



Department  
for Environment  
Food & Rural Affairs

Defra Future Farming &  
Countryside  
Programme Commercial  
Team  
London  
England SW1P 3JR

T: [REDACTED]  
helpline@defra.gsi.gov.uk  
www.gov.uk/defra

[REDACTED],  
The Organic Research Centre  
Trent Lodge  
Stroud Road  
Cirencester  
Gloucestershire  
GL7 6JN

Your ref: Proposal 268  
Our ref: ecm\_57776

Date: 30 March 2020

Dear [REDACTED]

## **Award of contract for the supply of services for Agriculogy – Identify the Most Effective Forms of Knowledge Exchange**

Following your proposal for the supply of services to the Department for Environment Food, & Rural Affairs (Defra), to investigate how knowledge about sustainable practices is best transferred to farmers. The test aims to establish the extent to which innovative digital media in the form of videos and audio recordings are an effective medium for farmer-farmer and researcher-farmer learning about sustainable farming practices. In the context of the digital tools being investigated we aim to demonstrate the most effective format of knowledge exchange in place of non-digital methods (e.g. farm walks, advisors, events)., we are pleased to award this contract to you.

This letter (Award Letter) and Annexes set out the terms of the contract between **Defra** as the Customer and **The Organic Research Centre** as the Contractor for the provision of the Services set out the final agreed Contractor's proposal included at Annex 2 of this Award Letter, including without limitation to deliver the objectives set out in section 1.3 of the Contractor's proposal. Unless the context otherwise requires, capitalised expressions used in this Award Letter have the same meanings as in the terms and conditions of contract set out in Annex 1 to this Award Letter (the "**Conditions**"). In the event of any conflict between this Award Letter and the Conditions, this Award Letter shall prevail. Please do not attach any Contractor terms and conditions to this Award Letter as they will not be accepted by the Customer and may delay the conclusion of the Agreement.

For the purposes of the Agreement, the Customer and the Contractor agree as follows:

- 1) The Charges for the Services shall be as set out in section 2 of the Contractor's proposal attached at Annex 2 of this Award Letter and in the milestone payment schedule attached at Schedule 1 to Annex 2 of this Award Letter
- 2) The Specification of the Services to be supplied by the Contractor is as set out in section 1 of the Contractor's proposal attached at Annex 2 of this Award Letter. Notwithstanding any language in the Contractor proposal to suggest the contrary, the specification of the Service as set out in the Annex 2, including without limitation delivery of the proposed objectives and deliverables within the specified timescales, have been agreed by the Parties as definitive and the proposal form shall be interpreted accordingly (for example, where the proposal states that the Contractor "intends" or "aims" to deliver specified objectives or deliverables, this shall be interpreted as stating the Contractor will deliver the objectives or deliverables).
- 3) The Contractor acknowledges the information contained in the Monitoring and Evaluation Information Leaflet attached at Annex 3 of this Award Letter and will provide co-operation and information as required by the evaluation team (led by ICF) for evaluation purposes, including without limitation by providing the information and assistance specified in the section headed "your role in the evaluation".
- 4) The Term shall commence on 30 March 2020 and the Expiry Date shall be 31 March 2021 on which the contract will end unless extended or subject to early termination.
- 5) The address for notices of the Parties are:

**Customer**

Defra  
Nobel House, 17 Smith Square  
London  
England  
SW1P 3JR

**Contractor**

The Organic Research Centre  
Trent Lodge  
Stroud Road  
Cirencester  
Gloucestershire  
GL7 6JN

Attention: [REDACTED]

Attention: [REDACTED]

Email: [REDACTED]

[REDACTED]

- 6) The following persons are Key Personnel for the purposes of the Agreement:

[REDACTED]

- 7) The Customer may require the Contractor to ensure that any person employed in the provision of the Services has undertaken a Disclosure and Barring Service check. The Contractor shall ensure that no person who discloses that he/she has a conviction that is relevant to the nature of the Services, relevant to the work of the Customer, or is of a type otherwise advised by the Customer (each such conviction a "**Relevant Conviction**"), or is found by the Contractor to have a Relevant Conviction

(whether as a result of a police check, a Disclosure and Barring Service check or otherwise) is employed or engaged in the provision of any part of the Services.

## Payment

All invoices should be sent, quoting a valid purchase order number (PO Number), to your Tests and Trials Officer. Within 10 Working Days of receipt of your acceptance of this letter via Bravo, we will send you a unique PO Number. You must be in receipt of a valid PO Number before submitting an invoice.

To avoid delay in payment it is important that the invoice is compliant and that it includes a valid PO Number, PO Number item number (if applicable) and the details (name and telephone number) of your Customer contact (i.e. Contract Manager). Non-compliant invoices will be sent back to you, which may lead to a delay in payment. If you have a query regarding an outstanding payment please contact our Accounts Payable section either by email to [Accounts-Payable.def@gov.sscl.com](mailto:Accounts-Payable.def@gov.sscl.com) or by telephone [REDACTED] Between 09:00-17:00 Monday to Friday.

## Liaison

For general liaison your contact will continue to be [REDACTED] [REDACTED] or, in their absence, [REDACTED] [REDACTED] Direct Line 02087 201306). [REDACTED] [REDACTED] and [REDACTED] are Joint Head of the ELM Tests and Trials Programme.

We thank you for your co-operation to date, and look forward to forging a successful working relationship resulting in a smooth and successful supply of the Services. Acceptance of the award of this contract will be made by electronic signature carried out in accordance with the 1999 EU Directive 99/93 (Community framework for electronic signatures) and the UK Electronic Communications Act 2000. Acceptance of the offer comprised in this Agreement must be made within 7 days from the date of this Award Letter and the Agreement is formed on the date on which the Contractor communicates acceptance on the Customer's electronic contract management system ("Bravo"). No other form of acknowledgement will be accepted. Please remember to quote the reference number above in any future communications relating to this contract.

Yours sincerely,

[REDACTED]  
Senior Commercial Manager  
Department for Environment, Food and Rural Affairs  
Email: [REDACTED]

## Annex 1: Conditions of Contract



Department  
for Environment  
Food & Rural Affairs

# Short Form Contract

## Conditions of Contract for Services

**Contract Reference ecm\_57776**

**Date : 30 March 2020**

### Contents

1. Interpretation .....	6
2. Basis of Agreement .....	10
3. Supply of Services .....	10
4. Term .....	11
5. Charges, Payment and Recovery of Sums Due .....	12
6. Premises and equipment .....	13
7. Staff and Key Personnel .....	14
8. Assignment and sub-contracting.....	15
9. Intellectual Property Rights .....	16
10. Governance and Records .....	17
11. Confidentiality, Transparency and Publicity .....	17
12. Freedom of Information.....	19
13. Protection of Personal Data and Security of Data .....	20
14. Liability .....	25
15. Force Majeure.....	26
16. Termination .....	26

17. Compliance .....28

18. Prevention of Fraud and Corruption .....29

19. Dispute Resolution .....29

20. General .....30

21. Notices .....31

22. Governing Law and Jurisdiction .....31

SCHEDULE 1 - PROCESSING, PERSONAL DATA AND DATA SUBJECTS.....32

# 1. Interpretation

## 1.1 In these terms and conditions:

Term	Description
“Agreement”	means the contract between (i) the Customer acting as part of the Crown and (ii) the Contractor constituted by the Contractor’s acceptance of the Award Letter via Bravo;
“Award Letter”	means the letter from the Customer to the Contractor printed above these terms and conditions;
“Bravo”	means the Customer’s electronic contract management system
“Central Government Body”	means a body listed in one of the following sub-categories of the Central Government classification of the Public Sector Classification Guide, as published and amended from time to time by the Office for National Statistics: <ul style="list-style-type: none"> <li>• Government Department;</li> <li>• Non-Departmental Public Body or Assembly Sponsored Public Body (advisory, executive, or tribunal);</li> <li>• Non-Ministerial Department; or</li> <li>• Executive Agency;</li> </ul>
“Charges”	means the charges for the Services as specified in the Award Letter;
“Confidential Information”	means all information, whether written or oral (however recorded), provided by the disclosing Party to the receiving Party and which (i) is known by the receiving Party to be confidential; (ii) is marked as or stated to be confidential; or (iii) ought reasonably to be considered by the receiving Party to be confidential;
“Contractor”	means the person named as Contractor in the Award Letter;
“Controller”	has the meaning given in the GDPR;

“Customer”	means the Secretary of State for Environment, Food and Rural Affairs;
“Data Loss Event”	means any event that results, or may result, in unauthorised access to Personal Data held by the Contractor under this Agreement, and/or actual or potential loss and/or destruction of Personal Data in breach of this Agreement, including any Personal Data Breach;
“Data Protection Impact Assessment”	means an assessment by the Controller of the impact of the envisaged processing on the protection of Personal Data;
“Data Protection Legislation”	means (i) the GDPR, the LED and any applicable national implementing Laws as amended from time to time (ii) the DPA 2018 to the extent that it relates to processing of personal data and privacy; and (iii) all applicable Law about the processing of personal data and privacy;
“Data Protection Officer”	has the meaning given in the GDPR;
“Data Subject”	has the meaning given in the GDPR;
“Data Subject Request”	means a request made by, or on behalf of, a Data Subject in accordance with rights granted pursuant to the Data Protection Legislation to access their Personal Data;
“DPA 2018”	means the Data Protection Act 2018;
“Expiry Date”	means the date for expiry of the Agreement as set out in the Award Letter;
“FOIA”	means the Freedom of Information Act 2000;
“GDPR”	means the General Data Protection Regulation (Regulation (EU) 2016/679);
“Information”	has the meaning given under section 84 of the FOIA;

“Intellectual Property Rights”	means patents, utility models, inventions, trademarks, service marks, logos, design rights (whether registrable or otherwise), applications for any of the foregoing, copyright, database rights, domain names, plant variety rights, know-how, trade or business names, moral rights and other similar rights or obligations whether registrable or not in any country (including but not limited to the United Kingdom) and the right to sue for passing off;
“Key Personnel”	means any persons specified as such in the Award Letter or otherwise notified as such by the Customer to the Contractor in writing;
“Law”	means any law, statute, subordinate legislation within the meaning of section 21(1) of the Interpretation Act 1978, bye-law, enforceable right within the meaning of section 2 of the European Communities Act 1972, regulation, order, regulatory policy, mandatory guidance or code of practice, judgment of a relevant court of law, or directives or requirements of any regulatory body with which the relevant Party is bound to comply;
“LED”	means Law Enforcement Directive (Directive (EU) 2016/680);
“Party”	the Contractor or the Customer (as appropriate) and “Parties” shall mean both of them;
“Personal Data”	has the meaning given in the GDPR;
“Personal Data Breach”	has the meaning given in the GDPR;
“Processor”	has the meaning given in the GDPR;
“Protective Measures”	means appropriate technical and organisational measures which may include: pseudonymising and encrypting Personal Data, ensuring confidentiality, integrity, availability and resilience of systems and services, ensuring that availability of and access to Personal Data can be restored in a timely manner after an incident, and regularly assessing and evaluating the effectiveness of the such measures adopted by it;

“Purchase Order Number”	means the Customer’s unique number relating to the order for Services to be supplied by the Contractor to the Customer in accordance with the terms of the Agreement;
“Regulations”	means the Public Contract Regulations 2015 (SI 2015/102);
“Request for Information”	has the meaning set out in the FOIA or the Environmental Information Regulations 2004 as relevant (where the meaning set out for the term “request” shall apply);
“Services”	means the services set out in section 1 of the Contractor’s proposal attached at Annex 2 to the Award Letter, including without limitation to deliver the objectives specified at section 1.3 of the proposal and including any modified or alternative services as may be agreed from time to time in accordance with the Agreement;
“Specification”	means the specification for the Services set out in section 1 of the Contractor’s proposal attached at Annex 2 to the Award Letter;
“Staff”	means all directors, officers, employees, agents, consultants and contractors of the Contractor and/or of any sub-contractor of the Contractor engaged in the performance of the Contractor’s obligations under the Agreement;
“Staff Vetting Procedures”	means vetting procedures that accord with good industry practice or, where applicable, the Customer’s procedures for the vetting of personnel as provided to the Contractor from time to time;
“Sub-processor”	means any third party appointed to process Personal Data on behalf of the Contractor related to this Agreement;
“Term”	means the period from the start date of the Agreement set out in the Award Letter to the Expiry Date as such period may be extended in accordance with Clause 4.2 or terminated in accordance with the terms and conditions of the Agreement;
“VAT”	means value added tax in accordance with the provisions of the Value Added Tax Act 1994; and

“Working Day”

means a day (other than a Saturday or Sunday) on which banks are open for business in the City of London.

