). As part of the PES pilot, the pilot lead from FWAG SW, will work to coordinate the partners working in parallel for the duration of the pilot, focusing on four areas: Data Collection and Modeling;; PES Development through Integrated Local Delivery; Surveying and Evaluation of 'buyers' and 'sellers', and collecting evidence of need with Field trials and Carbon Audits. All of these strands of the pilot are ready to start as soon as funding is received. The results will be brought together by the pilot to formulate a PES that is workable, locally relevant and supported by all partners. The PES will be developed in way that integrates all wider strategic delivery opportunities for food production, the rural economy; landscape and biodiversity by GIS over layering through a central data centre that aims to establish what PES would influence decision making and positive behavior change by land mangers over agricultural land use for the benefit of all.

1.9

Sub-contractor and/or joint contractor contact details

Only to be completed if there are sub-contractors to be employed on the project or if the project has joint contractors.

For each sub-contractor/joint contractor please insert the name and address of the organisation, contact name, telephone number and e-mail address. Please also specify if they are a sub-contractor or joint contractor. Please list joint contractors first followed by sub-contractors in order of their relative contributions.

Organisation	Contact name and, telephone number and email address	Joint or sub- contractor	Total costs
CCRI University of Gloucestershire Oxstalls Lane Longlevens GLOUCESTER GL2 9HW	Chris Short	Joint contractor	£9375

■ Section 2 – Evidence

2.1 Background

The EU has identified that there are four different kinds of services, all vital to human health and well being these are: **Provisioning services** that supply the goods themselves, such as food, water, timber and fibre; **Regulating services** that govern climate and rainfall, water (e.g. flooding) waste and the spread of disease; **Cultural services** that cover the beauty, inspiration and recreation that contribute welfare and **Supporting Service** that include soil formation, photosynthesis and nutrient cycling which under pin growth and production.

The Natural Environment White Paper set out the UK Government's vision for the natural environment over the next 50 years, backed up with practical action to deliver that ambition. Nature and ecosystems, it states, are sometimes taken for granted and undervalued. But a healthy, properly functioning natural environment is the foundation of sustained economic growth, prospering communities and personal wellbeing. The White Paper sets out four ambitions:

- Protecting and improving our natural environment
- Growing a green economy
- Reconnecting people and nature
- International and EU leadership on the natural environment

Over the last two years, Defra has been developing the evidence and analysis on payments for ecosystem services:

- An introduction to payments for ecosystem services, October 2010
- Analytical paper on payments for ecosystem services, October 2011 (published as part of the Defra evidence and analysis working paper series)
- A report for Defra by URS on "Barriers and opportunities for the use of payments for ecosystem services", September 2011

The research sets out a range of potential next steps for promoting the development of PES schemes across England. The emphasis here is on **facilitating** the emergence of user-financed schemes and modifications to government-financed schemes to enhance their efficiency, effectiveness and integration are also recommended to be explored. In order to implement the next steps a wide range of stakeholders will need to be **proactively** engaged including Government, the Environment Agency, Natural England, local authorities, environmental NGOs as well as landowners and managers.

DEFRA and the Environment Agency are exploring improved ways of engaging with people and organisations that can make a difference to the health of all England's inland waters, from source to sea. The focus is on a more catchment-based approach where partners and communities can share information; work together, co-ordinate work and making the case for collaborative action to protect the water environment. To this end there is a need explore new ways of engagement with the aim to develop, test and implement approaches such as ecosystem services that improved engagement, information sharing and co-ordination of action at a local level within the catchment . FWAG SW and CCRI (supported by Natural England) have developed an Integrated Local Delivery framework (ILD) (CShort et al 2011) that is being further evaluated in the Cotswolds Catchment as one of the 15 externally hosted WFD Defra Pilots. ILD values that aall organisations have their own areas of expertise, and individual strategies and targets. This PES pilot will explore whether the funding opportunities from stakeholders could be layered and integrated, that is field by field specific delivering all organisations objectives. It will examine whether contributions from a wide range of 'buyers' could achieves values comparable to the current market drivers for arable production.

