Evaluation of the South West Forest and Forest Futures Projects

Final Report on Forest Futures

A report prepared by

PACEC□

On behalf of
the Forestry Commission and
the Countryside Agency

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Executive Summary

X1 Introduction

X1.1 The Forestry Commission in England has supported, together with others (for full list of funders see Appendix A), two leading rural development initiatives: the South West Forest (SWF) in Devon and Cornwall and Forest Futures (FF) in Cumbria. In March 2005, the Forestry Commission and the Countryside Agency commissioned PACEC to conduct an external evaluation of the two projects with a view to providing an evaluation of the projects themselves and to inform regional and national policy development.

X1.2 This is the report on FF.

X2 Aims of the Evaluation

X2.1 The specific objectives of the evaluation of FF were:

- To assess the performance of the projects against the agreed aims, objectives and outcomes set out in their respective business plans;
- To identify and assess other unintended or wider rural development outcomes that have emerged over the lifetime of the projects;
- To evaluate from an economic perspective the full range of financial, social and environmental effects, including wider halo effects[1].

X3 Methodology

X3.1 Based on the requirements of the evaluation, a detailed and varied methodology was agreed with the Steering Group, which is made up of members from the Forestry Commission, the Countryside Agency and the Project Directors from SWF and FF. The key elements of this were:

- Desk study of all relevant documentation relating to the FF programme of activities
- Interviews with stakeholders, mangers and key partners
- Beneficiary interviews
- Wider interviews
- Case studies of specific beneficiaries
- Economic analysis

[1] The other two central objectives of this evaluation addressed were:

- To ensure a consistent approach to the evaluation of both projects that will enable comparison of their outcomes and effectiveness across the main fields of delivery; and
- To provide advice on the appropriateness, ease of use and further development of the framework for evaluation of rural development projects.

Both of these are addressed in the Joint Report on SWF and FF.

X3.2 The evaluation has focused on the period of FF activities from 2002 to 2005 to allow a comparison with the evaluation of the SWF project in Devon and Cornwall.

X3.3 Each of the following sections of the Executive Summary details key outputs from each stage of the methodology – either primary research findings (such as survey data) or further analysis of those data derived from the primary research (such as economic analysis and environmental analysis). These subsequently contribute to the overall assessment of FF against the overall objectives of the evaluation (**detailed above in Section X2.1**). This overall assessment is presented at the end of the Executive Summary.

X3.4 All key statistics produced and utilised in this evaluation are presented in Appendix F.

X4 Objectives of Forest Futures

X4.1 The Forest Futures (FF) programme is administered by Cumbria Woodlands, an organisation which aims to secure the maintenance and enhancement of Cumbria's woodlands. Cumbria Woodlands, formerly 'Cumbria Broadleaves', was set up in 1991 and was designed to facilitate the implementation of the Cumbria Woodland Forum's 'Woodland Vision' through a wide range of objectives and outputs. Cumbria Woodlands was regarded as being ideally placed to serve as the FF programme's key delivery mechanism. Cumbria Woodlands took on this delivery role for FF following the programme's launch in July 2002.

X4.2 Cumbria Woodlands, through which FF is delivered, has three core integrated aims which provide the foundation for its operational objectives, activities and outputs:

1 Rural Economic Development and Regeneration

2 Environmental Enhancement

3 Public Support and Benefit

X4.3 The 2001 FF Framework Business Plan analysed the issues and opportunities of the FF area and generated a number of objectives required to stimulate rural regeneration and to meet the FF Vision. Each objective had a clear set of aims, actions and targets/outputs. **These are reviewed further in the Executive Summary Section X11.2 below**.

X4.4 **The full context for the FF project is presented in Chapter 1.**

X5 Immediate Impact: Beneficiary Survey

X5.1 This section summarises the key findings from the survey undertaken with the FF beneficiaries. **These data are fully presented in Chapter 3.**

- Forest Futures beneficiaries are primarily located in Cumbria and the main beneficiaries are farmers/landowners; recipients of business support and woodland consultants/contractors.

- Forest Futures rated highly in terms of accessibility and quality of service. The majority gave the programme a high rating of ease of accessibility and a good or excellent rating of quality of service.
- Over half of respondents had their aims fully or mostly met by FF, with a third reporting a high impact on their business, with diversification and regeneration being the most popular choices.
- Beneficiaries of all three strands of FF support were represented. Half received grants relating to woodland management and just less than half received grants for woodland creation.
- Three-quarters of beneficiaries had not sought support from another source prior to receiving help from FF and over half used only FF support.

X6 Medium and Long-Term Impact: Wider Survey

X6.1 This section summarises the key findings from the wider survey undertaken with the FF indirect beneficiaries (i.e. people who were not recipients of FF services but may have been exposed to FF activities in other ways). **These data are fully presented in Chapter 4.**

- Most of the respondents to the wider survey (excluding those who didn't know) believed that the quality of their interaction with the schemes was good or very good.
- Half of respondents considered the quality of the work done by FF to be high or very high and over half of wider respondents believed that the project had made a high or very high impact
- The vast majority of respondents believed that the work of FF had benefited the region in an environmental or economic way. Half considered that the work of FF had made an impact on the visibility and image of the area. They were also very positive about the impact on land management and local environment.
- In terms of helping to develop partnerships, over half did not know whether this had been an outcome from the project. A majority of respondents believed that FF had positively impacted on businesses in the area.
- A similar number believed that there had been an impact on the people living in the area in terms of skills and knowledge, ability to derive more enjoyment from local amenities and improved land management.
- A majority of respondents believed that the improvements in terms of visibility and image of the area would not have happened without FF. In terms of improvement to the quality of the woodland, a majority also though that this would not have happened without FF.
- Wider respondents believed that improvement to the programme should be in terms of expanding the scope and resources of the programme.

X7 Long-Term Impact: Case Studies

X7.1 Case studies were used to as a method to collect more in-depth qualitative data on the activities of FF. They provided some insight into some of the impacts that are more difficult to quantify, such as social and community effects and environmental impacts. In total, 6 case studies were undertaken and **these are fully detailed in Chapter 5.**

- The case studies for FF indicate that, through the three branches of funding (woodland creation; woodland management and business support), a wide range of beneficiaries can be reached. FF has impacted directly on businesses, farmers, land agents and families and indirectly on suppliers, visitors and local communities, including schools.
- FF's business support branch has enabled the start-up, expansion and diversification of businesses, ensuring the retention of some employment and creation of new employment and apprenticeships. Businesses have benefited not only from direct grant aid, but also from FF's liaison with other funding bodies to access aid. Furthermore, FF's funding of general business advice and the construction of a business plan will benefit businesses in the longer term.
- Planting, management funding and advice has, in some cases, enabled the whole or part diversification of farm businesses and saved land from less environmentally-friendly alternative uses. These woodland areas have recreational and tourism value. In addition, woodland awareness has been boosted by enabling non-income earning initiatives to take place, which could not have been set up without the help of FF.
- There has been a positive impact on family structures and family life as a consequence of the FF support.
- The case study beneficiaries demonstrate that FF funding can work well in combination with help from other funding bodies.

X8 Environmental Analysis

X8.1 Environmental analysis was undertaken utilising data from the primary research above, as well as information provided by FF. **This information is provided in full, in Chapter 6.**

- *Landscape and Visual Amenity*: It was considered, from case study evidence, that planting was sympathetic to the local landscape character and had aimed to enhance it. Given the generally moderately low residential population density (42 people per km^2) in relation to the planting sites, the impact on visual amenity was considered to be low. Nevertheless, in the medium and longer term there will be an impact on the landscape and visual amenities that should be of value to tourists and for recreational purposes. This will need to be evaluated in the future to assess the extent of these impacts.
- *Biodiversity and Habitat Creation:* New FF woodland creation schemes scored highly across biodiversity criteria in grant applications with almost 70% achieving maximum points for potential contribution to Cumbria Woodlands Habitat Action Plans (HAP) targets. Half of the applications for woodland management grants contributed to the renovation of managed woodlands and contributed to the protection of Ancient Woodland and HAP/Species Action Plans (SAP) targets
- *Other Environmental Impacts:* Whilst it was not possible to evaluate some of the wider environmental impacts, it was calculated that 3,033 tonnes of carbon were sequestered in FF woodland during the study period. This will obviously accumulate over the coming years.
- FF has made a positive impact on the environment, from the perspective of the vast majority of beneficiaries in the beneficiary survey. A majority of wider survey respondents also believed that there had been a positive impact on the visibility and image of the area, due to FF. They were also very positive about the effects on land management and the environment in the local area.

- Environmental impacts and effects are in evidence within the case studies. Case study evidence shows that these effects would not have happened without FF.
- More broadleaf had been planted than conifer and the rate of planting had increased in recent times, potentially reflecting that the FF project was established and gaining momentum The average size of new planting schemes was 15.5ha and they were well distributed across the FF area.

X9 Economic Analysis

X9.1 Economic analysis was undertaken using an input-output model which was built upon key information from the primary research and information from FF. **The full analysis is presented in Chapter 7.**

- 100 local jobs (net of deadweight but not displacement) have been supported through the FF project, of which 65 are thought to be sustainable[2].
- In the UK as a whole, we estimate that 145 jobs have been supported, of which 95 are classified as sustainable, at a gross cost of £2,866 per job supported excluding all grants (based on 100% of gross project costs) or at £11,632 per job supported, including all grants (based on 100% of gross project costs)

X10 Effectiveness and Value for Money

X10.1 As assessment of effectiveness and value for money was carried out. This reviewed overall progress against objectives at the FF, together with the return on investment and value for money of the outputs. **This is presented in Chapter 8.** The FF project has made good progress against most of its objectives.

- It has produced good outcomes from its three main streams of activity (woodland creation, woodland management and business development).
- It represents good value for money relative to the numbers of jobs supported and numbers of business advanced or created.
- Delivery of the project has been effective, despite challenges with the funding process.

X11 Conclusions: Assessment of Performance Against Aims of the Evaluation

X11.1 These are developed in relation to each of the key aims of the evaluation, as detailed above in Section X2.1. **The full assessment against these aims is presented in Chapter 9.**

[2] 'Sustainable' is defined as the job being likely to be still in place in the absence of grant support. Sustainability was calculated utilising grant income and turnover figures for Business Support beneficiaries.