- 1.2 In these terms and conditions, unless the context otherwise requires:
- 1.2.1 references to numbered clauses are references to the relevant clause in these terms and conditions;
  - 1.2.2 any obligation on any Party not to do or omit to do anything shall include an obligation not to allow that thing to be done or omitted to be done;
  - 1.2.3 the headings to the clauses of these terms and conditions are for information only and do not affect the interpretation of the Agreement;
  - 1.2.4 any reference to an enactment includes reference to that enactment as amended or replaced from time to time and to any subordinate legislation or byelaw made under that enactment; and
  - 1.2.5 the word ‘including’ shall be understood as meaning ‘including without limitation’.

## **2. Basis of Agreement**

- 2.1 The Award Letter constitutes an offer by the Customer to purchase the Services subject to and in accordance with the terms and conditions of the Agreement.
- 2.2 The offer comprised in the Award Letter shall be deemed to be accepted by the Contractor on receipt by the Customer of the Contractor’s notification of acceptance via Bravo within 7 days of the date of the Award Letter.

## **3. Supply of Services**

- 3.1 In consideration of the Customer’s agreement to pay the Charges, the Contractor shall supply the Services to the Customer for the Term subject to and in accordance with the terms and conditions of the Agreement.
- 3.2 In supplying the Services, the Contractor shall:

- 3.2.1 co-operate with the Customer in all matters relating to the Services and comply with all the Customer's instructions;
- 3.2.2 perform the Services with all reasonable care, skill and diligence in accordance with good industry practice in the Contractor's industry, profession or trade;
- 3.2.3 provide co-operation and information as required by the evaluation team for evaluation purposes as specified in the Monitoring and Evaluation Information Leaflet attached at Annex 3 to the Award Letter, including without limitation by providing the information and assistance specified in the section headed "your role in the evaluation";
- 3.2.4 use Staff who are suitably skilled and experienced to perform tasks assigned to them, and in sufficient number to ensure that the Contractor's obligations are fulfilled in accordance with the Agreement;
- 3.2.5 ensure that the Services shall conform with all descriptions and specifications set out in the Specification;
- 3.2.6 comply with all applicable laws; and
- 3.2.7 provide all equipment, tools and vehicles and other items as are required to provide the Services.
- 3.3 The Customer may by written notice to the Contractor at any time request a variation to the scope of the Services. In the event that the Contractor agrees to any variation to the scope of the Services, the Charges shall be subject to fair and reasonable adjustment to be agreed in writing between the Customer and the Contractor.

## **4. Term**

- 4.1 The Agreement shall take effect on the date specified in Award Letter and shall expire on the Expiry Date, unless it is otherwise extended in accordance with clause 4.2 or terminated in accordance with the terms and conditions of the Agreement.
- 4.2 The Customer may extend the Agreement for a period of up to 6 months by giving not less than 10 Working Days' notice in writing to the Contractor prior to the Expiry Date. The terms and conditions of the Agreement shall apply throughout any such extended period.

## **5. Charges, Payment and Recovery of Sums Due**

- 5.1 The Charges for the Services shall be as set out in the Award Letter and shall be the full and exclusive remuneration of the Contractor in respect of the supply of the Services. Unless otherwise agreed in writing by the Customer, the Charges shall include every cost and expense of the Contractor directly or indirectly incurred in connection with the performance of the Services.
- 5.2 All amounts stated are exclusive of VAT which shall be charged at the prevailing rate. The Customer shall, following the receipt of a valid VAT invoice, pay to the Contractor a sum equal to the VAT chargeable in respect of the Services.
- 5.3 The Contractor shall invoice the Customer as specified in the Agreement. Each invoice shall include such supporting information required by the Customer to verify the accuracy of the invoice, including the relevant Purchase Order Number and a breakdown of the Services supplied in the invoice period.
- 5.4 Where the Charges are to be paid by way of milestone payments, the Customer shall not be obliged to pay any milestone payment unless the criteria and outputs relating to the relevant milestone have been delivered to the reasonable satisfaction of the Customer.
- 5.5 In consideration of the supply of the Services by the Contractor, the Customer shall pay the Contractor the invoiced amounts no later than 30 days after verifying that the invoice is valid and undisputed and includes a valid Purchase Order Number. The Customer may, without prejudice to any other rights and remedies under the Agreement, withhold or reduce payments in the event of unsatisfactory performance.
- 5.6 If there is a dispute between the Parties as to the amount invoiced, the Customer shall pay the undisputed amount. The Contractor shall not suspend the supply of the Services unless the Contractor is entitled to terminate the Agreement for a failure to pay undisputed sums in accordance with clause 16.4. Any disputed amounts shall be resolved through the dispute resolution procedure detailed in clause 19.
- 5.7 If a payment of an undisputed amount is not made by the Customer by the due date, then the Customer shall pay the Contractor interest at the interest rate specified in the Late Payment of Commercial Debts (Interest) Act 1998.

- 5.8 Where the Contractor enters into a sub-contract, the Contractor shall include in that sub-contract:
- 5.8.1 provisions having the same effects as clauses 5.3 to 5.7 of this Agreement; and
  - 5.8.2 a provision requiring the counterparty to that sub-contract to include in any sub-contract which it awards provisions having the same effect as 5.3 to 5.8 of this Agreement.
- 5.9 In this clause 5, “sub-contract” means a contract between two or more Contractors, at any stage of remoteness from the Customer in a subcontracting chain, made wholly or substantially for the purpose of performing (or contributing to the performance of) the whole or any part of this Agreement.
- 5.10 If any sum of money is recoverable from or payable by the Contractor under the Agreement (including any sum which the Contractor is liable to pay to the Customer in respect of any breach of the Agreement), that sum may be deducted unilaterally by the Customer from any sum then due, or which may come due, to the Contractor under the Agreement or under any other agreement or contract with the Customer. The Contractor shall not be entitled to assert any credit, set-off or counterclaim against the Customer in order to justify withholding payment of any such amount in whole or in part.

## **6. Premises and equipment**

- 6.1 If necessary, the Customer shall provide the Contractor with reasonable access at reasonable times to its premises for the purpose of supplying the Services. All equipment, tools and vehicles brought onto the Customer’s premises by the Contractor or the Staff shall be at the Contractor’s risk.
- 6.2 If the Contractor supplies all or any of the Services at or from the Customer’s premises, on completion of the Services or termination or expiry of the Agreement (whichever is the earlier) the Contractor shall vacate the Customer’s premises, remove the Contractor’s plant, equipment and unused materials and all rubbish arising out of the provision of the Services and leave the Customer’s premises in a clean, safe and tidy condition. The Contractor shall be solely responsible for making good any damage to the Customer’s premises or any objects contained on the Customer’s premises which is caused by the Contractor or any Staff, other than fair wear and tear.

- 6.3 If the Contractor supplies all or any of the Services at or from its premises or the premises of a third party, the Customer may, during normal business hours and on reasonable notice, inspect and examine the manner in which the relevant Services are supplied at or from the relevant premises.
- 6.4 The Customer shall be responsible for maintaining the security of its premises in accordance with its standard security requirements. While on the Customer's premises the Contractor shall, and shall procure that all Staff shall, comply with all the Customer's security requirements.
- 6.5 Where all or any of the Services are supplied from the Contractor's premises, the Contractor shall, at its own cost, comply with all security requirements specified by the Customer in writing.
- 6.6 Without prejudice to clause 3.2.7, any equipment provided by the Customer for the purposes of the Agreement shall remain the property of the Customer and shall be used by the Contractor and the Staff only for the purpose of carrying out the Agreement. Such equipment shall be returned promptly to the Customer on expiry or termination of the Agreement.
- 6.7 The Contractor shall reimburse the Customer for any loss or damage to the equipment (other than deterioration resulting from normal and proper use) caused by the Contractor or any Staff. Equipment supplied by the Customer shall be deemed to be in a good condition when received by the Contractor or relevant Staff unless the Customer is notified otherwise in writing within 5 Working Days.

## **7. Staff and Key Personnel**

- 7.1 If the Customer reasonably believes that any of the Staff are unsuitable to undertake work in respect of the Agreement, it may, by giving written notice to the Contractor:
- 7.1.1 refuse admission to the relevant person(s) to the Customer's premises;
  - 7.1.2 direct the Contractor to end the involvement in the provision of the Services of the relevant person(s); and/or
  - 7.1.3 require that the Contractor replace any person removed under this clause with another suitably qualified person and procure that any security pass issued by the Customer to the person removed is surrendered,

and the Contractor shall comply with any such notice.

7.2 The Contractor shall:

7.2.1 ensure that all Staff are vetted in accordance with the Staff Vetting Procedures;

7.2.2 if requested, provide the Customer with a list of the names and addresses (and any other relevant information) of all persons who may require admission to the Customer's premises in connection with the Agreement; and

7.2.3 procure that all Staff comply with any rules, regulations and requirements reasonably specified by the Customer.

7.3 Any Key Personnel shall not be released from supplying the Services without the agreement of the Customer, except by reason of long-term sickness, maternity leave, paternity leave, termination of employment or other extenuating circumstances.

7.4 Any replacements to the Key Personnel shall be subject to the prior written agreement of the Customer (not to be unreasonably withheld). Such replacements shall be of at least equal status or of equivalent experience and skills to the Key Personnel being replaced and be suitable for the responsibilities of that person in relation to the Services.

## **8. Assignment and sub-contracting**

8.1 The Contractor shall not without the written consent of the Customer assign, sub-contract, novate or in any way dispose of the benefit and/ or the burden of the Agreement or any part of the Agreement. The Customer may, in the granting of such consent, provide for additional terms and conditions relating to such assignment, sub-contract, novation or disposal. The Contractor shall be responsible for the acts and omissions of its sub-contractors as though those acts and omissions were its own.

8.2 Where the Customer has consented to the placing of sub-contracts, the Contractor shall, at the request of the Customer, send copies of each sub-contract, to the Customer as soon as is reasonably practicable.

8.3 The Customer may assign, novate, or otherwise dispose of its rights and obligations under the Agreement without the consent of the Contractor

provided that such assignment, novation or disposal shall not increase the burden of the Contractor's obligations under the Agreement.