The Cotswold Catchment is a small/medium sized catchment predominantly rural in character but with some urban pressures in the Thames River Basin. The northern part of the catchment falls within the Cotswolds Area of Outstanding Natural Beauty and the southern catchments fall in the Cotswold Water Park, with many small to medium market towns located throughout the catchment. The northern area of the catchment is characterised by Oolitic limestone which is a store of groundwater with predominantly thin limestone soils. The Draft Upper Thames Catchment Plan shows the Ecological Status of part of the Cotswolds Catchment with data showing a third of surface rivers are currently of 'bad' or 'poor' ecological status and a third being 'moderate' status. Ground waters are also failing Good Ecological Status. The Cherwell catchment is a small catchment that is predominantly agricultural in character. The catchment drains into the River Cherwell from which drinking water is abstracted at Grimsbury, which then supplies water to Banbury. Purely a surface catchment, the heavy land is suited to growing winter wheat and winter oilseed rape. The chemicals that are used for oilseed rape herbicides (propyzamide and carbetamide) and for slug control (metaldehyde) are problematical in that they are causing the water in the Grimsbury reservoir to fail the Drinking Water standard.

There are many interested organisations, both statutory and Non Government Organisations (NGOs) who are working to achieve a better environment, but their activity is not integrated and there is an urgent need for a lead partner to examine the accuracy of the threats to ecosystems, and bring together all the opportunities for better environmental quality within the catchment. This is particularly urgent in the light of Common Agricultural Policy Reform, changes in Environmental Stewardship Schemes, and in a time of austerity, to answer the question 'who will pay? The application for this PES pilot is directly a result of Cotswold Catchment WFD pilot that has identified key threats and opportunities in the catchment. One of which is the ending of the Environmentally Sensitive Area (ESA) Environmental Stewardship Scheme managed by Natural England, covering some 85,000 Has. Under Tier 2 of the ESA agreement was the option for arable reversion to grassland mostly for landscape purposes. This was taken up by a large number of farms with an estimated coverage of 10,000 hectares under this option. Only a third of these agreements remain with some 3,500 Has known to still under arable reversion. With CAP reform still very much in debate, and the increase in grain prices there is a strong chance that a large proportion of this grassland area will soon be or has been ploughed up and returned to productive arable land.

How will this affect the delivery of EU Directives and the ambitions to deliver provisioning, regulating, cultural and supporting services? Is there a clear understanding that this will result in negative impacts on some of those services? Who is taking the lead to examine and address the issues?

This background indentifies a key need to collectively analyse the issues, obtain the evidence and develop a PES to mitigate any potential negative impact on ecosystems services within the catchment.

2.2 Objectives

Outline the general aims of the project and specific evidence objectives (measurable and time bound), any interdependence (the extent to which the success of one objective depends on the successful completion of another), and where there is more than one contractor, show clearly the roles of each.

If your application is accepted, these objectives may be included in the agreement between you and the Department. Please, therefore, restrict your entry to the salient points and set these out clearly and concisely.

This PES pilot project has the following objectives:

There are four main objectives of the pilot will run in parallel for 1 year and come together to achieve Objective 5::

Objective 1: To collect data and apply modeling: GIS over layering of natural asset and strategic data to create field by field relevant data set by using ILD to identify potential partners for PES. FWAG SW / GCC Lead Esther Collis

Output 1: Detailed maps of 15 parishes where trial farms are located showing field by field targeting of an integrated PES. 5 parish per mapped per quarter for 3 quarters of 1 year. (milestones 2,3,4,6,7,8,10,11, 12)

Objective 2: To develop PES using ILD. 1:1 meetings with all stakeholder 'buyers' from the public, private and third sector that have an interest in developing a PES. FWAG SW Lead Jenny Phelps

Output 2: 10 no. 1:1 meetings to achieve a comprehensive understanding of stakeholder statutory duties and constituted aims and what 'buyers' will 'pay' and what funding could be layered. 1 meetings for each of 10 stakeholders to month 10 and findings reported. (milestones 2,3,4,6,7,8,10,11,12,14)

Objective 3: To survey and evaluate: To survey 100 farmers coming out of ESA 2014 and Interview 10 farmers to identify understanding of farmers view on the development of the PES: To survey 10 stakeholders to capture their ideas and objectives in PES development CCRI Lead Chris Short

Output 3: 100 no. surveys developed and sent out to 100 farmers in month 3 (milestones 2,3,4); interviews developed and undertaken with 10 farmers month 6 (milestones 6,7,8) ; interviews developed an undertaken with stakeholders month completed month 9 (milestones 10,11,12)