Evaluation Aim 1: To assess the performance of the projects against the agreed <u>aims</u>, <u>objectives</u> and <u>outcomes</u> set out in their respective business plans

Aims and Objectives

X11.2 FF has made good progress against its stated aims and objectives. The majority of expenditure (almost 75%) in the project was made against the first 2 objective areas which overlap most with the three key activity areas of woodland management, woodland creation and business development. A summary of progress in each objective area is below. A full assessment by PACEC of progress against each specific aim is presented in Appendix A.

Objective 1: Facilitating woodland development and management through provision of advisory visits and reports

X11.3 In total, 74 reports were generated on new planting enquiries and 88 reports were generated on woodland management enquiries. Assuming a site visit and report generation to require 8 hours work, at commercial rates (approximately £40 per hour), the value of these reports in £52,000. A more realistic valuation of this work is based on the output of the report (rather than the time involved) at a rate of approximately £500 per report which would increase the value to £81,000.

X11.4 A further 209 enquiries did not receive both a visit and report (but in most cases one or the other). Assuming a conservative value on these at £100 each, these may be valued at £21,000.

Objective 2: Facilitating the Business Development Programme

X11.5 In total, 279 enquires have been managed to date (November 2005) of which 144 received business planning advice and/or technical advice and/or a grant.

Objective 3: Skills Training

X11.6 In total 453 training days were delivered and 8 training events were undertaken. An additional 21 other courses were undertaken providing 102 training places.

X11.7 The value of the training courses run and other training events amounts to approximately £40,000 (according to the valuation of the Project Director).

Objective 4: Demonstration projects

X11.8 This was a small element in the FF activities. Information was not provided on this area.

Objective 5: Collaboration between owners and producers

X11.9 This was a small element in the FF activities. Information was not provided on this area.

Objective 6: Development of local markets

X11.10 This was a small element in the FF activities. Four case studies were developed (with a contract value of £5,000).

Objective 7: Foster greater public understanding of Cumbria's woodlands

X11.11 In total, 4 newsletters were published at a cost of £3000 (in total) and 2 other published reports cost approximately £2,500. A 'Site to See' leaflet was published at a cost of £1,000.

X11.12 The Cumbrian Beanpole Festival was organised at a cost of £12,000.

Objectives overall

X11.13 Good progress has been made in the first 2 objective areas, which overlap most with the key activities of FF.

Programme of Activity

X11.14 Cutting across these 7 objective areas were 3 main areas of activity:

- Woodland management
- Woodland creation
- Business development

Outputs

X11.15 The woodland management and creation advisory programme has involved a total of 1296 hours of advisory time (for the production of 162 reports) over the evaluation period which would be valued at £81,000 at commercial rates. A further 209 enquires were dealt with, at a commercial value of £21,000. The business development programme has assisted with 279 enquiries of which 144 received business planning advice, technical advice or assistance with a grant.

Outcomes

X11.16 The outcomes arising from these activities are summarised below:

Woodland Management

- 1,008.17ha of existing woodland developed with associated grants of £526,925 **(see Table 1.1 for source data)**

- Average work for woodland consultants of approximately 17 hours per week (based on 16% of beneficiary survey respondents) – this relates to both woodland management and woodland creation

Woodland Creation

- 404.4ha of new planting of which 87% was broadleaved, with associated grants of £338,222 **(see Table 1.1 for source data)**

Business Development

- 79% of beneficiaries advanced their already-existing businesses
- 10% of beneficiaries started a new business
- 144 business received advice and/or a grant (with associated grants of £227,570)[3]

Overall

- 145 UK jobs and 100 local jobs supported (retained and created)
- Of these, 145 UK jobs, 46 were direct jobs arising from the Business Support Programme (a proportion of the indirect, induced and knock-on jobs have also arisen from the Business Support activities).

Evaluation Aim 2: To identify and assess <u>other unintended or wider rural development outcomes</u> that have emerged over the lifetime of the projects

X11.17 In terms of wider rural development outcomes, the most notable areas within which to assess the effect of FF have been the jobs supported (which includes jobs created and protected together with knock-on employment) and the community effects.

Employment

X11.18 In the UK as a whole, we estimate that 145 jobs have been supported.

X11.19 Woodland consultant and contractors (16% of beneficiaries) cited increased work opportunities and improvement in contact networks. They undertook on average 17.24 hours per week FF work. All said FF had an impact on their income and half said income had grown rapidly.

X11.20 19% of beneficiary respondents saw an increase in employment, with a mean increase of 1.6 employees.

Community Effects

X11.21 Case study data shows that there has been an impact on family structures and family life as a consequence of the FF support. The initiatives have provided beneficiaries with additional work opportunities, thereby safeguarding livelihoods and ensuring that

3 Grant figures provided by FF

families remain intact. This, of course, has a further effect on the community and environment in the region.

Evaluation Aim 3: To evaluate from an economic perspective the full range of financial, social and environmental effects, including wider halo effects

Financial

X11.22 100 local jobs (net of deadweight but not displacement, since displacement effects were not seen) have been supported through the FF project.

X11.23 Evidence from the beneficiary survey, wider survey and case studies indicate that there was a notable impact on businesses in the area. Business Support beneficiaries cited major impact with economic improvement, increased business security and efficiency. Most were able to advance their business and a small number started a business as a result of FF help. Supporting this result, almost three quarters of wider survey respondents believed that FF had positively impacted on businesses in the area. Most of these thought that local businesses would not have been able to access such support from any alternative source. Furthermore, case study evidence shows that FF's business support branch has enabled the start-up, expansion and diversification of businesses, ensuring the retention of some employment and creation of new employment and apprenticeships.

X11.24 Following from this, as a result of the FF support people felt more positive about running their businesses

X11.25 Looking at wider impacts, over one third) of beneficiary respondents saw an increase in local timber usage as result of FF and the mean increase in local timber usage was over 50%.

Social

X11.26 In terms of social impacts, improved confidence and quality of life improvement is taking place. Approximately 53% (49) of beneficiary respondents said there had been an impact on their confidence for the future and 26% saw an improvement in their quality of life.

X11.27 Over half of beneficiary respondents said that their horizons had been broadened by FF.

X11.28 There was also an impact in terms of how people interacted with the area - 70% (16) of wider survey respondents believed that there had been an impact on the people living in the area in terms of skills and knowledge, ability to derive more enjoyment from local amenities and improved land.

Environmental

X11.29 The environmental impact of the FF project was reviewed in relation to Landscape and Visual Amenity, Biodiversity and Habitat Creation, and wider Environmental Services.

X11.30 FF has made a positive impact on the environment, from the perspective of the vast majority of beneficiaries. A majority of wider survey respondents believed that there had been a positive impact on the visibility and image of the area, due to FF. They were also very positive about the effects on land management and the environment in the local area.

X11.31 Environmental impacts and effects are in evidence from the work that has been done by FF. Case study evidence shows that these effects would not have happened without FF.

X11.32 More broadleaf had been planted than conifer and the rate of planting had increased in recent times, potentially reflecting that the FF project was established and gaining momentum The average size of new planting schemes was 15.5ha and they were well distributed across the FF area.

X11.33 *Landscape and Visual Amenity:* Planting was sympathetic to the local landscape character and had aimed to enhance it. Given the generally moderately low residential population density (42 people per km^2) in relation to the planting sites, the impact on visual amenity was considered to be low. However, there is a notable potential impact on the future amenities for tourists, given the area's significance as a tourist destination.

X11.34 *Biodiversity and Habitat Creation:* New FF woodland creation schemes scored highly across biodiversity criteria in grant applications with almost 70% achieving maximum points for potential contribution to Cumbria Woodlands HAP targets. Half of the applications for woodland management grants contributed to the renovation of managed woodlands and contributed to the protection of Ancient Woodland and HAP/SAP targets.

X11.35 *Other Environmental Impacts:* Whilst it was not possible to evaluate some of the wider environmental impacts, it was calculated that 3,033 tonnes of carbon may have been sequestered in woodland during the study period.

X12 Overall Observations

X12.1 FF has made good progress against most of its objectives and has clear measurable outcomes.

X12.2 Looking across these outcomes from the FF project including employment, community, financial, social and environmental, the investment in the 2002-2005 phase of the project represents excellent value for money. The overall gross project cost (excluding grants) of the total outcomes by the FF over the period of evaluation was £415,554 (including woodland maintenance, woodland creation and business support grants, this was £1,508,271) and the contribution of the Forestry Commission represented approximately 36% of this (other funders of the project are listed in Appendix A). The main activities of FF - woodland expansion and management and the business development programme - utilised 49% and 25% respectively of this gross figure. The outputs and outcomes from these objectives have been in line with expectations as detailed above.

X12.3 As a vehicle for rural development, this project represents a solid example of what can be achieved in terms of employment and assisting with rural community development. Through each of its programmes of activity, rural development has seen a positive impact most notably through the supporting of employment, environmental impacts and community support.

X12.4 There is evidence of additionality in the programme. This project has filled a gap that would not otherwise have been filled.

1 Introduction

1.1.1 The Forestry Commission in England has supported with others (for full list of funders see Appendix A) two leading rural development initiatives, the South West Forest (SWF) in Devon and Cornwall and Forest Futures (FF) in Cumbria. FF is the woodland element of the North West Regional Rural Recovery Programme established to help the region to recover from the Foot and Mouth disease outbreak in the area in 2001. FF aims to contribute to the sustainable rural development of the area through the creation new woodland, bringing existing woodland into management and by providing support to woodland related businesses.

1.1.1 The FF programme is administered by Cumbria Woodlands, an organisation which aims to secure the maintenance and enhancement of Cumbria's woodlands. Cumbria Woodlands, formerly 'Cumbria Broadleaves', was set up in 1991 and was designed to facilitate the implementation of the Cumbria Woodland Forum's 'Woodland Vision' through a wide range of objectives and outputs. Cumbria Woodlands was regarded as being ideally placed to serve as the FF programme's key delivery mechanism. Cumbria Woodlands took on this delivery role for FF following the programme's launch in July 2002.

1.1.2 In March 2005, the Forestry Commission and the Countryside Agency commissioned PACEC to conduct an external evaluation of the evaluation of the FF project with a view to providing an evaluation of the project itself and to inform national and regional policy development.