## **9. Intellectual Property Rights**

- 9.1 All Intellectual Property Rights in any materials provided by the Customer to the Contractor for the purposes of this Agreement shall remain the property of the Customer but the Customer hereby grants the Contractor a royalty-free, non-exclusive and non-transferable licence to use such materials as required until termination or expiry of the Agreement for the sole purpose of enabling the Contractor to perform its obligations under the Agreement.
- 9.2 All Intellectual Property Rights in any materials created or developed by the Contractor pursuant to the Agreement or arising as a result of the provision of the Services shall vest in the Contractor. If, and to the extent, that any Intellectual Property Rights in such materials vest in the Customer by operation of law, the Customer hereby assigns to the Contractor by way of a present assignment of future rights that shall take place immediately on the coming into existence of any such Intellectual Property Rights all its Intellectual Property Rights in such materials.
- 9.3 The Contractor hereby grants the Customer:
- 9.3.1 a perpetual, royalty-free, irrevocable, non-exclusive licence (with a right to sub-license) to use all Intellectual Property Rights in the materials created or developed pursuant to the Agreement and any Intellectual Property Rights arising as a result of the provision of the Services; and
- 9.3.2 a perpetual, royalty-free, irrevocable and non-exclusive licence (with a right to sub-license) to use:
- a. any Intellectual Property Rights vested in or licensed to the Contractor on the date of the Agreement; and
  - b. any Intellectual Property Rights created during the Term but which are neither created or developed pursuant to the Agreement nor arise as a result of the provision of the Services,
- including any modifications to or derivative versions of any such Intellectual Property Rights, which the Customer reasonably requires in order to exercise its rights and take the benefit of the Agreement including the Services provided.

- 9.4 The Contractor shall indemnify, and keep indemnified, the Customer in full against all costs, expenses, damages and losses (whether direct or indirect), including any interest, penalties, and reasonable legal and other professional fees awarded against or incurred or paid by the Customer as a result of or in connection with any claim made against the Customer for actual or alleged infringement of a third party's intellectual property arising out of, or in connection with, the supply or use of the Services, to the extent that the claim is attributable to the acts or omission of the Contractor or any Staff.

## **10. Governance and Records**

- 10.1. The Contractor shall:

10.1.1. attend progress meetings with the Customer at the frequency and times specified by the Customer and shall ensure that its representatives are suitably qualified to attend such meetings; and

10.1.2. submit progress reports to the Customer at the times and in the format specified by the Customer.

10.2. The Contractor shall keep and maintain until 6 years after the end of the Agreement, or as long a period as may be agreed between the Parties, full and accurate records of the Agreement including the Services supplied under it and all payments made by the Customer. The Contractor shall on request afford the Customer or the Customer's representatives such access to those records as may be reasonably requested by the Customer in connection with the Agreement.

## **11. Confidentiality, Transparency and Publicity**

- 11.1. Subject to clause 11.2, each Party shall:

11.1.1. treat all Confidential Information it receives as confidential, safeguard it accordingly and not disclose it to any other person without the prior written permission of the disclosing Party; and

11.1.2. not use or exploit the disclosing Party's Confidential Information in any way except for the purposes anticipated under the Agreement.

11.2. Notwithstanding clause 11.1, a Party may disclose Confidential Information which it receives from the other Party:

- 11.2.1. where disclosure is required by applicable law or by a court of competent jurisdiction;
- 11.2.2. to its auditors or for the purposes of regulatory requirements;
- 11.2.3. on a confidential basis, to its professional advisers;
- 11.2.4. to the Serious Fraud Office where the Party has reasonable grounds to believe that the other Party is involved in activity that may constitute a criminal offence under the Bribery Act 2010;
- 11.2.5. where the receiving Party is the Contractor, to the Staff on a need to know basis to enable performance of the Contractor's obligations under the Agreement provided that the Contractor shall procure that any Staff to whom it discloses Confidential Information pursuant to this clause 11.2.5 shall observe the Contractor's confidentiality obligations under the Agreement; and
- 11.2.6. where the receiving Party is the Customer:
  - a) on a confidential basis to the employees, agents, consultants and contractors of the Customer;
  - b) on a confidential basis to any other Central Government Body, any successor body to a Central Government Body or any company to which the Customer transfers or proposes to transfer all or any part of its business;
  - c) to the extent that the Customer (acting reasonably) deems disclosure necessary or appropriate in the course of carrying out its public functions; or
  - d) in accordance with clause 12.

and for the purposes of the foregoing, references to disclosure on a confidential basis shall mean disclosure subject to a confidentiality agreement or arrangement containing terms no less stringent than those placed on the Customer under this clause 11.

- 11.3. The Parties acknowledge that, except for any information which is exempt from disclosure in accordance with the provisions of the FOIA, the content of the Agreement is not Confidential Information and the Contractor hereby gives its consent for the Customer to publish this Agreement in its entirety to

the general public (but with any information that is exempt from disclosure in accordance with the FOIA redacted) including any changes to the Agreement agreed from time to time. The Customer may consult with the Contractor to inform its decision regarding any redactions but shall have the final decision in its absolute discretion whether any of the content of the Agreement is exempt from disclosure in accordance with the provisions of the FOIA.

- 11.4. The Contractor shall not, and shall take reasonable steps to ensure that the Staff shall not, make any press announcement or publicise the Agreement or any part of the Agreement in any way, except with the prior written consent of the Customer.

## **12. Freedom of Information**

- 12.1 The Contractor acknowledges that the Customer is subject to the requirements of the FOIA and the Environmental Information Regulations 2004 and shall:
  - 12.1.1 provide all necessary assistance and cooperation as reasonably requested by the Customer to enable the Customer to comply with its obligations under the FOIA and the Environmental Information Regulations 2004;
  - 12.1.2 transfer to the Customer all Requests for Information relating to this Agreement that it receives as soon as practicable and in any event within 2 Working Days of receipt;
  - 12.1.3 provide the Customer with a copy of all Information belonging to the Customer requested in the Request for Information which is in its possession or control in the form that the Customer requires within 5 Working Days (or such other period as the Customer may reasonably specify) of the Customer's request for such Information; and
  - 12.1.4 not respond directly to a Request for Information unless authorised in writing to do so by the Customer.
- 12.2 The Contractor acknowledges that the Customer may be required under the FOIA and the Environmental Information Regulations 2004 to disclose Information concerning the Contractor or the Services (including commercially sensitive information) without consulting or obtaining consent from the Contractor. In these circumstances the Customer shall, in accordance with any relevant guidance issued under the FOIA, take reasonable steps, where appropriate, to give the Contractor advance notice,

or failing that, to draw the disclosure to the Contractor's attention after any such disclosure.

- 12.3 Notwithstanding any other provision in the Agreement, the Customer shall be responsible for determining in its absolute discretion whether any Information relating to the Contractor or the Services is exempt from disclosure in accordance with the FOIA and/or the Environmental Information Regulations 2004.

### **13. Protection of Personal Data and Security of Data**

- 13.1. The Parties acknowledge that for the purposes of the Data Protection Legislation, the Customer is the Controller and the Contractor is the Processor unless otherwise specified in Schedule 1. The only processing that the Contractor is authorised to do is listed in Schedule 1 by the Customer and may not be determined by the Contractor.
- 13.2. The Contractor shall notify the Customer immediately if it considers that any of the Customer's instructions infringe the Data Protection Legislation.
- 13.3. The Contractor shall provide all reasonable assistance to the Customer in the preparation of any Data Protection Impact Assessment prior to commencing any processing. Such assistance may, at the discretion of the Customer, include:
- a. a systematic description of the envisaged processing operations and the purpose of the processing;
  - b. an assessment of the necessity and proportionality of the processing operations in relation to the Services;
  - c. an assessment of the risks to the rights and freedoms of Data Subjects; and
  - d. the measures envisaged to address the risks, including safeguards, security measures and mechanisms to ensure the protection of Personal Data.
- 13.4. The Contractor shall, in relation to any Personal Data processed in connection with its obligations under this Agreement:

- a. process that Personal Data only in accordance with Schedule 1 unless the Contractor is required to do otherwise by Law. If it is so required the Contractor shall promptly notify the Customer before processing the Personal Data unless prohibited by Law;
- b. ensure that it has in place Protective Measures which are appropriate to protect against a Data Loss Event, which the Customer may reasonably reject (but failure to reject shall not amount to approval by the Customer of the adequacy of the Protective Measures), having taken account of the:
  - i. nature of the data to be protected;
  - ii. harm that might result from a Data Loss Event;
  - iii. state of technological development; and
  - iv. cost of implementing any measures;
- c. ensure that :
  - i. the Staff do not process Personal Data except in accordance with this Agreement (and in particular Schedule 1);
  - ii. it takes all reasonable steps to ensure the reliability and integrity of any Staff who have access to the Personal Data and ensure that they:
    - 1. are aware of and comply with the Contractor's duties under this clause;
    - 2. are subject to appropriate confidentiality undertakings with the Contractor or any Sub-processor;
    - 3. are informed of the confidential nature of the Personal Data and do not publish, disclose or divulge any of the Personal Data to any third party unless directed in writing to do so by the Customer or as otherwise permitted by this Agreement; and
    - 4. have undergone adequate training in the use, care, protection and handling of Personal Data; and

- d. not transfer Personal Data outside of the European Union unless the prior written consent of the Customer has been obtained and the following conditions are fulfilled:
  - i. the Customer or the Contractor has provided appropriate safeguards in relation to the transfer (whether in accordance with the GDPR Article 46 or LED Article 37) as determined by the Customer;
  - ii. the Data Subject has enforceable rights and effective legal remedies;
  - iii. the Contractor complies with its obligations under the Data Protection Legislation by providing an adequate level of protection to any Personal Data that is transferred (or, if it is not so bound, uses its best endeavours to assist the Customer in meeting its obligations); and
  - iv. the Contractor complies with any reasonable instructions notified to it in advance by the Customer with respect to the processing of the Personal Data;
- e. at the written direction of the Customer, delete or return Personal Data (and any copies of it) to the Customer on termination of the Agreement unless the Contractor is required by Law to retain the Personal Data.