Objective 4: To gather evidence: To carry out Field Trials on 5 farms to collect evidence base of the affects of productive agriculture and potential PES mitigation measures (FWAG SW, Thames Water, UWE) Lead Tim Clarke; To carry out carbon auditing on 10 farms (FWAG SW,NFU) Lead Chantal Brown

Output 4: Field Trials developed by FWAG SW with Thames Water, CSF and the EA ongoing throughout the year. Detailed Metaldehyde and spring cropping trials on a demonstration 1 farm in the Windrush; Cover Crop trials to extend the Oilseed rape rotation and suspected DWPA on 4 farms in the Cherwell for nitrate and pesticide leaching; 10 farms audit for potential carbon emission that are ending ESA agreements in 2014 in the Cotswold Catchment (milestones 2,3,4,6,7,8,10,11,12,14)

Objective 5: To create a PES in the Cotswold Catchment: To develop a practical locally relevant PES by drawing together the finding of data collection, surveying, evidence and partner engagement that achieves multiple benefits (CCRI/FWAG SW) Lead Chris Short

Outcome : Final report on practical PES with multiple benefits developed Month 12 (Milestone15,16)

2.3 Approach and methodology

If your application is accepted, the Approaches, Work Plan and Milestones will be included in any contract issued. Please, therefore, restrict your entry to the salient points and set these out clearly and concisely.

2.3a. Approaches and Work Plan

Outline the approaches to be used to achieve the objectives (set out in 2.2) and set out the work plan for the life of the project stating clearly how you intend to proceed (please include a Gantt chart if appropriate). The approaches should be given the same number, and be in the same order, as the objectives and must be clearly cross-referenced to the numbered milestones (see section 2.3c below). Where there is more than one contractor, please show clearly the roles of each.

Where appropriate, please describe the analyses of data you propose to undertake. This should include any **statistical inputs**.

Please see attached Work Plan and break down of costing.

Objective 1: Methodology GIS data systems, arc map and Scimap

Objective 2: Methodology ILD – GIS scoping of the catchment is based on natural assets that identify locally relevant partners and contacts

Objective 3: Surveying and Evaluation – carried out by CCRI in line with Defra quality standards

Objective 4: Field Trials developed with academic and specialist practitioners in soil science and sampling

Objective 5: Final report written by academic institution which will be peer reviewed

Please note Objectives 1 – 4 can start immediately as all the staff from contributory and complementary projects, farms for field trials and associated in kind contributions are in place.

2.3b. Will the project require a survey to be carried out (**Note f** in guidance note)? Yes x No x

If yes, please give **brief** details about the proposed survey, for example, about the type of survey, its scope and scale.

A survey will be carried out on all arable farms coming out of ESA schemes in 2014. The survey will be sent to a minimum of 100 farmers, with the aim of establishing their intentions and business needs in relation to temporary grass (arable reversion or similar). Of these 10 farmers will be selected for interview, and to further explore the potential needs of the PES 'sellers' to capture an understanding of the market forces and drivers.

There will be extensive 1:1 visits with 10 of the stakeholders interviewed from a range of public, private and third sector. These are likely to include Parish; Town; District; County Councils (to explore PES in relation to provision of services and resilience e.g. flood and drought mitigation); Natural England; Forestry Commission; Environment Agency (collectively); Cotswolds AONB; Private Sector companies; the Cotswold Water Park Trust; The Wildlife Trusts; Rivers Trust and RSPB. Using ILD the pilot will be an all inclusive partnership and all partners will be consulted for their views through the FWAG SW ILD coordinator hosted by the County Council.

2.3c. Milestones table (Note g in guidance note)

These must relate directly to the Objectives, Approaches and Work Plan.

