**Annex B – Tests and Trials Policy Questions**

We are seeking to answer the following policy questions through Phase 4 of Tests and Trials. These are referred to in the Call Guidance Document and Annexes A and B:

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| **Theme** | **Category** | **Policy questions** |
| Innovative Delivery Mechanisms (IDM) | How do we utilise private finance in the future schemes? | * How can farmers and land managers stack public and private finance alongside the delivery of ELM schemes? * What are the mechanisms to determine the value of an environmental outcome would be attractive to private sector stakeholders and land managers? * What are the mechanisms to establish minimum price thresholds for environmental outcomes and what is their impact on private sector interest? * What approaches to monitoring and verification of environmental outcomes provide a high level of confidence balanced against the cost of the monitoring? Is the market providing adequate support to carry out these activities? * What industry standards and farm level metrics could be considered to support alignment with private market best practice? |
| Testing Whole Farm approach to Payment by Results (PbR) at larger scale | * Can PbR be a mechanism used at the scale of a whole farm approach? * How can PbR facilitate private investment/markets? * How can technology support the delivery of PbR to aid the farmer with monitoring and reporting? * Can PbR be used as a mechanism to incentivise and reward the right actions in the right places and encourage join up across areas within CS to deliver outstanding results? |
| Advice and Guidance | Where and how does advice and support best support farmers? | * •What kind of advice is the market not so good at providing that may be important for farmers and foresters  (e.g., where in the market might there be a gap?)   + At what stage should this advice be provided? What should this advice focus on?   + At what stage is advice most important to you, during application or the management of an agreement? * Would you like to take part in training and learning yourself? Would it mean you didn’t need to employ an adviser? Which skills/areas do you think specific training would help and reduce the need for advice? |
| What do farmers look for to identify quality advice? | * What quality assurance would you prefer to see advisers have? (Formal qualifications/certification, membership of an organisation) * How would you look to identify whether a commercial adviser will give you quality advice? |
| What considerations are there around farmers accessing chargeable advice? | * What would incentivise you to pay for advice?   + What advice do you think must come from an ALB adviser and what is more suited to a commercial adviser?   + Would free advice (from an ALB or advice that Defra pays for) encourage you to enter a scheme that has complex or riskier options? * When can guidance reduce the need for advice? What other support can replace the need for advice (eg townhall events, farm visits, cluster groups) * How can advice help you build on your aspirations in delivering environmental, animal health and welfare, and productivity?   + How do the different types of advice available help? i.e Commercial, Non-profit, ALB, other routes * If you had to pay for advice, how would this impact your engagement with Defra schemes and opportunities?   + If you already pay for advice, what has its impact been on your engagement with Defra offers?   + If you already pay for advice, has the investment been worth it?   + If you had to pay for advice, would you pay for non-profit advice if they had the necessary expertise? |
| What are the routes for advice? | * At what stage of the journey is there the greatest need for advice?   + What about the advice makes it useful at this stage?   + How do the different types of advice available help at each stage? i.e. Commercial, Non-profit, ALB, other routes * How do different sources of support help you to understand what is right for your business? e.g. advice, guidance, learning and development, skill sharing etc |
| Collaboration | Testing appetite and mechanisms for collaboration | * How would you look to join/create a collaboration group in your local area? * Are you aware of what networks exist around you, i.e. of farmers etc.? * What is it about a financial incentive that would encourage farmers to join a collaborative group? |
| Monitoring and Verification | Mechanisms for monitoring and verification | * How could monitoring be improved in the new schemes? * What methods could be employed to allow farmers and land managers to monitor delivery against scheme requirements? * What systems/tools could be used to aid delivery, monitoring, or demonstrating Value for Money including stacking of public/private schemes |
| Regulations / Legal Standards | Mechanisms for delivery of compliance | * What activities/outcomes can you self-monitor to demonstrate compliance with regulations? (e.g. nutrient management, animal health and welfare, water quality, air quality, risks to human health). * What tools help you feel confident that you are compliant with regulation? * How can farmers and land managers collaborate to reduce the risk of harms to the environment or animal health and welfare at a catchment or landscape scale (e.g. water pollution risks in a catchment)? |
| Evolving ELM | How do we evolve ELM to ensure farmers are delivering the right actions to meet our targets? | * Which actions challenging to deliver and that you would have reservations about choosing? How would you go about implementing these? How would you demonstrate your delivery to other farmers? How receptive would other farmers be to your method of delivery? * How could farmers support each other and share knowledge to aid delivery of more complex options? * How do actions stack with each other? |