1.2 Aims of the Evaluation

1.2.1 A number of key questions were central to this evaluation as follows:

- a What, if any, evidence is available about the pre-project situation in relation to all outcomes that are flagged as relevant to the project?
- b What were the processes by which the project was designed and outputs were delivered and how effectively were they implemented?
- c What economic effects has the project generated and with what levels of efficiency have these outputs been generated?
- d What evidence, if any, is there of displacement effects of the project?
- e Have any other projects taken place in the project area or nearby which might have generated some of the output/outcomes sought by the project?
- f What changes have taken place in the values of non-market goods and bads?
- g What changes have occurred at community level as a result of the project?
- h What has been the impact of the project on household livelihoods
- i What, if any, have been the wider knock-on effects of the project?
- j Has the project impacted positively on sustainable development indicators?

1.3 Methodology

1.3.1 Based on the requirements of the evaluation, a detailed and varied methodology was agreed with the Steering Group, which is made up of members from the Forestry Commission, the Countryside Agency and the Project Directors from SWF and FF. The key elements of this were:

- Desk study of all relevant documentation relating to the FF programme of activities
- Interviews with stakeholders, mangers and key partners
- Beneficiary interviews
- Wider interviews
- Case studies of specific beneficiaries
- Economic analysis

1.3.2 The details of each methodological approach utilised in the course of the evaluation are reported within each of the relevant chapters.

1.3.3 All key statistics produced and utilised in this evaluation are presented in Appendix F.

1.3.4 The document is organised to report in logical sequence the key findings of the evaluation. Chapter 2 sets out the background to FF while Chapter 3 provides an economic context for FF. Chapter 4 provides full detail of the findings of the FF beneficiary survey. Chapter 5 sets out the results form the wider survey. Chapter 6 details the case studies developed for the evaluation. Chapter 7 reviews the environmental impacts while Chapter 8 presents the economic analysis. Chapter 9 sets out the effectiveness and value for money analysis and Chapter 10 presents the conclusions of the evaluators.

1.3.5 As much as possible, analyses have been presented in appendices, particularly of detailed parts of the data, following the main body of the text.

1 Background to Forest Futures

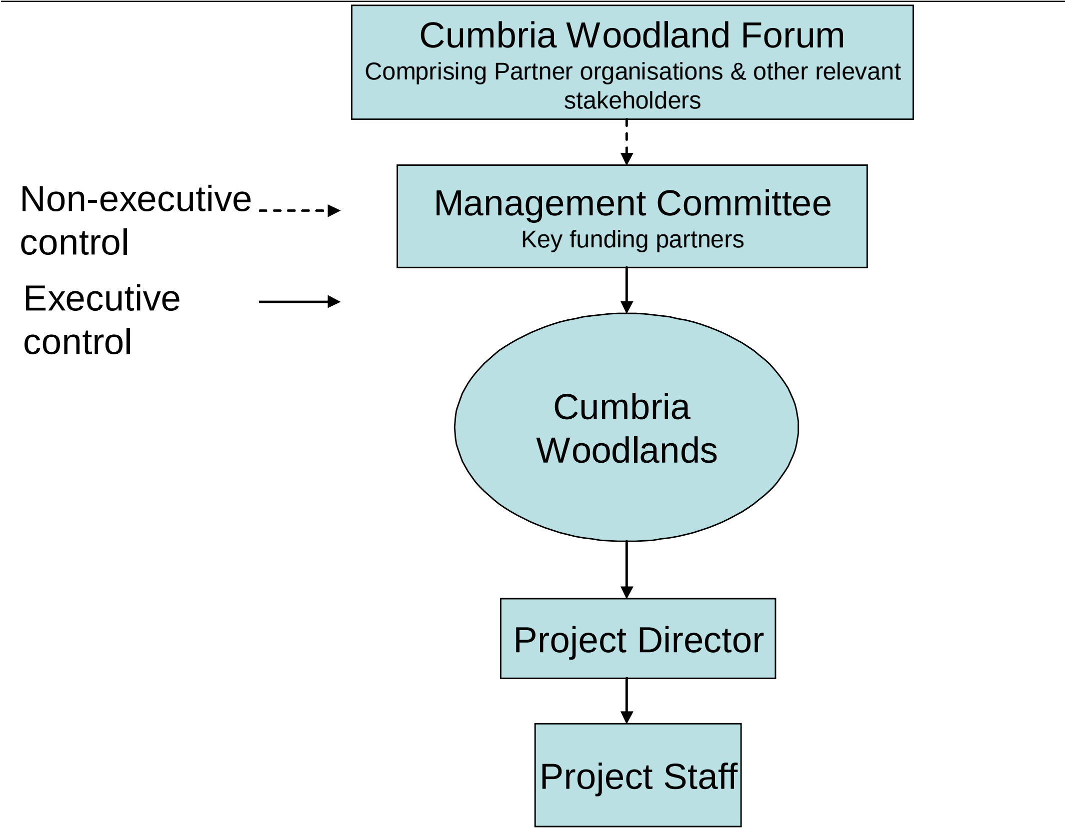
1.1 The Context of Forest Futures

1.1.1 The county of Cumbria was particularly badly affected by the Foot & Mouth outbreak in 2001. Some 44% of all confirmed cases happened in the county and more than a quarter of all its farm holdings had livestock culled leading to a loss of a third of the county's grazing livestock. The impacts extended well beyond farming and what commenced as an effort to control an animal disease quickly developed into a crisis for the rural economy as tourists and visitors were discouraged from coming. The FF programme was put forward as the woodland element of the North West Regional Rural Recovery Programme, which was established to help the economy and communities in rural Cumbria recover from the disease.

1.1.2 The Forest Futures programme is administered by Cumbria Woodlands, a partnership which aims to secure the maintenance and enhancement of Cumbria's woodlands as an environmental, economic and social asset for the enjoyment of the nation. Cumbria Woodlands, formerly 'Cumbria Broadleaves' was set up in 1991 and was designed to facilitate the implementation of the Cumbria Woodland Forum's 'Woodland Vision' through an expansive range of objectives and outputs. The Cumbria Woodland Vision was developed by the multi-partnered Cumbria Woodland Forum to address the potential for closely targeted woodland creation and the need for sustainable woodland management across the twelve Landscape Character Areas in Cumbria, each with their own woodland priorities. With the Cumbria Woodland Vision at the heart of the Forest Futures programme, Cumbria Woodlands was regarded as being ideally placed to serve as the programme's key delivery mechanism.

1.1.3 Cumbria Woodlands took on this delivery role for Forest Futures following the programme's launch in July 2002. The team directly responsible for the project's delivery currently consists of three full time staff. Edward Mills is the Director of Cumbria Woodlands and of the Forest Futures programme, Neville Elstone is the Rural Development Forester, concentrating primarily on the business support branch of the programme, and Julie Whitfield provides the administrative support. The fourth member of the team at Cumbria Woodlands, Caroline Tunnicliff holds the position of Timber Products Project Officer, which is funded by the LEADER + Programme. She is not directly involved in Forest Futures, focusing instead on the marketing of timber products. The operational structure of Forest Futures is illustrated by the following diagram.

Figure 1.1 The Organisational Structure of Forest Futures



Source: Cumbria Woodlands Framework Business Plan 2002-05 (April 2002)

1.1.4 The Cumbria Woodland Forum is the overarching advisory body for Cumbria Woodlands and exists to provide useful guidance and expertise and to make the Cumbria Woodlands project transparent and receptive to a wider audience. Partner organisations and other stakeholders who have an interest in the implementation of the Cumbria Woodland Vision and the wider work of Cumbria Woodlands sit on the Forum, which amounts to 100-120 people across all areas and schools of thought.

1.1.5 Representatives from the Forum and from the former Cumbria Broadleaves Steering Group form the Management Committee, which is kept to a manageable size by restricting representation to those partners with a fundamental stakeholding within the FF programme and its delivery by Cumbria Woodlands. The Management Committee have been able to co-opt additional members on an *ad hoc* basis as required to further the aims of the project.

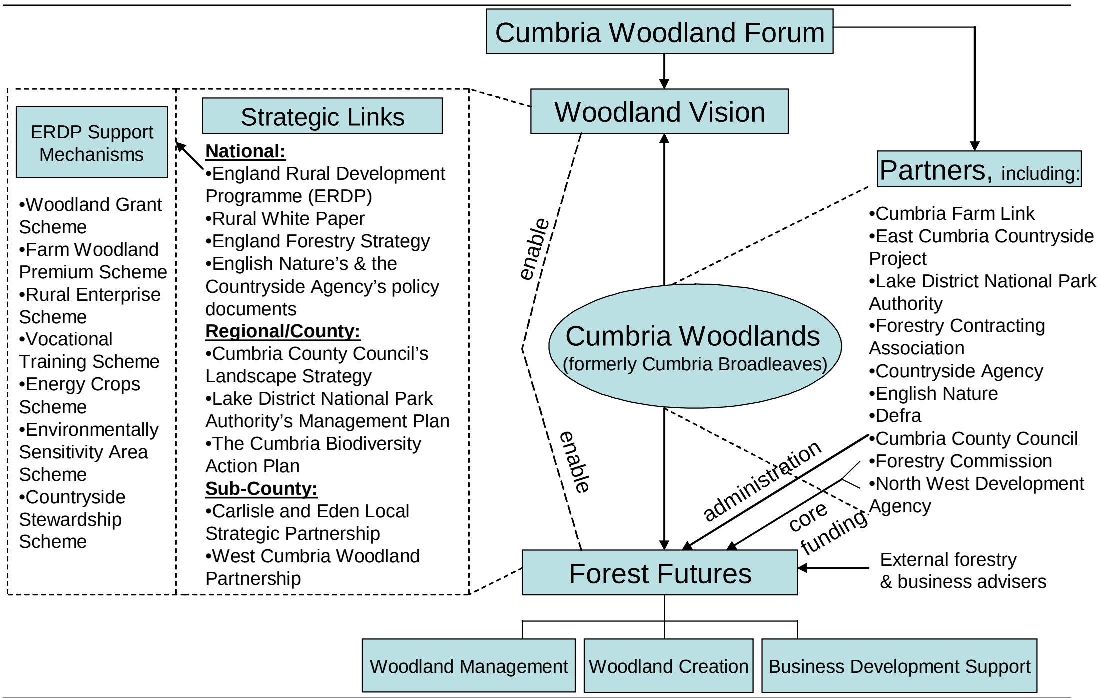
1.1.6 The Project Director, in consultation with the Chairman, is responsible for setting up Working Groups whose role is to take forward and/or advise the Project on particular strategic issues or aspects of the operational programme. The Project Director and Staff have already been identified in 1.1.3 above. External forestry and business advisers were also employed when required.

