

Individual Project Summary Report 2006/07

1. Project summary and information about the grant holder

Project title	Clun Forest Land, Life and Livelihoods		AONB Proj. No:	SDF/067/21
Overall objectives of the project	The project aims to demonstrate how farmers and the Clun Forest community can work together to sustain their strong sense of community, their quality of life, unique environment, landscape and wildlife and thriving healthy farms for everyone's future.			
Start date	14/06/06	End date	31/03/07	
SDF grant holder <i>(your organisation)</i>	Clun Forest Group			
Contact details <i>(your name, address, telephone and email)</i>	Joy Greenall, c/o Cath Landles, Shropshire Hills AONB Partnership. Tel (01588) 674084. Email: cath.landles@shropshire-cc.gov.uk			

2. Funding information

SDF funding received this year	£7,000	SDF funding received last year <i>(if any)</i>	£ 3,703
Total cost of the project this year	£ 23,400	Any special funding arrangements <i>(such as staged payments or financial conditions required by funders)</i>	Had £1,000 advanced payment
Sources of other funding <i>(funding body or volunteer activity)</i>	Value of other funding where contributed in cash	Estimate of value (£ equivalent) where contributed in kind	
Volunteer time	£ 0	£ 12,480	
Officer time – in kind support	£ 0	£ 3,920	

3. Achievements of the project

What were the specific objectives that you set for the project in the grant application form?	How well were the objectives met?	What issues affected the achievement of the objectives?
2 events, June – July*		
3 visits, July – February (including briefing and follow up meetings/events)*		
3 farmer meetings on key issues*	Objectives 1-3 combined * achieved 12 events/courses attracting 285 participants, at least 206 were Clun Forest farmers.	Our best events/meetings were those which offered very practical advice, e.g. how to fill in cross compliance forms.
3 partnership meetings	Exceeded target. Held 20 meetings. Partners included Rural Chaplain, West Mids Rural Affairs Forum, National Trust, Bulmer Foundation, DEFRA's Food & Farming Team, AWM, Women's Institute, Mainstone and Bettws Parish Council's, Shropshire & Herefordshire Rural Hubs, Shropshire Hills AONB, Upper Clun Community Wildlife Group, Graig Farm Organics, Wasteless Society, Natural England, Soil Association	
News update to all farmers in the area	Achieved well. Circulated the following to all farmers in the 3 parishes: Regular project updates, Shropshire Rural Hub newsletter, stop press listings of relevant farmer events	

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Celebration Event (BRH budget)	Not achieved	It was agreed that due to the high number of events already achieved it would be better to hold this event in September 2007 (around Harvest Festival time)

4. Lessons learned

What were the key lessons you learned during the project?	All aspects of this project are inter-related and the work is therefore very far reaching. Once begun, things snowball! We have needed to be opportunistic so sometimes plans have to change because of limited capacity to do everything, especially when using largely volunteer time. It has been important to raise awareness and provide information but for some this can feel as if nothing is being done. We have no funding secured for 2007-8. Funding is necessary for some of us to remain involved and to support the project but it also brings its burdens of accounts and reports and paying some individuals changes working relations within the steering group.
What would you do differently next time?	We need to find ways to keep individual projects going, find leaders, give them support and not expect too much too quickly. We may seek help/advice on how to get to the next stage. We would like to engage the younger age groups in the future.
Do you have any further comments?	Our relationship with the AONB is crucial to Land, Life and Livelihoods and the sense of partnership, addressing joint concerns.