	Target date (dd/mm/yyyy)	No. of months from start date	Description of milestone (maximum 120 characters)	Cost (£) – when required by specs
1	1/09/2012	0	Partnership meeting to clearly define roles; objectives and outputs. Project starts.	
2	31/10/2012	1	Please see work plan and costing breakdown. Objectives 1 – 4: GIS scoping; 1 no 1:1 stakeholder meetings completed; Farmer survey developed; Field Trials designed and agreed on 1 (Metaldehyde) farm and 4 (Nitrate) field trials farms; 1 farm carbon audit completed.	£2262.50
3	30/11/2012	2	1 st Scoped farm/parish map produced; 2 no 1:1 meetings completed; 100 Farmer Surveys sent; 5 field trials commenced; 2 farm carbon audit completed	£2262.50
4	31/12/2012	3	5 scoped farm /parish maps completed; 3 no 1:1 visits completed; Farmer surveys returned and analysed; Field trials continue; 3 farm carbon audits completed	£2262.50
5	31/12/2012	3	Quarterly pilot partnership meeting	
6	31/01/2013	4	Survey response identifies 10 farmers for PES interviews; further 2 farm/parish scoped maps produced; 4 no 1:1 stakeholder meetings completed; farmer interviews developed ; field Trials continued; 4 farm carbon audits completed	£2262.50
7	28/02/2013	5	2 further GIS scoped farm/parish maps produced; 5 no. stakeholder 1:1 meetings completed; Farmer interviews carried out; Field trials continue; 5 farm carbon audits completed.	£2262.50
8	31/03/2013	6	10 scoped farm/parish maps completed; 6 no 1:1 stakeholder interviews completed; farmer interviews completed and evaluated; field trials continue; 6 farm carbon audit completed	£2262.50
9	31/03/2013	6	Quarterly pilot partnership meeting	
10	30/04/2013	7	2 Further scoped/parish farm maps completed; 7 no stakeholder 1:1 meetings completed; stakeholder interviews designed; field trails continue; 7 no farm carbon audits completed	£2262.50
11	31/05/2013	8	2 Further scoped/parish farm maps completed; 8 no stakeholder 1:1 meetings completed; 10 stakeholder interviews carried out; field trails continue; 8 no farm carbon audits completed	£2262.50
12	30/06/2013	9	15 scoped farm/parish maps completed; 9 no stakeholder 1:1 meetings completed; stakeholder interviews evaluated; field trails continue; 9 no farm carbon audits completed	£2262.50
13	30/06/2013	9	Quarterly pilot partnership meeting	
14	31/07/2013	10	Comprehensive GIS data set for catchment completed; 10 no stakeholder 1:1 meetings completed; Evaluation of farmer survey; farmer interviews and stakeholder interviews; field trail (M) starts to conclude; 10 no farm carbon audits completed	£2262.50
15	31/08/2013	11	Final report of GIS scoping and stakeholder engagement relating to practical	£2262.50

			PES development; Field Trials conclude (weather dependant) Field Trials report completed. All data collected and evaluated	
16	01/09/2013	11	Final meeting pilot partnership meeting to draw conclusions	
17	30/09/2013	12	Final Pilot report to Defra showing framework for a practical PES with multiple benefits completed.	£3887.50
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2.3d Knowledge exchange

Consider the expected outputs which may arise from this project, identify key audiences for the results and outline your plans for knowledge exchange and communications of results. Provide a list of all proposed project outputs, including datasets, publications, presentations or demonstrations, and a brief description of how you anticipate the results will be used and by whom.

Where the project specification has been supplied by Defra, you must include any communication and knowledge exchange requirements set out in that specification. Additionally, Defra invites you to add any proposals of your own to communicate the results.

Please note that should you be successful, you will be required to seek approval from the Defra Project Officer before any press release is published at any time during the project. This may take up to two weeks.

FWAG SW is well placed to lead on the PES Pilot as they are committed to sharing best practice with farmers, land owners and communities, having a genuine commitment to partnership working. CCRI are specialist in researching and evaluating how policies and approaches deliver environmental gain and reasons for behavior change, and have existing networks to share information with every sector. ILD already has a mechanism for identifying and involving all relevant stakeholders through a robust scoping exercise and communication structure (please see CCRI full Report or Tool Kit) and has been presented as an innovative delivery framework at national and international conferences

The expected output of this research will lead to a greater in-depth understanding and knowledge of the potential of payments for ecosystem services using an integrated approach at a catchment scale. It is anticipated that the research results will be of particular interest to the Environment Agency and other government agencies, as well as other organisations locally, nationally and possibly internationally who are looking at different approaches for the protection of ecosystem services and multi-objective landscape management.