1.1.7 The Forest Futures programme is part of the Cumbria Rural Action Zone proposal put to the Government to take forward post-Foot & Mouth rural development in the county. Its creation is supported within the North West Development Agency's Regional Rural

Recovery Plan and the Haskin's report – 'Rural Recovery after Foot & Mouth', which favoured integrated land management schemes which were based on cooperation between groups of farmers and environmental groups.

1.1.8 Forest Futures also links with other sub-county, regional and national strategies and has strong parallels with the South West Forest rural development project. The following diagram illustrates how the Forest Futures programme sits within the context of Cumbria Woodlands, other related organisations and a range of strategies at all levels.

Figure 1.2 Setting the context for the Forest Futures programme



Source: PACEC

1.2 Objectives

1.2.1 Cumbria Woodlands has three core integrated aims which provide the foundation for its operational objectives, activities and outputs:

1 Rural Economic Development and Regeneration

4 Environmental Enhancement

5 Public Support and Benefit

1.2.2 In pursuance of these aims, the following operational objectives provide the basis for the Project's future activities and outputs. These objectives are taken from the Cumbria Woodlands Business Plan, April 2002.

a To facilitate the Cumbria Rural Action Zone Forest Futures woodland expansion and management programme within the ethos of the Cumbria Woodland Vision and local Biodiversity and Habitat Action Plans.

b To facilitate and deliver the Cumbria Rural Action Zone Forest Futures woodland related Business Development Programme through support, advice and a targeted grant aid programme to deliver business restructuring and diversification.

c To facilitate a rejuvenated woodland culture through the delivery of needs-led and locally-based woodland skills training to those currently in the land-based sector and to potential new entrants to the forestry industry.

d To work with partners in creating new flagship projects that demonstrate the potential for woodland to be developed and managed as an integral part of local recreation, access and tourism projects.

e To facilitate opportunities for collaboration between small-scale woodland owners and producers that might provide enhanced business viability and competitiveness.

f To help develop and promote the development of markets for local wood and wood-related products and woodfuel.

g To foster greater public understanding and appreciation of the role of Cumbria's woodlands and woodland-related products and businesses in contributing to sustainable development and the quality of life both in Cumbria and wide North West Region, and to further develop links with existing partners within both the formal education system and elsewhere.

1.2.3 An assessment of progress made against these objectives is presented in Appendix E. Overall, good progress has been made with no areas showing no progress at all being made.

1.3 Delivery of the FF programme

1.3.1 Cumbria Woodlands was designated as the vehicle through which independent and, wherever possible, free woodland advice could be provided to farmers, woodland and other land owners on how to best realise the full environmental, economic and social potential of their woodland and related businesses. Clients could access services, including specialist woodland, business development or marketing advice, training or other information, directly from Cumbria Woodlands or they were signposted by Cumbria Woodlands to other sources of support.

1.3.2 Figure 1.2 above shows the three core branches of the Forest Futures programme for achieving sustainable rural development; Woodland Management, Woodland Creation and Business Development Support, through which the 7 objectives were addressed. Forest Futures grants and advice were distributed either exclusively through one of these three channels, or by using a combination of two or three, as a means of supplying integrated support for more than one aspect.

Woodland Management

1.3.3 Managing woodlands is crucial to the continuing productivity and public enjoyment of the resource. FF's Woodland Management projects covered the following areas:

- Existing woodlands
- Community woodlands
- Business use linked to the FF BDP programme
- Business use

- General Woodland Management

1.3.4 Many of the schemes implemented under this category involved the provision of facilities for access, recreation and tourism. There were strong linkages between woodland management and the other two branches of FF, witnessed by a number of applications for business support or woodland creation alongside woodland management.

1.3.5 In total, WGS support of £526,925 has been given for approximately 1008.17ha **(see Table 1.1 for source data)** of existing woodland and advice was given by FF on 1827ha (FF Director's figures) of existing woodland.

Woodland Creation

1.3.6 Following large-scale tree felling during the world wars, there was a need for rapid afforestation, a task which the Forestry Commission was set up to oversee in 1919. For around fifty years, the Commission focused on woodland creation for productive purposes and as such a large percentage of land was planted with fast-growing conifers. The publication of England's Forestry Strategy (EFS) in 1998 signified a turning point in forestry policy in this country. In place of the production focus, the strategy outlined four key aims:

1. Economic Development
2. Rural Regeneration
3. Access and Tourism
4. Biodiversity and Landscape

1.3.7 Cumbria Woodlands is central to the implementation of this strategy at a local level, and, when looking at proposals for woodland creation, Forest Futures considers these values found at the heart of the policy document. At the same time, woodland creation has provided a viable alternative for farmers whose livelihoods suffered as a result of Foot & Mouth and for farmers who are seeking alternative land uses following the reforms of the Common Agricultural Policy, under which farmers are no longer required to farm livestock or crops to qualify for the new single farm payment.

1.3.8 In line with the aims of the EFS, FF has focused on the need for community woodlands which may not be large but are close to centres of population, who can make use of their new resource. In general, these woodlands were within 1km of towns and villages and some were in areas of high social need. The Woodland Creation branch of FF can be broken down into the following categories:

- new community woodlands (all native)
- native woodlands
- productive woodlands

1.3.9 New native woodland creation contributed well to biodiversity plans. The productive woodlands planted were conifer woodlands and all were created on farm enterprises which were making use of low quality grazing.

1.3.10 In total, there has been 404.4ha **(see Table 1.1 for source data)** of new planting with associated WGS grants of £338,222 and advice has been provided on 1041ha (FF Director's figures) of new potential woodland.

1.3.11 Both woodland management and woodland creation braches of FF were subject to a scoring system, which was used as a way of benchmarking the success of individual schemes with regard to outputs and integration. Consultations with Parish Councils were typical, although not consistently undertaken across all FF woodland management and creation projects.

Business Development Support

1.3.12 The business development support branch of FF is a ground-breaking venture for the Forestry Commission. Forest Futures recognised that woodland related businesses also require help and by assisting them, one can not only aid the survival, expansion or diversification of that business but their survival/growth also impacts on the creation and management of woodlands and can be a powerful tool in the regeneration in the local rural economy. Take, for example, a sawmill which utilises wood from local woodlands and supplies local furniture makers. By providing the sawmill with financial and business support for expansion and survival, FF is also ensuring that local woodlands continue to be managed and local businesses can source Cumbrian timber.

1.3.13 This branch of FF support is a prime example of support being available both directly from Cumbria Woodlands through the project team and FF grant system and indirectly, through signposting to other funding and advisory sources. Business development support can therefore take a number of different forms, including the following:

- Technical advice, provided by members of the FF team
- Business advice, provided by local enterprise agencies and funded by FF
- Specialist advice, provided by specialist consultants and funded by FF
- Marketing advice, including the development of a business plan, provided by external specialists and funded by FF
- Brokerage for other grants, initiated by FF

1.3.14 Within the business development programme 279 enquires have been managed to date (November 2005) of which 144 received business planning advice and/or technical advice and/or a grant.

1.4 The running costs of Forest Futures

1.4.1 The Forest Futures programme was given an initial project lifetime of three years and its extension was envisaged, subject to performance and the on-going availability of funding.

1.4.2 Budgeted total costs for the programme over the first three years came to £520,954, with the actual spend being £415, 554. Of the £90,916 (actual) running costs for the first year of FF, £49, 070 (53%) was on direct staff costs. In year 2 the running costs were

£149,591 with staff costs of £83,370 (55%). In year 3, the running costs were £175,051 with staff costs of £84,041 (48%).

1.5 The funding of Forest Futures

1.5.1 The core funding bodies for the Forest Futures scheme have been the Forestry Commission and the North West Development Agency.

1.5.2 The Forestry Commission promised support funding of £700,000 per year, split across the three branches of Forest Futures as follows:

- Woodland Creation £300,000 pa
- Woodland Management £300,000 pa
- Business Development Support £100,000 pa

1.5.3 In addition they supplied project management funding of £50,000 per year.

1.5.4 The North West Development Agency, through the Cumbria Rural Enterprise Agency, supplied £75,000 per year for Business Development and they funded 50% of all other eligible expenditure for 3 years.

1.5.5 Other funding bodies included Cumbria County Council, who also took on the role of financial administration for Cumbria Woodlands, Lake District National Park Authority, South Lakeland District Council, English Nature, and United Utilities.

1.6 FF Expenditure and Planting Data

1.6.1 Data on grant-aided activity under the FF scheme was mainly obtained from the regional office since WGS records appeared to underestimate the extent of activity. New planting for which payments had been made (2002-5) amounted to 404.4 ha (see Table 1.1). The WGS database indicates that 13% of new planting was in conifers. The total cost of payments made for new planting for the same period was £338,222. This gives a mean total grant aid (but excluding FWPS) payable on new planting of around £1,840 per ha. The FWPS annual payment would add £691-2,880 per ha for broadleaved planting (PV at 3.5%) depending on the LFA classification of the land planted.

Table 1.1 Grant aided area and payments under the FF programme

Year of payment		2002-2003		2003-2004		2004-2005	
		Area	£	Area	£	Area	£
Woodland creation	Paid	91.86	61436	79.37	69404	225.97	203062
	Outstanding	0	0	0	0	7.2	4320
	Total	**91.86**	**61436**	**79.37**	**69404**	**233.17**	**207382**
Woodland Management	Paid	60.99	62633	700.14	160512	177.05	169318
	Outstanding	0	0	0	0	69.99	134462
	Total	**60.99**	**62633**	**700.14**	**160512**	**247.04**	**303780**
All investment	**Total**		**124069**		**229916**		**511162**

Source: Forestry Commission, PACEC, CJC Consulting

2 Economic Context of Cumbria

2.1 Introduction

2.1.1 This chapter provides a short economic context within which FF has been undertaking its wide range of activities and initiatives. The full analysis upon which this summary is based is presented in Appendix A.

2.2 Performance indicators

2.2.1 Gross value added showed an increase in Cumbria by 23.8% between 1991 and 2001. Figures rose from £4.64bn in 1991 to £5.74bn by 2001, an increase of £1.1bn. This does not compare favourably with the level of regional GVA, which showed an increase of 55.2% over the same period, or the increase of 68% in England overall. Additionally, the proportion of GVA in Cumbria as a proportion of GVA in the North West region fell from 8.3% in 1991 to 6.3% in 2001. Gross value added per head stood at £11,800 in 2001, which was below the regional average of £12,800 and the English average of £14,800.