13.5. Subject to clause 13.6 the Contractor shall notify the Customer immediately if, in relation to any Personal Data processed in connection with its obligations under this Agreement, it:

- a. receives a Data Subject Request (or purported Data Subject Request);
- b. receives a request to rectify, block or erase any Personal Data;
- c. receives any other request, complaint or communication relating to either Party's obligations under the Data Protection Legislation;
- d. receives any communication from the Information Commissioner or any other regulatory authority;

- e. receives a request from any third party for disclosure of Personal Data where compliance with such request is required or purported to be required by Law; or
  - f. becomes aware of a Data Loss Event.
- 13.6. The Contractor's obligation to notify under clause 13.5 shall include the provision of further information to the Customer in phases, as details become available.
- 13.7. Taking into account the nature of the processing, the Contractor shall provide the Customer with full assistance in relation to either Party's obligations under Data Protection Legislation in relation to any Personal Data processed in connection with its obligations under this Agreement and any complaint, communication or request made under Clause 13.5 (and insofar as possible within the timescales reasonably required by the Customer) including by promptly providing:
- a. the Customer with full details and copies of the complaint, communication or request;
  - b. such assistance as is reasonably requested by the Customer to enable the Customer to comply with a Data Subject Request within the relevant timescales set out in the Data Protection Legislation;
  - c. the Customer, at its request, with any Personal Data it holds in relation to a Data Subject;
  - d. assistance as requested by the Customer following any Data Loss Event;
  - e. assistance as requested by the Customer with respect to any request from the Information Commissioner's Office, or any consultation by the Customer with the Information Commissioner's Office.
- 13.8. The Contractor shall maintain complete and accurate records and information to demonstrate its compliance with this clause 13. This requirement does not apply where the Contractor employs fewer than 250 staff, unless:
- a. the Customer determines that the processing is not occasional;

- b. the Customer determines the processing includes special categories of data as referred to in Article 9(1) of the GDPR or Personal Data relating to criminal convictions and offences referred to in Article 10 of the GDPR; or
  - c. the Customer determines that the processing is likely to result in a risk to the rights and freedoms of Data Subjects.
- 13.9. The Contractor shall allow for audits of its Personal Data processing activity by the Customer or the Customer's designated auditor.
- 13.10. Each Party shall designate its own Data Protection Officer if required by the Data Protection Legislation.
- 13.11. Before allowing any Sub-processor to process any Personal Data related to this Agreement, the Contractor must:
- a. notify the Customer in writing of the intended Sub-processor and processing;
  - b. obtain the written consent of the Customer;
  - c. enter into a written agreement with the Sub-processor which give effect to the terms set out in this clause 13 such that they apply to the Sub-processor; and
  - d. provide the Customer with such information regarding the Sub-processor as the Customer may reasonably require.
- 13.12. The Contractor shall remain fully liable for all acts or omissions of any of its Sub-processors.
- 13.13. The Customer may, at any time on not less than 30 Working Days' notice, revise this clause by replacing it with any applicable controller to processor standard clauses or similar terms forming part of an applicable certification scheme (which shall apply when incorporated by attachment to this Agreement).
- 13.14. The Parties agree to take account of any non-mandatory guidance issued by the Information Commissioner's Office. The Customer may on not less than 30 Working Days' notice to the Contractor amend this Agreement to ensure that it complies with any guidance issued by the Information Commissioner's Officer.

- 13.15. When handling Customer data (whether or not Personal Data), the Contractor shall ensure the security of the data is maintained in line with the security requirements of the Customer as notified to the Contractor from time to time.
- 13.16. This clause 13 shall apply during the Term and indefinitely after its expiry.

## **14. Liability**

- 14.1 The Contractor shall not be responsible for any injury, loss, damage, cost or expense suffered by the Customer if and to the extent that it is caused by the negligence or wilful misconduct of the Customer or by breach by the Customer of its obligations under the Agreement.
- 14.2 Subject always to clauses 14.3 and 14.4:
- 14.2.1 the aggregate liability of the Contractor in respect of all defaults, claims, losses or damages howsoever caused, whether arising from breach of the Agreement, the supply or failure to supply of the Services, misrepresentation (whether tortious or statutory), tort (including negligence), breach of statutory duty or otherwise shall in no event exceed a sum equal to 125% of the Charges paid or payable to the Contractor; and
- 14.2.2 except in the case of claims arising under clauses 9.4 and 18.3, in no event shall the Contractor be liable to the Customer for any:
- a) loss of profits;
  - b) loss of business;
  - c) loss of revenue;
  - d) loss of or damage to goodwill;
  - e) loss of savings (whether anticipated or otherwise); and/or
  - f) any indirect, special or consequential loss or damage.
- 14.3 Nothing in the Agreement shall be construed to limit or exclude either Party's liability for:

- 14.3.1 death or personal injury caused by its negligence or that of its Staff;
- 14.3.2 fraud or fraudulent misrepresentation by it or that of its Staff; or
- 14.3.3 any other matter which, by law, may not be excluded or limited.
- 14.4 The Contractor's liability under the indemnity in clause 9.4 and 18.3 shall be unlimited.

## **15. Force Majeure**

- 15.1 Neither Party shall have any liability under or be deemed to be in breach of the Agreement for any delays or failures in performance of the Agreement which result from circumstances beyond the reasonable control of the Party affected. Each Party shall promptly notify the other Party in writing when such circumstances cause a delay or failure in performance and when they cease to do so. If such circumstances continue for a continuous period of more than two months, either Party may terminate the Agreement by written notice to the other Party.

## **16. Termination**

- 16.1 The Customer may terminate the Agreement at any time by notice in writing to the Contractor to take effect on any date falling at least 1 month (or, if the Agreement is less than 3 months in duration, at least 10 Working Days) later than the date of service of the relevant notice.
- 16.2 Without prejudice to any other right or remedy it might have, the Customer may terminate the Agreement by written notice to the Contractor with immediate effect if the Contractor:
  - 16.2.1 (without prejudice to clause 16.2.7), is in material breach of any obligation under the Agreement which is not capable of remedy;
  - 16.2.2 repeatedly breaches any of the terms and conditions of the Agreement in such a manner as to reasonably justify the opinion that its conduct is inconsistent with it having the intention or ability to give effect to the terms and conditions of the Agreement;

- 16.2.3 is in material breach of any obligation which is capable of remedy, and that breach is not remedied within 30 days of the Contractor receiving notice specifying the breach and requiring it to be remedied;
- 16.2.4 where required to do so by law or regulatory authority;
- 16.2.5 the Agreement should not have been awarded to the Contractor in view of a serious infringement of the obligations under the Treaties and the Regulations that has been declared by the Court of Justice of the European Union in a procedure under Article 258 of the Treaty on the Functioning of the European Union;
- 16.2.6 undergoes a change of control within the meaning of section 416 of the Income and Corporation Taxes Act 1988;
- 16.2.7 breaches any of the provisions of clauses 7.2, 11, 12, 13 or 17;
- 16.2.8 becomes insolvent, or if an order is made or a resolution is passed for the winding up of the Contractor (other than voluntarily for the purpose of solvent amalgamation or reconstruction), or if an administrator or administrative receiver is appointed in respect of the whole or any part of the Contractor's assets or business, or if the Contractor makes any composition with its creditors or takes or suffers any similar or analogous action (to any of the actions detailed in this clause 16.2.8) in consequence of debt in any jurisdiction; or
- 16.2.9 fails to comply with legal obligations in the fields of environmental, social or labour law.
- 16.3 The Contractor shall notify the Customer as soon as practicable of any change of control as referred to in clause 16.2.6 or any potential such change of control.
- 16.4 The Contractor may terminate the Agreement by written notice to the Customer if the Customer has not paid any undisputed amounts within 90 days of them falling due.
- 16.5 Termination or expiry of the Agreement shall be without prejudice to the rights of either Party accrued prior to termination or expiry and shall not affect the continuing rights of the Parties under this clause and clauses 2, 3.2, 6.1, 6.2, 6.6, 6.7, 7, 9, 10.2, 11, 12, 13, 14, 16.6, 17.4, 18.3, 19 and 20.7 or any other provision of the Agreement that either expressly or by implication has effect after termination.

- 16.6 Upon termination or expiry of the Agreement, the Contractor shall:
- 16.6.1 give all reasonable assistance to the Customer and any incoming Contractor of the Services; and
  - 16.6.2 return all requested documents, information and data to the Customer as soon as reasonably practicable.

## **17. Compliance**

- 17.1 The Contractor shall promptly notify the Customer of any health and safety hazards which may arise in connection with the performance of its obligations under the Agreement. The Customer shall promptly notify the Contractor of any health and safety hazards which may exist or arise at the Customer's premises and which may affect the Contractor in the performance of its obligations under the Agreement.
- 17.2 The Contractor shall:
- 17.2.1 comply with all the Customer's health and safety measures while on the Customer's premises; and
  - 17.2.2 notify the Customer immediately in the event of any incident occurring in the performance of its obligations under the Agreement on the Customer's premises where that incident causes any personal injury or damage to property which could give rise to personal injury.
- 17.3 The Contractor shall:
- 17.3.1 perform its obligations under the Agreement in accordance with all applicable equality Law and the Customer's equality and diversity policy as provided to the Contractor from time to time; and
  - 17.3.2 take all reasonable steps to secure the observance of clause 17.3.1 by all Staff.
- 17.4 The Contractor shall supply the Services in accordance with the Customer's environmental policy as provided to the Contractor from time to time.
- 17.5 The Contractor shall comply with, and shall ensure that its Staff shall comply with, the provisions of:

17.5.1 the Official Secrets Acts 1911 to 1989; and

17.5.2 section 182 of the Finance Act 1989.

## **18. Prevention of Fraud and Corruption**

18.1 The Contractor shall not offer, give, or agree to give anything, to any person an inducement or reward for doing, refraining from doing, or for having done or refrained from doing, any act in relation to the obtaining or execution of the Agreement or for showing or refraining from showing favour or disfavour to any person in relation to the Agreement.

18.2 The Contractor shall take all reasonable steps, in accordance with good industry practice, to prevent fraud by the Staff and the Contractor (including its shareholders, members and directors) in connection with the Agreement and shall notify the Customer immediately if it has reason to suspect that any fraud has occurred or is occurring or is likely to occur.

18.3 If the Contractor or the Staff engages in conduct prohibited by clause 18.1 or commits fraud in relation to the Agreement or any other contract with the Crown (including the Customer) the Customer may:

18.3.1 terminate the Agreement and recover from the Contractor the amount of any loss suffered by the Customer resulting from the termination, including the cost reasonably incurred by the Customer of making other arrangements for the supply of the Services and any additional expenditure incurred by the Customer throughout the remainder of the Agreement; or

18.3.2 recover in full from the Contractor any other loss sustained by the Customer in consequence of any breach of this clause.

## **19. Dispute Resolution**

19.1 The Parties shall attempt in good faith to negotiate a settlement to any dispute between them arising out of or in connection with the Agreement and such efforts shall involve the escalation of the dispute to an appropriately senior representative of each Party.

19.2 If the dispute cannot be resolved by the Parties within one month of being escalated as referred to in clause 19.1, the dispute may by agreement between the Parties be referred to a neutral adviser or mediator (the

“Mediator”) chosen by agreement between the Parties. All negotiations connected with the dispute shall be conducted in confidence and without prejudice to the rights of the Parties in any further proceedings.

- 19.3 If the Parties fail to appoint a Mediator within one month, or fail to enter into a written agreement resolving the dispute within one month of the Mediator being appointed, either Party may exercise any remedy it has under applicable law.

## **20. General**

- 20.1 Each of the Parties represents and warrants to the other that it has full capacity and authority, and all necessary consents, licences and permissions to enter into and perform its obligations under the Agreement, and that the Agreement is executed by its duly authorised representative.
- 20.2 A person who is not a party to the Agreement shall have no right to enforce any of its provisions which, expressly or by implication, confer a benefit on him, without the prior written agreement of the Parties.
- 20.3 The Agreement cannot be varied except in writing signed by a duly authorised representative of both the Parties.
- 20.4 The Agreement contains the whole agreement between the Parties and supersedes and replaces any prior written or oral agreements, representations or understandings between them. The Parties confirm that they have not entered into the Agreement on the basis of any representation that is not expressly incorporated into the Agreement. Nothing in this clause shall exclude liability for fraud or fraudulent misrepresentation.
- 20.5 Any waiver or relaxation either partly, or wholly of any of the terms and conditions of the Agreement shall be valid only if it is communicated to the other Party in writing and expressly stated to be a waiver. A waiver of any right or remedy arising from a breach of contract shall not constitute a waiver of any right or remedy arising from any other breach of the Agreement.
- 20.6 The Agreement shall not constitute or imply any partnership, joint venture, agency, fiduciary relationship or other relationship between the Parties other than the contractual relationship expressly provided for in the Agreement. Neither Party shall have, nor represent that it has, any authority to make any commitments on the other Party's behalf.