The results will primarily be communicated in the form of a concise evaluation report to the EA/Defra, undertaken to the common evaluation framework.

We anticipate considerable interest in the outputs of the pilot and we intend to disseminate findings through presentations at conferences and seminars and at least one professional article based on the stakeholder evaluation. These actions will be discussed with Defra and will only occur with their agreement. All Defra's financial support will be acknowledged in any publications.

The CCRI and FWAG will also communicate the project results widely through their e-newsletter and website. In addition, the CCRI has developed a Dissemination Strategy to ensure research results can reach wider audiences. The current policy requires all project managers to develop a one page summary for lay audiences (the normal approach is 2 sides of A4 incorporating photographs, diagrams where appropriate alongside summary text www.ccri.ac.uk/News/Summaries.htm).

2.3e. Quality assurance (**Note h** in guidance note)

- If specified in the competition details, please confirm that this project will be completed in accordance with the measures laid out in the Joint Code of Practice for Research: Yes No
- If NO, please list the areas of the Code that you feel cannot be met and describe the remedial actions you intend on taking to ensure future compliance. Please indicate the dates by which you expect each of these actions to be complete. If the Joint Code of Practice for Research is not applicable to your project please explain why here.

- If the project will be compliant with other Codes of Practice (e.g. the Government Social Research Code) please list these here. Please also state what procedures you operate for Quality Assurance, including formal accreditations.

CCRI is one of the leading specialists rural research centres in the country, formed through a collaborative partnership between the Universities of Gloucestershire and the West of England, with the Royal Agricultural College and Hartpury College. CCRI has extensive experience in all areas of natural environment policy involving consultation across a wide range of natural environment policy stakeholders and is a procured Defra contractor that is compliant with Codes of Practice. CCRI has particular skills in assessing the socio-economic impact of policy changes on the environment and evaluating policy instruments, and has an established reputation in providing robust evidence-based analysis and policy-relevant interpretation. We believe that the CCRI team is particularly well placed to undertake this research with a long history of involvement in the development, monitoring and evaluation of Agri-environment schemes and Agri-environment advice over the last 12 years. The team also has a particular interest in collective land management, and an understanding of the issues involved in delivering landscape scale benefits and is a partner in integrated local delivery.

2.3f. Risks, ethical considerations and health and safety

List the risks which might prevent or delay achievements of the project objectives. There is no such thing as a risk-free project – please complete this section. For each risk include an assessment of the likelihood of the risk occurring, the likely impact/consequences on the project, any steps that will be taken to minimise/avoid the risk and the risk owner.

Where relevant you should highlight any ethical considerations which the project may raise and also highlight any health and safety considerations.

Slippage and consequent late delivery. (Low Risk, Medium Impact) All named staff are ready to commence the project once funding is confirmed. The project manager will monitor the delivery of the project in relation to the proposed timeline and milestones, and act early to correct signs of slippage.

Access to sufficient data to base revisions and actions upon. (Low Risk, Medium Impact) FWAG SW have access to a wide range of data, namely the County Council GIS system MAIDEN and have been allowed access to Defra 'family' data will be possible where appropriate. Coupled with the experience and knowledge of the project staff it is unlikely that sufficient data cannot be sourced.

Limited response from stakeholders. (Medium Risk, Medium/High Impact) The PES pilot project is a direct result of need identified from the Cotswolds WFD pilot where there continues to be an excellent response from those key stakeholders within the Cotswold catchment. The ongoing evaluation is also structured so that there is an early warning system to any concerns among the stakeholders.

Loss of project staff within the research team. (Low Risk, Medium Impact). In the unlikely event of loss of key staff during the course of the project, FWAG SW and CCRI have a pool of suitably qualified staff that can complete the work without compromising delivery.

■ Section 3 – Resources and Other Requirements

3.1 Project management

You should identify the individual(s) who will have overall management responsibility for the research and/or identify the Project Director, and nominate a representative for day-to-day contact with the Defra Project Officer. You should outline how you plan to keep Defra informed of progress made and of any difficulties encountered, as well as the level of input and guidance that you will require from the Defra Project Officer and Project Board (if relevant). You should also describe your organisational approach to project management and how this is implemented.