2.2.2 Productivity in Cumbria, defined as GVA per job lagged behind the North West average by around 2% (£26,400 compared to £27,000) but was nearly 10% below the English average. Mean gross weekly earning in Cumbria were £359 in 2004, which was £30 less than the regional average and £68 short of the English mean. Growth in average weekly earnings within this time frame was sluggish compared to the regional average (16.2% compared with 30.8%) and the English mean (31.4%). Mean gross weekly pay for residents in Cumbria was higher than for the workplace figure (£373), indicating a level of out-commuting to better paid jobs taking place. This figure was £19 short of the regional average and £37 less than the English average.

2.2.3 In 2003, Cumbria had a population of around 490,000 people Population growth in Cumbria was 0.7% between 1991 and 2001, which was higher than the regional average (0.6%). However, both these geographies saw much slower growth compared to England as a whole (4.1%). The County had 247,000 workplace jobs in 2003, which means that the patch provided jobs to 50.4% of the resident population. This compared favourably with the region as a whole (49.2%) but was slightly below the English average of 51.2%. Growth in workplace jobs in Cumbria was 8.3% between 1991 and 2003, which has not kept up with region or national levels (11.4% and 14.2%).

2.2.4 ILO unemployment in Cumbria fell from 16,200 in 1991 to 8,640 in 2004, a drop of 54.5% over the 13 years. This fall was above average for the region and for England as a whole (42.6% and 52.7%). However, Cumbria had a proportionally greater claimant count than England after 1992 and a larger count than the North West after 1993.

2.2.5 Cumbria had around 22,300 people claiming incapacity benefit in 2004; translating to a rate of 7.6%. This figure was below the regional average of 9.4% but was greater than the national rate of 6.2%. Growth in the proportion of claimants increased by 25.6%

between 1991 and 2004, but again, this is more modest than the regional or national results (30.9% and 52.3%).

2.2.6 There was a gradual increase in the proportion of claimants between 1991 and 1995, where the numbers levelled off and decreased till 2000. However, there has been a gradual upward trend for the last 4 years, in line with the regional and national picture.

2.3 Competitiveness

2.3.1 Cumbria saw a fall in the number of VAT registered businesses between 1991 and 2003, from 17,000 to 16,900, a fall of 5.8%. Regionally, there was also a fall, but at a much more modest level of 1.6%. This data clearly stands out against the 6% growth in VAT registered stock which took place in England over the same period. There was a decline in the stock of businesses from 1991, dipping to its lowest point in 1997, then gradually rising from then on.

2.3.2 The VAT registration rate in Cumbria of 7.8% was below that of the North West region as a whole (11.1%). This regional figure out-performed the national average, which throws the relatively low level in Cumbria into relief. The progress of VAT registrations since 1991 has been a somewhat unpredictable story. There were sharp declines across the board in the first half of the mid 1990s, due probably to the well documented economic downturn during that time. The North West and Cumbria were more affected than England as a whole. By the late 1990s, England had largely recovered, with Cumbria and the wider region also showing improvements from their former position. Since 1999, rates have been up and down, but have shown greater confidence from 2001 onwards. Cumbria has clearly outperformed the North West in the last 3 years.

2.3.3 VAT de-registrations in Cumbria stood at 6.7% in 2003, which was below the regional average of 9.8% and the national mean of 9.9%. Cumbria has 5.59mm^2 worth of rateable floor space, which is valued at £178m. Average rateable value is £32, which is less than the regional average of £40 and lower still than the national mean of £55. The rateable value per workplace job is £22.65, which slightly lags behind the regional average of £25.64, but *exceeds* the national average of £21.77.

2.4 Industrial structure

2.4.1 In 2003, there were around 19,800 businesses in Cumbria. There were particular concentrations of organisations in finance and business (23%), retail (19%) and leisure (18%). There were also sizeable numbers of businesses in public services (11%) and construction (10%). Looking at the location quotient (LQ), the sectors with an LQ greater than 1 had a relatively large presence in the area. This calculation highlights primary industry, public services, construction and retail as having disproportionate levels of activity in Cumbria. The data also shows that between 2001 and 2003, there was a growth in the number of finance and business organisations in the area. Leisure and construction also featured, but at much more modest levels. The data shows particular concentrations in employment within public services (21.7%), retail (16%) and leisure

(16%). In terms of employment, the primary sector, manufacturing and leisure had the greatest LQs, indicating a relative strength in employment in these sectors compared to England as a whole.

2.5 Occupational structure

2.5.1 Overall, Cumbria saw increases in the numbers employed in most sectors between 1995 and 2003. The notable exceptions were in primary industry and manufacturing, which, overall, saw a loss of 8,400 jobs. Job losses in primary industry totalled around 38% of previous employment in the sector. Areas that saw greatest growth were wholesale, which increased employment by around 50%, translating to 2,650 jobs. Retail grew by over a quarter, while finance and business, and public services expanded by around 20%. Leisure and transport also increased by similar amounts. Even though construction has been a growth sector, employment increases were relatively modest (6.2%) probably because of many of these enterprises were very small businesses.

2.5.2 The occupational structure of Cumbria in 2001 largely reflected the wider economy. However, there were particular concentrations in skilled trades occupations (16.3%) compared to 11.5% in England. Numbers involved in process plans and machine operations and elementary occupations was also above average (10.9 compared with 8.4% in England). In addition, Cumbria tended to have lower levels of managerial, professional and administrative jobs compared with the North West and with England as a whole.

2.5.3 Since 1991, there has been a 1.5% fall in the numbers of jobs in Cumbria – contradicting a regional growth of 5.2% and a national increase of 10.3%. Perhaps as a result of the fall in job numbers, the proportion of employees working long hours grew by a huge 116% between 1991 and 2001. However this figure looks less dramatic when we compare them against the regional and national means. Data shows that the rate of unfilled vacancies was consistently below the regional and national averages from between 1991 and 2001.

2.5.4 Cumbria has less in-commuting than the regional average and therefore has a readily available workforce and a relatively high rate of residential workers (82.4%) compared with the figure of 62.7% for the North West. The County also has a relatively high rate of working age people in employment (75.2%). Cumbria has a slightly higher rate of economic activity than the North West as a whole (79.7% compared with 75.6%). Long term unemployment is 1.7% and the long term sick rate is 7.7%

2.6 Adult qualifications

2.6.1 Overall, qualifications attainment in 2001 compared well against regional and national averages. Attainment at NVQ level 2 was 20.3%, which was above the rate of 19.4% for the North West and for England as a whole. There was a small deficiency at Level 3 (6.6% compared to 75% and 8.3%) but the proportion holding Levels 4 and 5 NVQ was

17.2%, which matched the regional average and was only slightly behind the 19.9% for England.

2.6.2 In total. Cumbria had 16,500 full time students, translating to 4.7% of the working population. This trailed the regional and national average by around 2.3%. There was also a worryingly low growth rate in the proportion of full time students in the County between 1991 and 2002. Whilst the regional and national rate had increased by 23%, Cumbria had grown by just 0.9%.

2.6.3 However, the rate of 16-17 year olds in full time education grew by a much healthier 16% between 1991 and 2001 and over three quarters of 16-17 year olds were in full time education in 2001. This increase was despite a fall in the proportion of the population aged between 16 and 17 of 1.8%. This trend will benefit the local economy as these young people enter the workforce

2.6.4 Additionally, Cumbrian students out performed their regional and national peers in GSCEs. The proportion gaining 5 GCSEs at A-C was 56.1% compared to 52.6% in the North West and 54.4% in England overall.

2.7 Conclusions

2.7.1 These data set out the broad background within which FF has been operating. It is not intended (since it is still early in the programme) to make any assessments of changes in these indicators as a result of FF activity. Specific economic impacts arising as a result of FF are presented in Chapter 8.

3 Immediate Impact: Beneficiary Survey

3.1 Introduction

3.1.1 The purpose of this part of the evaluation was to get the closest insight possible into the impact of the FF programme overall on those who are its intended beneficiaries. PACEC requested, as a part of the research process, to be provided with a list of beneficiaries by the Programme Director. These beneficiaries were made up of people involved with woodland activities for whom the project had provided some service or otherwise supported. Therefore, the beneficiary group represents those with whom the projects had a significant relationship (as opposed to simply had some contact with).

3.1.2 At the time of writing this report, PACEC had received contact details from the Programme Director for 241 beneficiaries across 3 beneficiary categories (the total populations of these beneficiary groups). The sampling plan for interviews with each of these groups of beneficiaries is provided in Appendix B. Of these, interviews were undertaken with 101 direct beneficiaries across the 3 beneficiary groups. We believe that this is a representative cross-section of beneficiaries.

3.1.3 These interviews addressed the following broad areas of questioning:

- General information
- Questions for Farmers/Landowners
- Questions for Woodland Consultants/Contractors
- Questions for those in receipt of Business Support
- Counterfactual questions
- Business Performance Effects
- Wider Effects

3.1.4 The full questionnaire is provided in Appendix C.

3.1.5 Of the 107 beneficiaries interviewed, 35% (37) were farmers / landowners, 36% (38) were Recipients of Business Support and 16% (17) were woodland consultant and contractors. The remaining 22% (24) classified themselves outside of these 3 categories. Of these outside classifications 33% (6/18) defined themselves as an Agent, 11% (2/18) as a sawmill owner, 11% (2/18) as an independent coppice manager and 11% (2/18) as a small business owner (but not a recipient of business support).

3.2 Background

3.2.1 The majority of beneficiaries - 88% (76/86) - interviewed were resident in Cumbria, with the remainder coming mainly from the north of England and Scotland. Those in receipt of business support and woodland consultants were statistically more likely to live in Cumbria. For approximately half of those who gave an answer, they had always lived in Cumbria. These findings correspond with the overall relatively high rate of residential workers (82.4%) in Cumbria compared to other parts of the UK, as discussed in Chapter 3.

3.2.2 When beneficiaries were asked what they believed Forest Futures (FF) was set up to do, 32% (34) stated that it was set up to undertake renewal/regeneration of forestry/woodland while 30% (31) pointed to environmental improvement or assistance. Farmers were more likely to say the latter or to focus on tree-planting or the conservation elements of FF work. In contrast, recipients of business support were less likely to talk about the environmental or conservation elements of FF, but instead 32% (12/38) of them concentrated on the renewal of woodland. Woodland consultants were more likely to say that FF was set up to regenerate the area after Foot and Mouth than to point to any other objective of FF. Overall, only 10% (10) of respondents thought that FF was set up in order to help businesses in some way. The full distribution of responses to this question is shown in the table below.