- 20.7 Except as otherwise expressly provided by the Agreement, all remedies available to either Party for breach of the Agreement (whether under the Agreement, statute or common law) are cumulative and may be exercised concurrently or separately, and the exercise of one remedy shall not be deemed an election of such remedy to the exclusion of other remedies.
- 20.8 If any provision of the Agreement is prohibited by law or judged by a court to be unlawful, void or unenforceable, the provision shall, to the extent required, be severed from the Agreement and rendered ineffective as far as possible without modifying the remaining provisions of the Agreement, and shall not in any way affect any other circumstances of or the validity or enforcement of the Agreement.

## **21. Notices**

- 21.1 Any notice to be given under the Agreement shall be in writing and may be served by personal delivery, first class recorded or, subject to clause 21.3, e-mail to the address of the relevant Party set out in the Award Letter, or such other address as that Party may from time to time notify to the other Party in accordance with this clause:
- 21.2 Notices served as above shall be deemed served on the Working Day of delivery provided delivery is before 5.00pm on a Working Day. Otherwise delivery shall be deemed to occur on the next Working Day. An email shall be deemed delivered when sent unless an error message is received.
- 21.3 Notices under clauses 15 (Force Majeure) and 16 (Termination) may be served by email only if the original notice is then sent to the recipient by personal delivery or recorded delivery in the manner set out in clause 21.1.

## **22. Governing Law and Jurisdiction**

- 22.1 The validity, construction and performance of the Agreement, and all contractual and non contractual matters arising out of it, shall be governed by English law and shall be subject to the exclusive jurisdiction of the English courts to which the Parties submit.

## SCHEDULE 1 - PROCESSING, PERSONAL DATA AND DATA SUBJECTS

1. This Schedule shall be completed by the Customer, who may take account of the view of the Contractor, however the final decision as to the content of this Schedule shall be with the Customer at its absolute discretion.
2. The contact details of the Customer Data Protection Officer are:  
  
Defra Group Data Protection Officer, Department for Environment, Food and Rural Affairs, SW Quarter, 2<sup>nd</sup> floor, Seacole Block, 2 Marsham Street, London SW1P  
Email: [DefraGroupDataProtectionOfficer@defra.gov.uk](mailto:DefraGroupDataProtectionOfficer@defra.gov.uk)
3. The contact details of the Contractor Data Protection Officer are:  
  
[REDACTED]  
[REDACTED]
4. The Contractor shall comply with any further written instructions with respect to processing by the Customer.
5. Any such further instructions shall be incorporated into this Schedule.

Data Processing descriptor	Narrative
Identity of the Controller and Processor	The Parties acknowledge that for the purposes of the Data Protection Legislation, the Customer is the Controller and the Contractor is the Processor in accordance with Clause 13.1.
Subject matter of the processing	The processing is necessary for the Contractor to provide the Services and to inform monitoring and evaluation of the Environmental Land Management Tests and Trials Programme.
Duration of the processing	The term of the Agreement as set out in the Award Letter.
Nature and purposes of the processing	The nature of the processing may include collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction of data (whether or not by automated means).

	The purpose is to provide the Service in relation to tests and trials for Environmental Land Management and to enable monitoring and evaluation (M&E) of tests and trials.
Type of Personal Data	Names, addresses, telephone numbers, email addresses and any other personal data as may be outlined in the Specification.
Categories of Data Subject	Staff members, Farmers, land managers and land manager advisers.
Plan for return and destruction of the data once the processing is complete  UNLESS requirement under union or member state law to preserve that type of data	The data will be retained for no longer than it is necessary for the purposes for which it is processed and in any event no longer than the later of: (i) December 2027, and (ii) the date the National Pilot of Environmental Land Management has finished. All personal data will at that point either be destroyed or returned to Defra.

# Environmental Land Management: Tests and Trials



Department  
for Environment  
Food & Rural Affairs

## Proposal Development Form

This form will enable you to provide us with more detail about your proposal so we can consider how it will contribute to the development of the new Environmental Land Management (ELM) system.

The form collects information to help understand the following questions:

- What it is you will test or trial
- Whether this will be a test, trial or both, and the rationale for this
- How this will contribute to the design of the new ELM system
- How you propose to undertake your test or trial
- Who will be involved
- Timescales, including milestones of your test or trial
- How much it will cost and what funding you are seeking from Defra
- How you will monitor and evaluate your test or trial

Please read through the Funding and Reimbursement policy prior to completing this form.

Proposal Ref:	268
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<b>Proposal Name:</b>	The Organic Research Centre – Agricolgy
<b>Tests and Trials Officer:</b>	[REDACTED]

## Section 1. Proposer Details

<b>1.1</b>	<b>Name of lead applicant / organisation</b>	Lydia Lishman, Agricolgy
<b>1.2</b>	<b>Organisation address, including postcode and telephone number</b>	Main business address including post code  The Organic Research Centre  Trent Lodge  Stroud Road  Cirencester  Gloucestershire  GL7 6JN
<b>1.3</b>	<b>Main contact name (if different from 1.1)</b>  a) Name b) Email c) Telephone	[REDACTED]  [REDACTED]  [REDACTED]  Secondary contact:  [REDACTED]

		<p>██████████</p> <p>████████████████████</p>
1.4	<p><b>What is the legal status of your organisation? We need this information to draw up any agreement with you if funding is required from Defra. Examples include: Trading status</b></p> <p>a) public limited company  b) limited company  c) limited liability partnership  d) other partnership  e) sole trader  f) third sector</p> <p>other (please specify your trading status)Applicant / Organisation telephone number</p>	Limited company
1.5	<p><b>Is the applicant / organisation linked to any other business or organisation through shared ownership or control?</b></p>	Yes
	<p>Agricology is a collaborative project run by three core organisations including the Daylesford Foundation, the Game &amp; Wildlife Conservation Trust’s Allerton Project and the Organic Research Centre. The project is run by an Executive Board which holds monthly meetings with a representative from each organisation ██████████, Daylesford ██████████ ██████ GWCT, ██████████ ORC). The collaboration is steered by a group of individuals representing 30 research and farming organisations, which meets annually. The Daylesford Foundation is the majority funder of the Agricology project with grant funding to 2021.</p>	



**Section 2. Proposal Scope**

<p><b>2.1</b></p>	<p><b>Is this a test, trial or both?</b></p> <p><b>Tests</b> – focus on specific elements or likely building blocks of the new system. They will be short, low risk, involve limited funding, few participants and will be explorative and iterative. <i>(For example a workshop or structured interviews could be used to test a land management plan).</i></p> <p><b>Trials</b> – test the feasibility of new ideas. They will run for varying lengths of time. We will trial innovative and novel approaches to help us evaluate how we might cost-effectively roll these out more widely. Trials can run for various lengths of time and may run beyond 2022. They are more complex and could take longer to establish.</p>	<p><b>Test</b></p>
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This proposal is a test. Agricollogy is a communications tool already in existence whose core purpose is to facilitate knowledge exchange between farmers, and between researchers and farmers, in order to share knowledge on sustainable farming practices which benefit the environment and the farm business.

Agricollogy proposes investigating how knowledge about sustainable practices is best transferred to farmers. The test aims to establish the extent to which innovative digital media in the form of videos and audio recordings are an effective medium for farmer-farmer and researcher-farmer learning about sustainable farming practices. In the context of the digital tools being investigated we aim to demonstrate the most effective format of knowledge exchange in place of non-digital methods (e.g. farm walks, advisors, events).

The outcome of this test will inform DEFRA as to how information is disseminated to farmers (for example to help farmers develop land management plans) and to determine what the effective means are in order to achieve the environmental outcomes of ELM. We propose using these digital communications tools as a mechanism that will equip farmers with the knowledge to adopt sustainable land management practices in different farming systems, across England.

Additionally, the test will look at whether new media is an effective means of encouraging behavioural change in farmers and land managers. The outcomes of this test would inform DEFRA which digital tools are the most effective way to communicate to farmers as to how they should adapt and prepare land-use and

management practices to deliver a sustainable farming sector. We propose that video and audio recordings are a viable educational tool which could be used to share expert advice to the farming community and achieve wide scale up-take of best practice in land use that enhance natural assets throughout England.

2.2

**Please describe briefly the purpose of your to test or trial and how it addresses one or more of the policy questions (as set out in the guidance).**

Consider the following ELM theme areas and how your proposal meets one or more of them;

- ***New and Innovative Mechanisms*** – *Mechanisms that will support the delivery of the new scheme (such as adopting new technology or novel approaches to establishing and making payments), that have not been used previously within agri-environment schemes and/or where the mechanism has not previously been used at the proposed scale.*
- ***Payment mechanisms*** – *focusing on how the new system will pay participants and the different mechanisms available*
- ***Land Management Plans*** – *looking at what mechanism will participants use to plan and record which public goods they will deliver*
- ***Advice and Guidance*** – *considering what expert support participants will require to help them plan and record the public goods they will deliver*
- ***Spatial Prioritisation*** – *looking at what mechanisms are available to set and agree local priorities within a national framework for the delivery of public goods*

The purpose of this test is to deduce the extent to which innovative digital technology in the form of videos and audio recordings are an effective medium for farmer-farmer and researcher-farmer learning. It will be exploring the themes of both **Advice and Guidance** and **New and Innovative Mechanisms**.

This test would focus on understanding how to get expert knowledge to farmers so that they can make decisions to change their practices. The intention is that farmers need to change their land management practices to meet the objectives of the 25 Year Environment Plan – our test proposes to test the effectiveness of videos and audio as a mechanism to influence this approach. Our methodology

in section 2 outlines how this would be determined - the outcome of which would inform the development of ELM. In summary we propose using audio and videos as digital knowledge exchange tools to deduce what level of advice and guidance, and by which means, it creates and enables behaviour change and enables farmers to implement best practice.

The purpose of this Test would fall under three categories:

(1) New and Innovative Methods

(2) Advice and Guidance.

The objectives are outlined below in relation to the Policy Questions outlined in Annex A:

### **1. New and Innovative Methods:**

#### **(i) How will the new scheme deliver the outcomes?**

The outcomes of this test will enable best practice that relates to the new environmental land management scheme to be disseminated to the farming community in a digital format in the context of improving the environment in line with the 25 year environment plan. Using digital tools are a new and innovative mechanism that have the potential to communicate information about sustainable farming to a high percentage of the farming community in a cost-effective way as to how they can make their business more resilient, sustainable and profitable.

#### **(ii) What are the range of different mechanisms that could deliver these outcomes and what role could they play in the new system?**

The digital mechanisms being tested to deliver the outcomes include video and audio recordings. Agricollogy's existing videos and audio recordings share the experiences of farmers which offers peer to peer learning. We also share evidence supporting academic research showcasing the social, economic and environmental ways in which the value of new agricultural techniques can be verified. The aim of the video and audio is to provide farmers with the knowledge to change and therefore incentivise them to use practices that will achieve environmental protection and improve natural capital.

**Videos:** Videos have huge potential as a knowledge exchange tool to visually demonstrate sustainable agricultural practices in the field. We propose collecting farmer feedback and insights through surveys and focus groups reviewing our

YouTube channel, comparing different video formats (e.g. virtual farm walks, farmer videos, advisor videos) and analysing their reach and impact. In the last year we have seen rapid growth in views of videos on our YouTube Channel (90K views in 12 months).