Jenny Phelps (FWAG SW) will have the main Project Management responsibility for ensuring that the project is delivered on time, in budget and to the quality required. Jenny will act as the day-to-day contact liaising with the Defra Project Officer throughout the project via face-to-face meetings or by tele-conferencing, telephone or email. Jenny will keep in regular contact with the Defra Project Officer and report on progress fortnightly. She will ensure that the Project Officer is kept aware of progress with the project and if any areas of concern arise he will act quickly taking remedial action and keeping the Project Officer informed and involved as appropriate.

3.2 Proposed team

3.2a. Include a summary statement that explains why your proposed team has the appropriate skills and expertise to successfully undertake the project. Name all the members of the proposed team and outline their respective roles/activities in the project, relevant expertise, and unit cost. Please do not repeat the level of detail of the CV.

You are also required to submit short CVs (**no longer than 2 pages**) for each member of the proposed team, which should clearly show their expertise in relation to the needs of the project (e.g. include only relevant publications).

The **Farming and Wildlife Advisory Group South West** would be well placed to run the catchment pilot. FWAG as an organisation has 40 years experience advising farmers and landowners on environmentally sustainable farming and has a highly skilled team of advisers across the SW.

Jenny Phelps is Farm Conservation Advisor with Gloucestershire FWAG, who has over the past 8 years developed the Integrated Local Delivery (ILD) framework. She has vast hands-on experience of delivering management of common land and other multi-functional areas through independent and impartial conservation advice on to farmers, landowners and communities. Jenny also specialises in facilitating delivery of Water Framework Directive and is the lead for the Defra WFD catchment Pilot. She is also experienced in managing large projects and budgets through specialist Higher Level Stewardship applications for complex agreements for Natural England, the Environment Agency and the Forestry Commission. Day rate £395

Tim Clarke is an Agronomist and Farm Conservation Adviser working with FWAG SW. He has extensive experience in the field of agricultural diffuse pollution and has worked as a Lead Adviser for Catchment Sensitive Farming (CSF) in the new Cotswolds CSF priority catchment. He is also an experienced Higher Level Stewardship adviser. Day rate £395

Chantal Brown is a Farm Conservation Adviser that has specialist training in Carbon Auditing and sustainable energy for FWAG SW. Day rate £395

Christopher Short is a Senior Research Fellow at CCRI and a national specialist in issues relating to common land. Chris is the named partner in the Cotswold WFD Defra Pilot. Chris was the principal author of the DETR Good Practice Guide and the associated research report into the management of common land. He is also the convener of the National Seminar on Common Land and Village Greens, since 1998 he has been involved in over 10 projects concerning common land and village greens for clients such as the New Forest Committee, Brecon Beacons National Park, English Nature and the National Trust. He has also undertaken a wide range of research concerning Agri-environment schemes including the economic evaluation of both CSS and ESAs and the evaluation of the Upland Experiment. He has also recently completed a project for the Welsh Assembly Government looking at the reasons why farmers leave and join Agri-environment schemes. Chris was also involved in 'The Identification of Delivery Mechanisms for Welsh Top-Tier Agri-Environment Schemes' and 'Evaluation of key factors that lead to successful Agri-environmental co-operative schemes' for WAG. Chris will design surveys, questionnaires and face-to-face interviews with stakeholders and produce the final report. Daily rate £575.

3.3 Project costs

3.3a Cost breakdown

Before completing this part of the form you should read the **Financial Guidelines** for project cost estimate (within the guidance note).

If the project has joint contractors or sub-contractors details of these costs should be submitted separately in 3.3b.

	Financial years (April – March) (e.g. 11/12)					Total
	Year 12 / 13	Year 13 / 1	Year /	Year /	Year /	
Cost	£	£	£	£	£	£
Pay costs	10800	12217.50				23017.5
Consumables	250	250				500
Equipment	500	250				750
Travel expenses	975	975				1950
Overheads	1200	1357.50				2557.50
Sub contracts ¹						0
Other						0
Total costs* (FINANCIAL year)	13725	15050	0	0	0	£28775
VAT (FINANCIAL year)	2745	3010				£5755

**Excluding VAT. (See also Financial Guidelines (non-competitive work must be costed at current prices)*

3.3b Additional cost details

Please describe and explain what costs are included in Consumables, Equipment (include equipment to be used in project, and justification for further purchases), Travel expenses, Sub contracts and other in the above table.