Table 3.2 Can you describe what you think SWF / FF was set up to do?

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Renewal / regeneration of forestry / woodland	34	13	4	12	7
Environmental Improvements / assistance	31	**20**	5	**2**	8
Encourage tree planting	20	10	3	5	6
Regenerate the area after Foot and Mouth crisis	13	2	**7**	2	3
Sustainability	11	6	1	**1**	**8**
Conservation	10	**7**	0	**0**	5
Manage woodland	10	1	2	4	3
forestry promotion	7	1	1	3	**6**
Provide grants	6	2	0	2	2
Set up new businesses	5	0	0	**4**	1
Aid diversification / innovation	5	1	2	2	1
to aid small businesses	5	0	0	**5**	0
Enable access to the countryside	4	0	1	0	**3**
Expanding the business	3	2	1	0	0
Re-train people working in forestry	3	0	0	**3**	0
increase awareness	3	0	1	1	1
offer advice	2	0	0	2	1
Support woodland business	2	0	0	2	0
general forestry issues	2	0	0	2	0
Don't know / don't want to say	6	0	1	4	1
Number of respondents	*105*	*37*	*16*	*38*	*30*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q8A)

3.2.3 In terms of how the beneficiaries had become involved with FF, 26% (25) of beneficiaries had heard about the Forest Futures programme via the Forestry Commission while 25% (24) had heard of its work through word of mouth. A similar proportion of 22% (21) said that they had heard about FF directly from Cumbria Woodlands. A smaller percentage of 15% (14) of respondents were signposted to FF by a Business Link, although this was a more common route for the business support beneficiaries than for farmers. Woodland consultants were more likely to hear about the scheme through the Forestry Commission rather than word of mouth. These data provide an important indicator for FF of the channels that have been most successful in reaching the various beneficiary groups. They suggest that, to date, referrals from third parties have played a pivotal role in bringing in beneficiaries. The full set of responses to this is shown below.

Table 3.3 How did you become involved with SWF / FF, e.g. how did you hear of them? (Please give details)

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Via Forestry Commission	25	12	**10**	**4**	**2**
Word of mouth / grapevine	24	8	**0**	11	9
Cumbria Woodland	21	10	2	6	4
Business Link	14	**1**	2	**8**	**8**
County / district Council	6	2	1	0	**5**
Members of swf / FF steering Group	4	2	0	2	1
Local press	4	1	0	2	1
always known	2	1	1	2	1
Landlord	1	1	0	0	0
National Trust	1	1	0	0	0
DEFRA	1	0	1	0	1
Internet search	1	0	0	1	0
Visited by SWF / FF representative	1	0	1	0	0
Don't know / don't want to say	1	0	0	0	1
Number of respondents	*96*	*36*	*15*	*32*	*29*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q14A)

3.2.4 With regard to the ease with which the beneficiaries become involved with and engaged with FF, 86% (91) rated this aspect of the FF service highly. Of this group, 56% (59) believed it was extremely easy and 30% (32) believed it was quite easy. Farmers and woodland consultants were particularly pleased with this aspect of their involvement with FF.

Table 3.4 How would you rate the ease with which you engaged with SWF/FF? (Please tick one)

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Extremely easy	59	23	12	19	18
Quite easy	32	13	**1**	13	8
Average	10	**0**	**4**	3	3
Not at all easy	2	0	0	2	0
Below average	1	0	0	1	0
Don't know	2	1	0	0	1
Number of respondents	*106*	*37*	*17*	*38*	*30*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q15A)

3.3 Overall Views

3.3.1 Respondents were asked their views on the quality of the service that they received from FF. A large proportion of 90% (95) of all respondents rated the quality of service they received from FF as either good (43%) or excellent (46%). These ratings were typical of all beneficiary types (as shown in the table below) with only a small minority in each beneficiary group giving a low rating. This is a significant result and indicates a broad satisfaction overall among the beneficiaries of FF.

Table 3.5 How would you rate the quality of the service you received from SWF/FF? (Please tick one)

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Excellent	49	16	7	21	15
Good	46	19	8	12	13
Average	7	1	2	3	1
Don't know	4	1	0	2	1
Number of respondents	*106*	*37*	*17*	*38*	*30*

Source: PACEC Survey (Q10)

3.3.2 One of the critical aspects of the FF service provision is facilitating the understanding of beneficiaries of the grants offered across the three areas of provision (Business Support, Woodland Management and Woodland Creation). When asked if they understood the range of grants offered across the three areas, 80% (86) indicated that they did. Perhaps unsurprisingly, 94% (16/17) of the woodland consultants involved in the survey said that they understood the grants. However, rates of understanding were also high among the other two beneficiary groups with 87% (33/38) of farmers and 74% (28/38) of business support beneficiaries indicating that they understood the grants. It is particularly notable here that beneficiary groups appear to understand the grants relating to areas outside of their own direct interest (as shown in the table below). For example, it is not surprising that the vast majority of farmers understand the woodland management grants while it is notable how many of them also understand the business support grants. Similarly, it is unremarkable that all business support beneficiaries understand the business support grants while it is interesting that a fair number of them also understand the woodland management (14/28) and creation (15/28) grants. These data are a positive result for efforts at cross-fertilisation between the grant areas by FF.

Table 3.6 Do you understand the grants and services offered in:

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Business Support	81	**28**	16	28	21
Woodland Management	66	**32**	**16**	**14**	15
Woodland Creation	65	**30**	**16**	**15**	15
Number of respondents	*86*	*33*	*16*	*28*	*21*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q11A)

3.3.3 In terms of the actual grants that beneficiaries accessed, overall 76% (81) of respondents accessed grants and/or services from FF. Of these, 53% (43) of beneficiaries had grants relating to woodland management, 53% (43) for business support and 40% (32) for woodland creation. The farmers and woodland consultants interviewed, perhaps unsurprisingly, were more likely to access support for woodland creation and management. The distribution of grants accessed by the different beneficiary groups is shown below.

Table 3.7 Did you access grants and/or services offered in:

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Woodland Management	43	**25**	**14**	**3**	10
Business Support	43	**7**	8	**25**	8
Woodland Creation	32	**18**	**11**	**0**	8
Number of respondents	*81*	*31*	*14*	*27*	*21*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q12A)

3.3.4 When asked to rate the impact of the service provided by FF on them or their business, the responses showed a relatively broad spread. The most frequent rating was high with 34% (36) of respondents selecting this while an additional 21% (22) indicated that they had felt a quite high impact. At the lower end of the scale, 20% (21) pointed to an average impact while 19% (20) said that there was a low or no impact. There was little difference in the pattern of ratings across the different types of beneficiary as show below, except for woodland consultants who were more likely to give a high rating.

Table 3.8 How would you rate the impact on you or your business as a result of this service?

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
High	36	11	**10**	15	9
Quite high	22	9	3	6	9
Average	21	6	2	7	7
Low	15	6	1	6	3
None	5	3	0	2	0
Don't know	7	2	1	2	2
Number of respondents	*106*	*37*	*17*	*38*	*30*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q13A)

3.3.5 When asked to describe this impact, 32% (25) said that the impact of FF had been the enabling of diversification. For farmers in particular, FF had also enabled 4% (3) of them to improve seasonal variation within their farming activities. Environmental and recreational impacts were only mentioned by a handful and a number of limitations to potential impacts were given, such as the support coming 'too early', market forces preventing further progress and delays resulting from planning regulations. The distribution of these impacts is shown below.

Table 3.9 Please describe this impact

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Enabling diversification	25	10	6	10	4
Rescue / regenerate forest areas	10	4	**4**	2	1
Forestry Management	6	1	**4**	2	1
Survival	6	1	2	3	0
Fairly helpful	6	0	0	2	**5**
Gained knowledge	5	1	0	3	3
Land management / improvement	4	1	2	2	1
Help was immediate	4	0	2	2	2
Business has become very successful	4	0	0	3	1
Too early	4	3	0	1	0
Seasonal variation	3	3	1	1	1
Put in footpaths for public access	2	2	0	0	0
Just fenced us in more	2	1	0	1	0
Market forces prevent further progress	2	0	0	1	1
Slow to mature - like the trees	2	1	0	1	0
helpful but not specific	2	0	0	1	1
educational	2	0	0	0	2
Got advice but no grant	1	1	0	0	0
Delayed by planning regulations	1	0	0	1	0
Environmental benefits	1	1	0	1	0
recreational	1	0	0	1	0
increased income	1	0	0	1	0
was unable to complete forestry infrastructure	1	0	0	1	0
Used to hire machinery	1	0	0	1	0
made the work more efficient for the staff	1	0	0	1	0
None	1	0	0	1	0
Don't know / don't want to say	2	0	1	1	0
Number of respondents	*77*	*24*	*13*	*32*	*20*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q13B)

3.3.6 When asked if they had experienced any unforeseen impacts from their involvement with FF, 75% (60) said there had been none. The remainder pointed to positive and negative unforeseen impacts or other consequences, some of which were external to FF (such as planning delays) In the case of positive impacts examples provided, 4% (3) mentioned the raising of awareness of woodland needs, 3% (2) highlighted the forming of new business contacts and 1% (1) mentioned the generation of new ideas. In other cases, the unforeseen impacts were negative, and 5% (4) pointed to planning hold-ups (outside of the control of FF), 3% (2) pointed to too little or delayed grants, inappropriate advice (1%)

and 3% (2) highlighted the potentially damaging impacts of Forest Futures' funds running out. These results are shown below.

Table 3.10 Have there been any unforeseen impacts or other consequences as a result of your interaction with SWF/FF? (Please give details)

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Planning hold-ups	4	1	0	2	1
Management consultancy	3	1	1	0	1
Raising awareness of Woodland needs	3	0	3	0	0
Forestry commission are very good to work with	2	1	0	1	0
FF has run out of money	2	0	0	2	0
increased stress levels because of drawn out dealings	2	0	0	2	0
made business contacts	2	1	1	1	2
Lost our livelihood when funds dried up	1	0	1	0	0
Grant was too little	1	0	0	1	0
Advice may have been inappropriate	1	1	0	0	0
Grant was too slow in coming	1	0	0	1	0
generated new ideas	1	1	1	1	1
None	60	25	**6**	19	22
Number of respondents	*80*	*30*	*12*	*27*	*26*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q16A)

3.3.7 In order to assess whether or not beneficiaries had achieved what they had hoped out of their involvement with FF, they were asked to what extent their aims had been met. In response to this, 67% (70) of beneficiaries stated that their aims had been fully or mostly met by Forest Futures. This was especially true of farmers, none of whom said that their aims had only been met to a small extent or not at all. Looking across the highest ratings of satisfaction, 63% (24) of business support beneficiaries indicated that their aims had been fully met and this compared to 35% (13) of farmers and 41% (7) of woodland consultants. Very few indicated that their aims were not met at all, as shown in the table below.