**Audio:** We will also be testing Audio recordings, in the form of podcasts which enables the sharing of expertise and knowledge between advisers, researchers and farmers which would enable an understanding of ELM and DEFRA to deliver the outcomes effectively. We propose collecting farmer feedback through surveys and focus groups, reviewing the format and platform for podcasts, analysing their effectiveness as a knowledge exchange tool.

The benefits of each of these digital tools are that they offer the opportunity to easily broadcast engaging content from industry experts, researchers and farmers on sustainable agricultural practices. For audio recordings - farmers can download and listen to this advice at any time and in any place. Whereas videos offer the ability for farmers to get visual understanding of best practice.

### **(iii) Do they work for all outcomes, sectors and geographies?**

Due to the digital nature of these tools, using videos and audio presentations for disseminating information would be accessible to a broad spectrum of regions and farming systems across England. Agricollogy aims ensure spatially targeted cover of England for the surveys and focus groups and we can incorporate questions asking about barriers to using online videos (e.g. broadband coverage). The data samples will focus on (i) Regular users of video / podcasts (ii) non users of videos / podcasts (iii) different farming systems (e.g. organic, conventional) and farm types (e.g. arable, horticultural, livestock) while also attempting to get a (iv) geographical spread across England, by ensuring there is a representation of samples and individuals from different regions.

We aim to conduct the focus groups in a way that we would gain an understanding of their preferences and motivations i.e. what would encourage them to access videos and audios (internet connection, digital tools etc) and then move onto what they want the video to look like, what they want audio to sound like, focusing specifically on style and format.

This knowledge-based and peer to peer learning approach therefore links to the 25 Year Environment Plan by sharing the knowledge and experience of farmers and researchers implementing environmental land management practices, including insights emerging from tests and trials

	<p>on-farm. Better understanding of how to best share this information and inspire and support farmers to implement these on their own farms, will enable effective communications of practical solutions for improving environmental landscapes, the quality of our food and farming systems.</p> <p><b><u>3. Advice and Guidance:</u></b></p> <p><b>(i) What expert support will participants require to help them plan and record which public goods they deliver?</b></p> <p>Implementing an Environmental Land Management system and transitioning to adopting agricultural practices that enhance and protect the environment while maintaining a profitable farm business is a knowledge intensive process. Farmers need expert support and guidance from research at the cutting edge of environmental land management innovation and from other farmers innovating with practices that will achieve the outcomes of the 25 Year Environment Plan. The proposed digital tools are already used by Agricology to provide information and guidance to inspire change in farming systems. This proposal aims to use this opportunity to better understand by what means farmers engage with expert advice and guidance via these methods and to what extent they are effective mechanisms to help them understand how to adjust environmental land management practices under the new system. The outcomes of the test will inform DEFRA what tools are most effective and what level of advice is required to empower farmers to change their practices to facilitate behaviour change.</p> <p>This mechanism would therefore ensure that trusted DEFRA advisers have an appropriate platform to communicate the skills and knowledge farmers need to help them plan and deliver public goods as part of ELM. Using video and audio recordings for advice would enable DEFRA to disseminate expert guidance quickly, in a cost-effective way and reach a great number of farmers, due to the digital nature of the technology. This would minimise the number of accredited experts and therefore optimize budgets required to deliver advice across England.</p>
<p><b>2.3</b></p>	<p><b>Describe the objectives of your test or trial and the outcomes and outputs you will capture and evidence. Your objectives are what you intend to have done by the end of the test or trial.</b></p> <p><b>You should consider having between 2 and 5 objectives depending on the nature and complexity of you test or trial. Please detail how the activities are appropriate and relevant to the test or trial.</b></p>

	<p><b>Your project officer will help you set out the objectives using the SMART criteria below</b></p> <p><i>Objectives should be SMART</i></p> <p><i>S – specific, significant, stretching</i></p> <p><i>M – measurable, meaningful, motivational</i></p> <p><i>A – agreed upon, attainable, achievable, acceptable, action-oriented</i></p> <p><i>R – realistic, relevant, reasonable, rewarding, results-oriented</i></p> <p><i>T – time-based, time-bound, timely, tangible, trackable</i></p> <p><i>Example of a SMART objective:</i></p> <ul style="list-style-type: none"> <li>• <i>Co-design and develop 50 Land Management Plans across Dunlow County by 31<sup>st</sup> March 2020.</i></li> <li>• <i>Develop a landscape plan for Dunlow State Park and agree local priorities, working with local farmers by 31<sup>st</sup> December 2019</i></li> <li>• <i>Hold 10 workshops across Dunlow County to consider the Role of advice and guidance to deliver Land Management Plans by 31<sup>st</sup> May 2020</i></li> <li>• <i>Trial a reverse auction approach, working with the Dunlow Water Authority, across the River Dunlow Catchment – holding 4 auctions between September 2019 and October 2020.</i></li> </ul>
	<p>The objective of this test will firstly establish the most effective knowledge exchange platforms and tools can be used to deliver information to farmers via a literature review of the existing mechanisms. The test will specifically focus on building an understanding as to what digital mechanisms, and the format in which they are delivered, are most effective in delivering information on best practice to farmers and deduce their preferred methods of learning and knowledge exchange tools.</p> <p>The focus of the test is on modern media techniques (e.g. digital distribution of audio and video) but will provide the context of other knowledge exchange mechanisms (written formats, technical guides and on-farm events) to determine the most effective method. This will be determined by conducting a literature</p>

	<p>review to compare existing knowledge exchange mechanisms in the literature review (farm walks, case studies, farmer-to-farmer exchange to online digital mechanisms such as videos and audio presentations).</p> <p>The methodology for the test will include:</p> <ol style="list-style-type: none"> <li>1. Reviewing and reporting on existing literature to identify the most effective forms of knowledge exchange in the farming community. This will include a rapid review of the existing research projects and academic research papers – to determine which tools farmers are using, their feedback on them and how they can influence farmer learning and behaviour change. (April-May 2020).</li> <li>2. Assess and report on the AgricoLOGY website and social media analytics to understand rates of engagement for different audio and video formats, and different distribution media. (April - May 2020).</li> <li>3. Assess and report on the engagement of video and audio of non-AgricoLOGY platforms (e.g. Vimeo video channel; podcast platforms) to determine the best digital platform and format to promote information and highlight any knowledge exchange barriers (April - May 2020)</li> <li>4. Survey 200 farmers (100 farmers that regularly use videos and audio and 100 who do not) to broadly understand the audio and video media preferences and challenges of knowledge exchange in a digital capacity across a wide cross section of farmers and growers. (May – September 2020) Hear from 40 farmers as part of a focus group – 4 group workshops each comprising 10 farmers to gain a deeper understanding of the audio and video media preferences and barriers to knowledge exchange in digital formats from a cross section of farmers and growers. (May - October 2020).</li> <li>5. Produce a high-level report with output from literature review, surveys and focus groups with detailed recommendations to DEFRA. (October – December 2020).</li> </ol>
<p><b>2.4</b></p>	<p><b>How will your test or trial help us to develop the design of the new ELM system? This should include the policy and delivery questions your test or trial will help us answer. You will need to reflect how you will test or trial these questions in the objectives identified above. Please consider the policy questions set out in Annex A to this document.</b></p>

The Agricolology 'Test' will help to build an understanding as to what digital mechanisms are most effective in delivering information on best practice environmental land management to farmers and deduce their preferred methods of learning formats and knowledge exchange tools. We aim to determine what level of guidance and advice, and by which means, creates and enables behaviour change and enables farmers to implement best practice. Please refer to section 2.3 for a full response to the policy questions and how this test will meet these objectives.

### **New and Innovative Methods**

The new scheme will deliver the outcomes of this Test by using video and audio formats to as knowledge exchange tools to deliver key messages to farmers to assist them in transitioning towards more sustainable agricultural practices that are in line with the 25 Year Environment Plan. Due to the nature of the Test the focus will draw on examples from different farming systems in different regions in the UK and therefore has a sample of the farming community and associated practices.

The Policy questions this test will endeavour to answer are as follows:

- (i) How will the new scheme deliver the outcomes?**
- (ii) What are the range of different mechanisms that could deliver these outcomes and what role could they play in the new system?**
- (iii) Do they work for all outcomes, sectors and geographies**

### **Advice and Guidance:**

Using these digital formats would help to develop the new ELM system by providing a viable mechanism to deliver expert support. We propose that the audio and video formats would be a mechanism that could be used to share expertise from trusted DEFRA advisers. Due to the digital nature of the formats this would be a cost effective and efficient method to get the support needed to farmers to help them plan and deliver public goods in line with the 25 Year Environment Plan. This advice can be delivered throughout the ELM transition period and arguably would require less resource than 1:1 expertise to each farmer in England.

By using surveys and focus groups with farmers, this test will strive to understand their enthusiasm and capability to adopt digital methods for obtaining this expert support. It will identify what farmers preferences for

	<p>expert support on a digital platform would be and how and when they might access it</p>
<p><b>2.5</b></p>	<p><b>What area (geographic location and scale) will your test or trial cover?</b> <i>(Provide a map or geographic description of the general area you will be working, provide this as a GIS data layer if available or just an inserted picture. For those areas with a clearly defined and recognised location, a landscape description will suffice, e.g. National Park)</i></p>
	<p>Agricology aims to engage with and share knowledge to all UK farmers online and in the field. For the Agricology Test, we would ensure spatially targeted cover of England for the surveys and focus groups. The priority is to focus on a mixture users and non-users of audio and video and to prioritise different farming systems and farm types while also attempting to get a geographical spread across England, by ensuring there is a spread of samples and individuals from different regions in England.</p> <p>The survey would assess 100 non-audio/video Users and 100 audio/video Users to ensure a representative sampling strategy.</p> <p>The survey and focus groups would ensure that there is a mixture of different farming systems and farm types including organic, conventional, arable, horticultural, livestock.</p> <p>The focus groups would be in geographically specific locations and different regions. These would include a mixture of farming systems and farm types as above. The focus groups would-be run-in conjunction with the 30+ partner organisations that support Agricology – by using this existing support network we can ensure a broad geographical spread, by spatially targeting farmers.</p>

	<p>For both the surveys and the focus groups we will monitor the responses to ensure that there is a geographical spread and different farming systems and types. By doing so will give DEFRA an understanding as to how best to use videos and audio recordings to share knowledge with farmers and achieve the objectives of the 25 Year Environment Plan.</p>
<p><b>2.6</b></p>	<p><b>Confirm who will be involved in your test or trial and describe how you will deliver your test or trial. This should include:</b></p> <ul style="list-style-type: none"> <li>• Any organisations that will help you deliver the test or trial and their role.</li> <li>• The expertise, capability and capacity of the proposal lead to undertake the activities proposed.</li> <li>• Who will participate in the test or trial</li> <li>• The type of participants.</li> <li>• The number of land managers or farmers participating.</li> <li>• How you will select these participants.</li> <li>• The mechanisms identified to capture the information and evidence.</li> </ul> <p>Please include as much detail as possible on the type of participants, such as the farm sector, demographics, land owner, tenant and current engagement in existing stewardship schemes.</p> <hr/> <p>Agricology’s test would include participants from:</p> <ul style="list-style-type: none"> <li>➤ <b>Agricology’s current audience</b> – farmers and growers from across all UK regions and include different farming systems – arable, horticulture, livestock and farming systems (organic / conventional / conservation agriculture etc. including both farmers currently engaged in stewardship schemes or innovating with environmental practices.</li> <li>➤ <b>A broader audience</b> capturing farmers that we are not currently reaching aiming for a sample of farmers and growers from across England. Accessed through farming media, farmer networks (e.g. CLA and NFU regions) and events (e.g. the cereals arable event). These include farmers not engaged in agri-environment schemes or innovating through environmental practices.</li> <li>➤ <b>Our current organisational partners, profiled farmers and collaborating researchers</b> - Feedback on the needs of a knowledge</li> </ul>