Also use this box to describe any in kind contributions or funding contributions other than Defra (e.g. for project joint funded with other organisations).

Travel expenses: Travel for the CCRI project team to undertake stakeholder interviews, within the Cotswold Catchment. Possible hiring of venues also included.

Consumables: Printing costs associated with production of questionnaires and reports.

3.3c Joint and Sub-contractor costs

If the project has sub-contractors or joint-contractors use this box to provide a breakdown of each of their costs in the same format to the table in 3.3a. **Please copy and paste one table per joint contractor and one table per sub-contractor.**

Included in table above (CCRI)

3.3d Address to which payment should be made

FWAG South West
Manor Farm
Isle Abbotts
Taunton
TA3 6RN

VAT status:

- Will VAT be charged? Yes x No

3.4 Insurance

The Department requires its research contractors to have an appropriate level of insurance cover based upon identified risks. Please state the current level of insurance cover you hold in respect of Employer’s Liability; Public Liability; and Professional Indemnity, together with the insurer and current insurance certificate number. Should your bid be accepted, you may be required to provide a copy.

FWAG SW and CCRI are fully insured and are both existing procured Defra contractors. Copies of insurance will be sent as required.

3.5. Intellectual Property (IP) Rights (Note i in guidance note)

The default position is for Defra to own the IP developed as part of the contract. This policy came into effect in December 2010 when updated Terms and Conditions were introduced by Defra and reflects the cross-Government model position recommended by the Cabinet Office Efficiency and Reform Group.

• Is the proposed research likely to lead to:

(i) Protectable results (e.g. patents, design rights etc.)?Yes No

(ii) Other commercially negotiable results (such as 'know-how')?Yes No

If YES to (i) and/or (ii), please give details including interest already expressed. Please provide justification if proposing other IP Rights arrangements. Please include details of proprietary IP rights.

3.6. Small business declaration (Note j in guidance note)

Under the Small Business Research Initiative Defra is required to monitor the amount of research funding that is awarded to small businesses. As such you are required to provide responses to the following questions in your tender document:

3.6a Are you or any joint contractors on the project small businesses?.....Yes x No

If yes, please list names of businesses.

3.6b Does the proposal involve sub-contracting work to a small business?Yes x No

If yes, please give the name and level of funding for each small business acting as a sub-contractor.

Since the reformation of FWAG SW – Advisers work as FWAG SW Associates who are self employed subcontractors giving 10% to the reforming FWAG SW. This is a legally binding agreement.

3.7. Use of animals

If the project involves the use of animals, you must complete this section.

(a) Does any of the work outlined in the proposal require a licence from the Home Secretary under the Animal (Scientific Procedures) Act 1986?Yes No

If YES, please give an estimate of the numbers of each species to be used

(b) Defra requires full compliance with the guidelines set out in the '<http://www.nc3rs.org.uk/page.asp?id=871>'. If your proposal involves the use of animals, please confirm by ticking this box that you have read the statement and will seek to implement it in fullYes No

Declaration (to be completed by a duly authorised signatory of the proposer's organisation)

I declare that:

- (a) I have read all sections of this proposal, the financial guidelines for project cost estimates, and Defra's standard contractual terms and conditions;
- (b) If agreed for funding, the work will be accommodated and administered in our organisation in accordance with the above mentioned terms and conditions;
- (c) The costings in this proposal conform to the above mentioned financial guidelines, and the staff grading and salaries quoted are correct and in accordance with the normal practice of this organization;

(d) No capital equipment proposed for purchase for the project, and included in the project costings, duplicates existing equipment which is available for use on the project;

(e) Defra may use the information in this application for the purposes outlined in Note a;

For universities and public sector research establishments only:

(f) The costings in this proposal represent the full economic costs determined in accordance with the appropriate methodology ('Transparent Approach to Costing' and 'Costing and Prices for Sustainability in PSRE's' respectively).

Signature	Jennifer Phelps	Date	dd/mm/yyyy 13/08/2012
Title	Mrs		
• First name	Jennifer		
• Surname	Phelps		
• Position held	Conservation Adviser		
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Name and address of organisation	FWAG South West Manor Farm Isle Abbots Taunton TA3 6RN		

For submission of this form, please see Note b in guidance note.