Table 3.11 To what extent were your aims met?

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Fully	45	13	7	**24**	8
Mostly	35	**19**	4	**6**	**14**
To a certain extent	9	2	**4**	2	2
To a small extent	8	**0**	1	4	3
Not at all	2	0	0	2	0
Don't know	5	3	1	0	1
Number of respondents	*104*	*37*	*17*	*38*	*28*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q17A)

3.3.8 Turning to more long-term indicators of impact, beneficiaries were asked if there had been any impact on their lifestyle or quality of life since they received support from FF. In response to this, 40% (40) said that there had indeed been an impact on their lifestyle or quality of life while the remainder said there had not been such an impact. This is an important overall result given the relatively early stage of the FF activities. When respondents were asked to provide further details on how exactly this impact had been felt, 38% (15) pointed to the growth of their business and the subsequent impact that this had on their lives. Farmers were statistically more likely to say that they had diversified and those in receipt of business support were more likely to comment that they had an improved income. This distribution is shown below.

Table 3.12 If yes, please give details

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Grown business	15	4	2	9	3
More projects / busier	7	2	3	2	1
Help us survive a crisis	6	3	1	2	0
INCREASED INCOME	4	0	0	**4**	0
Diversified	3	3	0	1	0
More wildlife	3	1	1	0	1
Better access route	2	1	0	0	1
Set up new business	2	0	0	2	0
Greater interest	2	1	1	2	1
New interest/hobby	2	0	0	0	2
Project started but not yet complete	1	1	0	0	0
Recreational	1	0	0	0	1
Improved knowledge	1	0	0	1	0
Too early	1	1	0	0	0
Number of respondents	*40*	*13*	*8*	*18*	*7*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q19B)

3.3.9 A further question assessing long term impact asked the respondents if they had seen a difference overall on their household as a result of the support they received from FF. Only 14% (14) of beneficiaries had seen a difference overall on their household. Those giving this response were most likely to be those who had received business support and the reason cited most often was increased business confidence. A general increase in business confidence may also be responsible for the relatively high rate of VAT registrations which Cumbria has witnessed since 2001, compared to the North West region as a whole (as discussed in Chapter 3). None of the beneficiaries falling into the 'Other' category who answered this question had seen a change on their household.

3.3.10 Beneficiaries were asked about other sources of support they might have accessed. In the case of 70% (73) of respondents, they had sought no other support prior to seeking support from Forest Futures. Those who had sought support from other sources were distributed across all beneficiary groups as the table below shows.

Table 3.13 Had you tried to seek this support from any other sources prior to SWF/FF? (Please tick one)

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Yes	31	11	**9**	10	10
No	73	26	**8**	26	20
Number of respondents	*104*	*37*	*17*	*36*	*30*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q18A)

3.3.11 For those who had tried to seek support from other sources, 54% (20) mentioned the Forestry Commission (who, of course fund FF and redirect enquires back to FF) and 57% (21) pointed to other local initiatives, such as The National Trust, DEFRA or Distinctly Cumbria. The responses to this are show below.

Table 3.14 If yes, from whom? (Please tick as many as apply)

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Other local initiative (Please specify below)	21	4	7	9	6
Forestry Commission	20	11	6	2	5
Rural Development Service (RDS)	4	1	2	1	0
Private sector	2	1	1	0	0
Wildlife Trust	1	1	0	0	0
Areas of Outstanding Natural Beauty (AONB) teams	1	0	1	0	0
Farming and Wildlife Advisory Group (FWAG)	0	0	0	0	0
Number of respondents	*37*	*16*	*9*	*11*	*10*

Source: PACEC Survey (Q18B)

3.3.12 In terms of the results achieved from these other attempts to get support elsewhere, in 27% of cases the result was to be referred to Forest Futures. A further 18% (6) maintained ongoing liaison with the organisations they had approached and for a couple of respondents, they had successfully received support in other areas. The full list of results is given below.

Table 3.15 And with what result?

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Referred to FF	9	5	2	2	3
Ongoing liaison	6	3	2	1	2
Helpful in other areas of the farm	2	2	0	0	0
Family woodland scheme ten years ago	2	1	0	0	1
All negative	2	0	2	0	1
Help to publicize activities	2	0	0	2	0
positive and grant given	2	0	0	1	1
Boosted profits	1	0	0	1	0
Advice / assistance	1	0	0	0	1
Did not get a grant	1	0	0	1	0
Did not know where to go	1	0	0	1	0
didn't apply	1	1	1	1	1
Too early	1	1	0	0	0
None	2	1	0	1	0
Number of respondents	*33*	*14*	*7*	*11*	*10*

Source: PACEC Survey (Q18D)

3.3.13 When asked if they used any other support in addition to that received from Forest Futures, 61% (54/88) indicated that they did not. Of those who did, the most frequently mentioned support was the Forestry Commission, indicating some confusion between FF support and the Forestry Commission support. This was mentioned most often by farmers. Amongst the business support recipients, the Countryside Stewardship/Regeneration scheme was the most frequently cited alternative source of support. Woodland consultants tended not to utilise any other support. This distribution is shown in the table below.

Table 3.16 What other sources of support have you used in addition to the SWF/FF support? (Please give details)

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Forestry Commission	9	**7**	0	2	1
Countryside stewardship / regeneration scheme	8	2	1	5	1
DEFRA	2	2	0	0	0
European money	2	1	0	1	0
Project leadership	2	0	0	1	1
Business Link	2	0	0	2	0
Landlord	1	1	0	0	0
RSPB	1	1	0	0	0
Allerdale grant	1	0	0	1	0
SMART	1	0	0	0	1
Cumbrian Woodlands	1	0	0	1	0
National park	1	0	0	0	1
Friends	1	0	0	0	1
Trust	1	0	0	1	1
Rural women's network	1	0	0	1	0
friends of the lake district	1	0	0	0	1
Furness enterprise	1	0	0	1	0
None	54	16	**12**	18	19
Don't know / don't want to say	4	2	1	0	3
Number of respondents	*88*	*30*	*14*	*31*	*29*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q21A)

3.4 Farmers

3.4.1 When farmers were asked what the impact of the FF service had been on them, 84% (31/37) pointed to improved incomes. This is an important result, given that in 2004 mean gross weekly earnings in Cumbria were £359, £30 less than the regional average and £68 below the English mean. Furthermore, growth in average weekly earnings in Cumbria was typically sluggish compared to the wider regions (as discussed in Chapter 3).

3.4.2 A further 30% (11) of farmers said that FF had enabled diversification of their land while 14% (5) pointed to the development of their woodlands and another 14% (5) said that they had seen an increased value of their assets. Other impacts which were mentioned by a minority of farmers (3%) were consultancy work for private clients and improved access routes.

3.4.3 Farmers were asked to detail how they currently use their land. In response to this, 87% (33) of farmers indicated that they were currently using all or part of their land for woodland. A further 24% (9) use their land to provide tourist accommodation while another 24% (9) currently use their land to attract visitors, 16% (6) use it for creating or selling wood products and 16% (6) or for shooting purposes.

3.4.4 In terms of their plans for the future, farmers were asked to detail their intentions for the use of their land. In response to this, 83% (30) of farmers/landowners indicated that they intend to diversify into woodland, 28% (10) intend to attract visitors to their land and 17% (6) would like to develop tourist accommodation. Only 11% (4) intend to diversify into woodland products or shooting. This move to diversify takes place against a backdrop of falling employment in the primary and manufacturing industries in Cumbria between 1995 and 2003. However, that said, between 2001 and 2003, Cumbria was still showing strength in employment in the primary and construction sectors, as well as in the leisure industry.

3.4.5 When asked about the exact nature of the support that they received from FF, 84% (32) of farmers indicated that they had received a grant and 37% (14) had received advice from FF. Only 11% cited ongoing support. Beneficiaries who had received advice were asked to describe the nature of the advice. Of these, 42% (5) pointed to advice on woodland management and the same number indicated that they had received advice on planting/restructuring.

3.4.6 Regarding the nature of grants received by farmers, 58% (19) indicated that they received a new planting grant and 21% (7) indicated that they received a woodland improvement grant. Of these, 81% (21/26) believed that the three types of grants offered by FF interacted well. Farmers who had received a grant were asked to estimate the size of their grant. In some cases, farmers were found to over-estimate the grant they had received, since the figure they quoted exceeded the FF grant threshold. This may illustrate the difficulties farmers faced in disseminating FF funding from other sources of funding. When all outlying results over £20,000 were removed from the data set, the maximum grant was found to be £20,000 and the mean £12,577 for farmers. These results are shown in the table below. On average, the grant related to 47.2 Ha.

Table 1.1 If a grant, how much did you receive as a grant?

	Total (£ '000)
Max	20.0
Responses	22.0
Mean	12.6
Median	12.9
Min	0.0

Source: PACEC Survey (Q27A)

3.4.7 These grant figures are slightly lower than those provided by the Project Director who indicated an average amount of new planting grant to be approximately £35,000. Meanwhile the Ha data collected here is higher than the Project Director figures who indicated an average grant per 15 Ha.

3.4.8 When asked what they aimed to do with their grant, farmers/landowners cited a wide range of plans including tree-planting, conservation and management. The full set of responses to this are listed in the table below.

Table 1.2 What do you/did you aim to do with the grant funds you received?

	Total
Tree planting	8
Conservation	7
Management	7
Diversify	6
Improved public access	3
Installed Visitor facility	2
Provided disabled access	1
Improve turnover	1
Don't know / don't want to say	3
Number of respondents	*25*

Source: PACEC Survey (Q27H)

3.4.9 In terms of building upon the grants received to lever in further resources, 75% (24/32) respondents said that had done this. Of these, 83% (20) used these additional resources for woodland development, 17% (4) for creating and selling woodland products and 13% (3) used it for developing tourist accommodation and 13% (3) used it to develop tourist accommodation.

3.4.10 When asked if there was any other sources which they could have applied to for a grant similar to the FF grant that they had received, 70% (14/20) said there was none or that they didn't know of any. Of the remainder, 15% (3) thought that the Forestry Commission may have been able to offer other similar grants.