	<p>broker to support them to reach a farming audience. Including pioneering innovative farmers who are leading the way in environmental land management, who will help inspire and exchange knowledge for a successful ELM.</p> <ul style="list-style-type: none"> <li>➤ <b>Reading University</b> – [REDACTED] from one of our partner organisations, Reading University will be brought in as a partner to assist with the delivery of the ELM test. [REDACTED], with expertise in areas including the use and impacts of technology in agriculture, knowledge exchange and extension, evidence-informed policy making and science communication. [REDACTED] has numerous publications in peer-reviewed journals in this area.</li> <li>➤ [REDACTED] – PhD student at the University of Exeter who has investigated the value of advice for farmers, including a small element of video use. [REDACTED] will assist with the delivery of the ELM test. [REDACTED] has recently conducted a study on the utility of farm advice, including how farmers interact with videos (including a willingness to pay for video advice). [REDACTED] engaged over 300 farmers/advisors and asked some questions on the use of videos. [REDACTED] can provide advice on survey design and feed in relevant material to the literature review objective. This will include a rapid review of the existing research projects and academic research papers – to determine which tools farmers are using, their feedback on them and how they can influence farmer learning and behaviour change. This will also include outcomes of European Funded research projects focused on farmer learning including: PLAID; OK-NetArable and FarmDemo. and research in the UK from leading researchers [REDACTED] (Reading University); [REDACTED], (CCRI); [REDACTED] (Exeter); [REDACTED] [REDACTED]). See Appendix 1 for the referenced list (April – May 2020)</li> </ul> <p><b>The Survey &amp; Focus Groups:</b></p> <p>Agricology will capture the views of 240 farmers and growers in total through surveys and focus groups with the aim to understand farmers’ views on digital media preferences and the barriers to actively using them. Agricology aims to attract participants using the participant cost, subsistence costs and (for the surveys) Amazon vouchers as prizes for completing the survey.</p>
2.7	<p><b>Please describe how you will monitor and evaluate the test or trial. Use this section to tell us;</b></p> <ul style="list-style-type: none"> <li>a) <b>What data you will collect?</b></li> <li>b) <b>How will it provide evidence of what has been achieved (E.g. the test or trial objectives, outcomes and impact)?</b></li> <li>c) <b>How do you plan to collect the data?</b></li> <li>d) <b>How often will you collect the data?</b></li> </ul>

The Agricolgy 'Test' method will;

- Establish baseline knowledge of the existing knowledge exchange tools by reviewing existing literature to determine the most effective knowledge exchange mechanism
- Conduct Surveys with 200 farmers to understand their media preferences and test behavioural change
- Organise and facilitate focus groups with 40 farmers and growers to understand their media preferences and test behavioural change in response to using digital formats (videos and audio recordings) as a learning mechanism.

**a) What data we will collect**

The refinement of the Agricolgy ELM 'Test' method (e.g. specifics of questions in surveys, website analytics etc), will be subject to work from our project partners at Reading University [REDACTED] and [REDACTED], in combination with liaison with our delegated ELM Test and Trial officer. There will be a combination of qualitative and quantitative data to provide robust impact analysis, tested against the headline objectives.

Some examples of the survey questions identified are listed below;

1. Do you prefer video or audio recordings as a way of receiving advice?
2. Why?
3. How long do you prefer videos/audio to be? And does it differ between video/audio?
4. Who do you prefer to be communicating to you in the video/audio? (e.g. fellow farmer, advisor, scientist etc.)
5. Which of the following factors are most important to you when watching a video? (no jargon, seeing a behaviour demonstrated etc.)
6. What would cause you to turn a video/audio off before the end? (too long, too much jargon, no relevance to my farm etc.)
7. When do you watch videos or listen to audio?
8. Where are you located when you watch videos/listen to audio? (in tractor, in office etc.)

	<p><b>b) How will it provide evidence of what has been achieved (E.g. the test or trial objectives, outcomes and impact</b></p> <p>The data collected will provide evidence on the amount of farmers and growers we have reached out to (the aim being 240 in total) and provide evidence on media preferences, barriers to using these mediums and ways of encouraging behaviour change in farmers. All of this evidence can be included in ELM policy delivery.</p> <p><b>c) How do you plan to collect the data?</b></p> <p>The data will be gathered through assessing the existing literature, website and social media analytics. For our additional objectives, we plan to collect the data through a series of surveys across 200 farmers (100 who are using audio/video tools and 100 who are not). We also plan to hold 4 focus groups with 10 farmers each to collect further data. The data will be collected using a combination of surveys and focus groups from May through to September.</p> <p><b>d) How often will we collect the data?</b></p> <p>At the outset, Agricology proposed to collect the data for the test for 7 months during 2020; however, the method will be designed for repetition in future years to enable progress outside of this specific Test.</p> <p>We will collect and review the data on existing literature and media throughout April/May 2020. Once we have established this baseline, we will be collecting data for both the surveys and the focus groups throughout May-September 2020.</p> <p>More detail can be provided once section 2.3 is agreed in principle with the ELM officer.</p>
<p><b>2.8</b></p>	<p><b>What support, if any, will you need from us to collect, analyse and draw conclusions on the impact and findings of your test or trial?</b></p> <p>The Agricology project team already conduct assessment of the resources and knowledge exchange tools housed on the Agricology platform, however to increase the scale and value of this work, Agricology has the support of a specialist third party, [REDACTED] from Reading University and [REDACTED] from the University of Exeter, to collect and analyse the data: DEFRA could support the test through:</p>

	<ul style="list-style-type: none"> <li>Defra to keep proposal holders up-to-date with the cross-cutting M&amp;E approach and feeding the research questions in to the test</li> </ul> <p>The Agricolgy project relies on charitable funding – at present the project is committed to employing three full time employees with an almost equal amount of pro-bono contributions from farmers and partner organisations. The DEFRA test would require additional funding resource to deliver the test.</p>
<p><b>2.9</b></p>	<p><b>What is the timeframe for the delivery of your test or trial? Where possible break this down into areas of deliverable activity. This should be set out in the form of a list of your key milestones within the table below, with dates by which you aim to achieve them.</b></p> <p>Be realistic, consider risks identified in 2.10 below. Be aware of the farming calendar and how this may impact upon any proposed engagement with farmers and land managers.</p> <p>Please provide a rationale for the frequency and nature of milestones in the text box below.</p>
	<p>Mid/End of April 2020 – January 2021</p>
<p><b>The proposal holder needs to set out all of the milestones contained within the proposal, including the dates on which they plan to submit claims for reimbursement of costs. The reimbursement costs should relate to the activity outlined within the milestones.</b></p>	
<p><b>Milestone</b></p>	<p><b>Timeframe</b></p>
<p>Brief &amp; commission work</p>	<p>May 2020</p>

Contractor identified	May 2020
Work plan agreed, and research methodology agreed in collaboration with Agrigology and DEFRA	May 2020
Review and report on existing Literature	June/July 2020
Analysis of existing data (across all platforms)	May/June 2020
First Payment Milestone	July 2020
Surveys – Live	July – October 2020
Focus Groups – Live	July – October 2020
Analysis of Surveys and Focus Groups	December 2020
Analysis of compiled data and results	January 2021
Final report of findings	February 2021
Final Payment Milestone	March 2021
<b>2.10</b>	
	<ul style="list-style-type: none"> <li>• Risk: Poor engagement by farmers / other stakeholders. Mitigation: Hold evening workshops, avoid engagement during busy times of the year. Incentivise attendance and engagement.</li> <li>• Risk: Poor spread of representation/demographic, restricted by the type of respondent that is more tech-savvy or extravert. Mitigation: Record demographic as survey is undertaken and ensure even spread. Capture broad spectrum through digital and non-digital means (attend local shows, face-to-face support for survey completion).</li> <li>• Risk: Low quality of work by contracted party. Mitigation: Ensure robust brief with clear Terms and Conditions for deliverables.</li> <li>• Risk: Data privacy will be of paramount importance. Collecting, storing and processing user data for surveys and focus groups will follow strict GDPR guidelines. We will also follow our Agrigology protocols under our GDPR guidelines for the content being shared</li> </ul>

	on our digital platforms via video and audio – this will follow the standard procedure for all the content we produce.	
2.11	<b>Does this proposal link with any other proposals for ELM tests and trials?</b> <i>(Please provide details including how the proposals link and express your interest with working collaboratively with the other stakeholder leading the other proposal)</i>	
	Not applicable	
2.12	<b>Are there any Intellectual Property Rights that may affect the evidence or products developed from your test or trial? Does this proposal link with any other proposals for ELM tests and trials?</b> <i>(Please provide details including how the proposals link and express your interest with working collaboratively with the other stakeholder leading the other proposal)</i>	
	Not applicable	
2.13	<b>Will you and the participants consent to share information gathered prior to and throughout the test or trial and have any such information published, in consideration of data protection regulations?</b>	<b>Authorisation Consent</b>

### Section 3. Costs

	<b>How much will it cost to deliver your test or trial? Please identify what funding you will need from Defra to be able to conduct your</b>
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	<p><b>Design and finalise survey:</b></p> <p>† [REDACTED]</p>	<p>[REDACTED]</p>
	<p><b>Pilot Survey:</b> Pilot survey with 5 farmers (connected with Agricology network and report back on what went well / what didn't</p> <ul style="list-style-type: none"> <li>- [REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> </ul>	<p>[REDACTED]</p>
	<p><b>Send out survey through networks:</b> 100 responses from Agricology Farmers and 100 Responses from non-Agricology farmers</p> <ul style="list-style-type: none"> <li>- [REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> </ul>	<p>[REDACTED]</p>
	<p><b>Analyse data from survey:</b> [REDACTED]</p> <ul style="list-style-type: none"> <li>- [REDACTED]</li> <li>[REDACTED]</li> </ul>	<p>[REDACTED]</p>
	<p><b>Focus Groups:</b></p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p><b>Survey</b></p>	<p>[REDACTED]</p>

	<p>[REDACTED]</p> <p>[REDACTED]</p>	
	<p><b>Focus Groups: Operations and Catering</b></p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>	<p>[REDACTED]</p>
	<p><b>Focus Groups: Run x 4 Focus groups</b></p> <ul style="list-style-type: none"> <li>- [REDACTED]</li> <li>[REDACTED]</li> </ul>	<p>[REDACTED]</p>
	<p><b>Transcribe focus groups: transcribed focus groups</b></p> <ul style="list-style-type: none"> <li>- [REDACTED]</li> <li>[REDACTED]</li> </ul>	<p>[REDACTED]</p>
	<p><b>Focus groups analysis: [REDACTED]</b></p> <ul style="list-style-type: none"> <li>- [REDACTED]</li> <li>[REDACTED]</li> </ul> <p>Travel to four focus group locations:</p> <ul style="list-style-type: none"> <li>- [REDACTED]</li> <li>[REDACTED]</li> <li>[REDACTED]</li> </ul>	<p>[REDACTED]</p> <p>[REDACTED]</p>
	<p><b>Operating costs:</b></p>	<p>[REDACTED]</p>





No. of new and innovative mechanisms being tested and or trialled	3 (video decision support tools, audio decision support tools and social media)
No. of new IT platforms / systems developed	0
No. of new IT platforms / systems trialled	0
No. of Land Manager / Farmers participating	200 by survey, 40 in detailed focus group workshops.
No. of LMPs developed	0
No. of Landscape / Catchment level Management Plans developed	0
No. of new (collaborative) platforms / networks developed	0
Other (please describe)	0
<b>3.3</b>	<b>Are you already in receipt of any funding to support the delivery of this test or trial?</b> If so, provide a short description of the approximate amount, where this funding comes from and what it is being used for.
	No
<b>3.4</b>	<b>Are you reliant upon other sources of funding to enable delivery of the proposal?</b> If the answer is yes, confirm approval of matched funding and or confirm when approval will be granted
	The core costs of Agricolgy are reliant on funding from the Daylesford Foundation, which is secured until March 2021.

## **Appendix 1**

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Butler A, Lobley M (2012) Resource management, knowledge and internet use on farms in South West England: a report for the SWARM knowledge hub. Centre for Rural Policy Research, University of Exeter, Exeter

Dewan P (2015) Words versus pictures: leveraging the research on visual communication. *Partnership: the Canadian Journal of Library and Information Practice and Research* 10(1):3473

Ingram J (2008) Agronomist–farmer knowledge encounters: an analysis of knowledge exchange in the context of best management practices in England. *Agric Hum Values* 25:405–418

Kerx L, Proctor A (2013) Beyond fragmentation and disconnect: networks for knowledge exchange in the English land management advisory system. *Land Use Policy* 30(1):13–24

Leeuwis C, Aarts N (2011) Rethinking communication in innovation processes: creating space for change in complex systems. *J Agric Educ Ext* 17(1):21–

Röling N (1990) The agricultural research - technology interface a knowledge systems perspective. In: Kaimowitz D (ed) *Making the link: agricultural research and technology transfer in developing countries*. Westview Press, with International Service for National Agricultural Research, Boulder, pp 1–42

Rose DC, Morris C, Lobley M, Winter M, Sutherland WJ, Dicks LV (2018) Exploring the spatialities of technological and user re-scripting: the case of decision support tools in UK agriculture. *Geoforum* 89:11–18

## **Annex A**

<b>Category</b>	<b>Policy Questions</b>
<b>Land Management Plan</b>	<p>What mechanism will participants use to plan and record which public goods they will deliver?</p> <ul style="list-style-type: none"><li>• What data/information will participants require?</li></ul>

	<ul style="list-style-type: none"> <li>• Will we require a combination of approaches depending on the public good or type of participant?</li> <li>• How will we monitor and verify that participants are delivering the public goods they have signed up to deliver?</li> <li>• Does the scheme design work for the variety of outcomes/outputs that we want to deliver?</li> </ul>
<b>Advice</b>	<p>What expert support will participants require to help them plan and record which public goods they will deliver?</p> <ul style="list-style-type: none"> <li>• When should this be delivered?</li> <li>• How many accredited experts will we require?</li> <li>• Should advice be mandatory? How much free advice should we give?</li> <li>• How will we ensure the advisers have the skills and knowledge they need?</li> </ul>
<b>Spatial prioritisation</b>	<p>What mechanisms are available to set and agree these local priorities? And which is best for our needs?</p> <ul style="list-style-type: none"> <li>• How do local priorities work within a national framework for the delivery of public goods?</li> <li>• How do we encourage and incentivise the delivery of outcomes that are prioritised in certain areas</li> <li>• How do we encourage and incentivise collaboration for the delivery of public goods?</li> </ul>
<b>Eligibility</b>	<ul style="list-style-type: none"> <li>• Does the system design work for the types of people who haven't been eligible for agri-environment schemes in the past?</li> </ul>
<b>Novel and innovative mechanisms</b>	<p>How will the new scheme deliver the outcomes?</p> <ul style="list-style-type: none"> <li>• What are the range of different mechanisms that could deliver these outcomes and what role could they play in the new system?</li> <li>• Do they work for all outcomes, sectors and geographies?</li> </ul>
<b>Payments</b>	<p>What will the new system offer participants?</p> <ul style="list-style-type: none"> <li>• How will payments for public goods reflect natural capital principles?</li> <li>• In an outcomes approach how do you trigger a payment?</li> <li>• How are payment rates updated overtime to reflect changing local priorities?</li> <li>• How are you setting payment rates for outcomes?</li> <li>• What will public funding pay for and on what basis?</li> <li>• What role could innovative and private finance mechanisms have in the new system?</li> </ul>

**Schedule 1 - Milestone Payment Schedule**

Milestone	Milestone / Claim Date	Claim Period	Description of Costs	Cost (£)	Milestone Output / Deliverable Description
1	Jul-20	1st May 2020-31st July	<p>[Redacted]</p>	[Redacted]	<p><i>Complete literature review and website analysis. Design survey. Establish a baseline.</i></p>
			<p>[Redacted]</p>	[Redacted]	
			<p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p>	[Redacted]	
			<b>Milestone 1 Claim Total</b>	[Redacted]	

2	Mar-21	1st August 2020-31st March 2021	<p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>	<p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>	<p>Hold the focus groups. Analyse survey and focus group outputs.</p>
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**Annex 3 - Monitoring and Evaluation Information Leaflet**



# ELM Test and Trials Monitoring and Evaluation

Information Leaflet

July 2019



Department  
for Environment  
Food & Rural Affairs



## **Defra has appointed an independent team of researchers to help ensure that learning points from Tests and Trials (T&T) are captured and used to inform the new Environmental Land Management scheme**

Defra is working with farmers, land managers and stakeholders such as yourselves to conduct tests and trials for a new Environmental Land Management (ELM) scheme. These will not be testing or trialling environment outcomes but rather the methods and approaches that will form the basis for the delivery of the ELM scheme. Defra has appointed a team of independent researchers to support them in gaining insight and learning about ‘what works’, where, and why by carrying out a formal evaluation of the tests and trials.

The team is led by consultants, ICF, and supported by ADAS and the Centre for Ecology and Hydrology. The ICF team will be working closely with the ELM Tests and Trials team within Defra to gather and analyse information that will help us to evaluate the work and identify lessons for the design of the new ELM scheme.

This information leaflet explains ICF’s role, what information we will be expecting you to collect, as a test or trial project, and how we will be able to help you meet the monitoring and evaluation requirements set out in your agreement with Defra.

## The role of the ICF evaluation team

The ICF team has been contracted by Defra to:

- Evaluate findings and learning from the different tests and trials
- Identify factors that might play a role in the new ELM scheme, such as Collaboration and Co-production; Localised prioritisation; Development of Assessment Tools; Attitudes and Behaviours; Mutual knowledge and capacity building etc.
- Provide technical advice, guidance and support to the tests and trials about how to monitor and report on indicators identified to Defra.

We are evaluators, not auditors. We are interested in understanding your experiences delivering your project including what works well, what is more challenging, and identifying the key learning points. We will not be assessing any legal or regulatory elements of your project.

We will be working in partnership with Defra 'ELM Tests and Trials (T&T) Officers'. The ICF team will be engaging with you in relation to evaluation questions. Ongoing contractual, financial and other administrative matters will all be handled by your nominated T&T Officer.

## Your role in the evaluation

To evaluate each test or trial, we need to understand

- What your project is testing or trialling;
- What you see is the learning from your test or trial and how it will contribute to the development of the ELM scheme;
- The lessons learnt and success factors for your test and trial and any challenges you encounter;
- The results and impacts achieved.

During the delivery of your test or trial you will be asked to take part in a number of tasks. These are:

### 1. Progress reports

You will provide regular progress reports directly to your T&T officer as outlined in your agreement. This will be the main mechanism for you to share evidence and learning with Defra to support policy development. Defra will be compiling regular reports to disseminate the evidence and learning based on the priority themes for tests and trials, such as the scope of the land management plan.

### 2. Site visit

Your Defra T&T Officer may ask to conduct a site visit to follow-up on any monitoring information provided and request further clarification or information if necessary. The Defra T&T officer will ensure that sufficient notice is provided and will seek to agree a time and date that is suitable for all. The visit will involve an informal on-site meeting. A member of the evaluation team may also be invited to participate in the site visit to provide advice about the evaluation and data collection. Site visits will be infrequent and will be considered on a case by case basis. Each test or trial is not expected to get more than two visits.

**We will also need to ask you for some additional information just for the evaluation. We will try to minimise the burden of any information requests.**

### 3. Online survey

We will ask that you take part in a short, online survey. The purpose of the survey is to explore whether the test or trial is being delivered as intended, what has worked well and what has been more challenging than expected.

If you are a 'Test', you will be asked to complete a survey at the beginning and towards the end of your test. If you are a 'Trial', you will be asked to complete a survey at the beginning, middle and end of your trial. The survey will ask your views about satisfaction with the processes involved, confidence, and accessibility as well as what has worked well or less well.

#### **4. Case study**

We may invite you to participate in a case study on a voluntary basis. Case studies will provide us with an in-depth understanding of specific types of tests or trials and the way in which they are operating.

Each case study will involve a number of telephone interviews. We will want to have a conversation with the proposal lead and a number of other people with an interest in the project, such as land managers or partners. We will work with you to make sure that the right people are approached. The interviews will take place towards the end of your project. Their purpose is to capture how the project has developed and changed over time.

We will provide you with a report summarising the key findings from the case study. Case studies will inform the final report we prepare for Defra.

### **We will provide you with advice and support to help you monitor and evaluate your test or trial**

The evaluation team will provide a variety of support to you during your project. This support will include:

#### **■ Webinars:**

You will be invited to participate in webinars that will provide information to help you in delivering your own project monitoring and evaluation (e.g. how to define clear evaluation questions, how to engage any partners or stakeholders).

#### **■ Guidance documents:**

The evaluation team will provide you with short guidance documents to assist you in collecting your monitoring data and conducting your evaluation. These will include:

- How to prepare and complete a monitoring form
- Designing an evaluation approach
- Considerations and common challenges in conducting a project level evaluation
- Analysing, reporting and disseminating your findings

#### **■ General troubleshooting:**

Your Defra T&T Project Officer will be your first point of contact should you wish to discuss any concerns you have about monitoring and evaluating your project or the wider ELM evaluation. They will assess whether you would benefit from additional support from the evaluation team and arrange a further discussion if necessary.

## Your information will be protected

The findings from this M&E project will be integrated into evaluation reports that the ICF evaluation team will share with Defra. The final report is expected to be published.

The sharing of data between yourselves, Defra and the ICF evaluation team is governed by your agreement with Defra and Defra's contract with ICF. All of the information you provide will be treated in the strictest confidence and stored securely on a database hosted by ICF.

Your responses to the survey and monitoring data will not be published. Any views you provide will be anonymised and you will not be personally identifiable. Findings from case studies will, however, be reported at an individual level and the type of test or trial will be mentioned. We will not refer to you by name, but it may be possible for a reader to guess based on the description of the test or trial.

## We welcome your input and questions

We would welcome your views on additional support you think you may require including topics for the webinars and guidance documents. Please contact [elm.evaluation@icf.com](mailto:elm.evaluation@icf.com) in the first instance. If you have specific questions regarding the evaluation and its objectives, please contact [elmtestingandtrials@defra.gov.uk](mailto:elmtestingandtrials@defra.gov.uk), quoting "Monitoring and Evaluation Query" clearly in the subject field.