3.4.11 Farmers were further asked if the grant had had an impact on their annual income level. In response to this, 49% (17) said that it had not while 26% (9) said that it had. The remaining 26% (9) said they did not know. For the 9 farmers who said that they had seen an impact on their income level 56% (5) said that it had increased their annual income by £5,000 with the remainder pointing to a financial impact below this level.

3.4.12 Farmers were asked if the grants had benefited them in other ways, apart from financial. In response, 36% (13) indicated that they had benefited in other ways (apart from financial) as a result of the grant. Their comments are listed in Table 3.17 below.

Table 3.17 If yes, please describe below (e.g.: helped to manage a change)? (Please give details)

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Enabled diversification	9	9	0	1	1
Restructuring	5	3	0	0	**3**
Instilled business confidence	3	3	0	1	0
Accessed Forestry Commission Expertise	2	2	0	0	0
Enabled public access	1	1	0	0	0
Scheme is too altruistic	1	1	0	0	0
Too early	1	1	0	0	1
Don't know / don't want to say	1	1	0	0	0
Number of respondents	*17*	*15*	*0*	*1*	*4*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q30B)

3.4.13 Farmers were also asked about their experience of the wider aspects of receiving this support. In 47% (14/30) of cases, farmers did not indicate any wider aspects. The wider aspects which were provided by farmers included improved access and use of the woodland excellence programme. The full list of responses to this are shown below.

Table 1.3 What was your experience of the wider aspects of receiving this support (e.g. community consultation, or allowing access where relevant)? (Please give details)

	Total
Access improved	8
Woodland Excellence programme	3
Involvement with the Environmental Agency	2
Enabled diversification	2
Interaction with the Forestry Commission	1
Education / information	1
None	8
Don't know / don't want to say	6
Number of respondents	*30*

Source: PACEC Survey (Q31A)

3.4.14 When farmers were asked to suggest improvements for the grant/support, 53% (9) commented on the delivery process, 41% (7) pointed to the scale/scope of benefits and 6% (1) pointed to both. The table below shows the comments which respondents gave.

Table 1.4 Please give details

	Total
Larger	5
Should continue in to the future	3
Continue existing project(s)	2
Pay money faster	2
Too rigid	1
They need a more hands on approach	1
10	1
None	20
Don't know / don't want to say	4
Number of respondents	*36*

Source: PACEC Survey (Q32B)

3.5 Woodland Consultant and Contractors

3.5.1 Woodland consultants and contractors were asked what the impact of the FF service had been on them. In response, 78% (7) said that the scheme had given them additional work opportunities and 78% (7) said that their contact networks had improved. Other impacts that were mentioned by 25% (1/4) included the lack of available work when FF had funding problems and 25% (1/4) mentioned that they were busier as a result of FF.

3.5.2 The woodland consultants/contractors interviewed had undertaken a range of work, from business plan and marketing consultancy to woodland design, planting and management. On average these beneficiaries were spending 17.2 hours per week providing these services, with some spending up to 36 hours. Respondents had provided this kind of work at least once before and in a couple of cases, twice. The aims of the work that they undertook varied from 33% (2/6) who helped to develop attractive woodland out of a neglected area, 33% (2) who helped to create public access and 33% (2) who undertook a feasibility study.

3.5.3 When consultants/contractors were asked whether this work had had an impact on their income, 89% (8/9) stated that it had and 38% (3) of these said that their income had grown rapidly**.** In 13% (1) of cases, this new business had replaced old business, so maintaining income levels. When asked if they were planning to provide additional consultancy/contract work 78% (7/9) indicated that they were.

3.5.4 Woodland consultants/contractors were asked their views on how well the grant schemes fitted together. In response 89% indicated that they thought they did work together well.

3.5.5 When asked to suggest improvements for the scheme, 33% (3/9) said that the funding should be processed faster. On a similar vein, 44% (4) said that increased financial resources should be available.

3.6 Recipients of Business Support

3.6.1 Recipients of business support reported a range of impacts as a result of the FF programme. In 39% (12) of cases, economic improvement was cited, 23% (7) mentioned the development of a network of contacts, 26% (8) pointed to their clearer business strategy, 19% (6) said that they had started the business as a result and 13% (4) said that their decision making was improved. Amongst other impacts mentioned, 25% (3/12) said that the outlook for their business was now more secure. It is important to consider in this context that in the year before FF was introduced (2001), gross value added per head in Cumbria was £11,800, which was 92% of the regional average and 80% of the English average.

3.6.2 In terms of the nature of the businesses supported by FF, 81% (25) were established organisations, 16% (5) were new businesses and 3% (1) was still at the business idea stage. The respondents were further asked to describe what their business (or business idea) was about. The largest category of business was 21% (6) who were furniture manufacturers but businesses from a wide variety of wood-related sectors were represented, the full details of which are shown below.

Table 1.5 Please describe (in one or two sentences) what your business (or business idea) is about

	Total
Furniture Manufacturer	6
Supply firewood	5
Charcoal producer	5
Sawmill	4
Conservation management	4
Forestry Service to landowners	2
Holiday accommodation	2
Farming	2
Livestock hill farming	1
Sculpting drift wood / off cuts	1
Motor sport circuit within woodland area	1
Restoring heritage area	1
Number of respondents	*29*

Source: PACEC Survey (Q112A)

3.6.3 The receipt of support amongst those interviewed peaked in 2004 (35% of all business development grant recipients got support in this year) and the support received in 2005 is currently lower (15%).

3.6.4 Those in receipt of business support from FF were asked the nature of the assistance they received. In response, 94% (26) indicated that they had received general business advice with a further 19% (6) receiving technical advice. Furthermore 65% (20) stated that they had received (or were still awaiting) a grant. Another 13% (4) were signposted to other advisory agencies and 6% (2) were helped to gain grants from other agencies.

3.6.5 The mean amount of grant was £7,100 across the 18 business support respondents who answered this question. This is higher than the figures provided by the project director which indicates an average grant of £3,881 per business support beneficiary.

3.6.6 When business support recipients were asked whether they started their business as a result of the support they received from FF only 10% (3/30) said that they had done. This is consistent with the earlier figures on the nature of the businesses which showed that most of the businesses involved in this were established. These numbers also correlate with those provided by the Project Director. The fact that there has been a number of new businesses is in itself significant given that Cumbria had seen a fall of 5.8% in the number of VAT registered businesses between 1991 and 2003, during a period when VAT registered stock had increased by 6% in England as a whole.

3.6.7 Businesses were then asked in detail about the state of their business prior to receiving the support and the state of their business as it stands today. Fewer than half the total number of beneficiaries in this category answered these questions. When asked what stage their business was at prior to receiving the support, 80% (4/5) said they were growing as a business (as opposed to being a long-established business). Out of 13 businesses who provided annual turnover figures, the (gross) mean annual turnover prior to support was £203,200 compared to £245,600 today. The median figure prior to support was £27,100 and remains the same today. Profits had also grown from an average of £9,100 before support to £11,500 today.

3.6.8 In response to questions about staff figures, 9 business support beneficiaries provided data indicating that prior to support they had employed an average of 1.4 staff compared to 2.3 staff today. When asked how many of these were direct staff prior to support, the mean was 1.5. After support, the number of direct staff grew to a mean of 1.8. The typical number of subcontracted staff and the number of indirect staff prior to support were lower with both showing an average of 1, compared to family connected employment which was typically higher, averaging 1.8 (and in some cases being as high as 3) across the 3 businesses who gave an answer. After FF involvement, the number of sub-contracted staff rose to a mean of 1.9 while the number of indirect employees remained at an average of 1. Family connected employment has remained approximately the same.

3.6.9 Such increases in employment levels are positive given that since 1991 the number of jobs has been falling in Cumbria, despite regional and national growth in employment.

3.6.10 Given the low staff numbers typically working at the business support beneficiaries we interviewed, it is not surprising to find that 58% (7/12) of businesses were sole traders before receiving support from FF. The remainder were partnerships, or limited companies.

3.6.11 Respondents were spending on average £32,500 per annum on running their business prior to support. Today running costs are greater, with an average amount of £33,500 per annum. The maximum spent on wages per annum prior to support was £27,000 and the mean was £20,700. Today, these figures have increased to a maximum expenditure of £60,000 per annum and a mean of £25,900. Across 6 companies before support, the funds spent on premises, insurance and equipment and other capital expenses per annum has declined.

3.6.12 When businesses were asked their projected rate of growth before they had received support, the average plan was to grow by 12.1% per annum. Now that they have received help from FF, their projected growth rate is considerably lower; an average of just 6.1%%. This may indicate the development of more comprehensive understanding of the business environment within which they are working.

3.6.13 Businesses were then asked if the support they received had helped them to advance their business. In response to this 79% (22) said that it had indeed helped them to progress the business. In describing how it had assisted their business, respondents mentioned the ability to establish the organisation, enable them to buy equipment and help with diversification. The complete list of how FF support helped to advance businesses is shown below.

Table 1.6 If yes, please describe (Please tick one)

	Total
Established my own business	5
Enabled purchase of new equipment	8
Employed more staff	1
Become self sufficient in producing timber	3
Helped diversification	5
Helped make the woodland sustainable	2
Reached targets	1
Targeted funding to were it was needed	2
Number of respondents	*19*

Source: PACEC Survey (Q118B)

3.6.14 When asked if the support had an impact on how they feel about running their business 77% (23) that it had had an impact on how they felt about their business. Of these, 70% (16) said they were more optimistic, 65% (15) said they had a clear direction, 57% (13) said they were more confident and the same number said they were more focused. Nine businesses detailed additional impacts which the support had had on the way they felt about the running of their business. These follow in the table below. It is worth noting here that 3 respondents indicated that they were less optimistic or confident post-FF support. This may be due to increased understanding or greater knowledge of the field and is not considered a negative outcome.

Table 1.7 Additional Impacts felt by respondents

	Total
Better outlook for business	3
Improved job satisfaction	3
Less optimistic	2
Clear vision	2
Less confident	1
Number of respondents	*9*

Source: PACEC Survey (Q119C)

3.6.15 When asked if they had received support from other sources in addition to FF, 24% (10) indicated that they had. For 80% (8/10), this was in the form of a grant (which was on average for £5,276). For 60% (6/10) the support received from other sources was in the form of general business advice or an expert consultation. In terms of the actual sources of this other support 44% (4/9) pointed to the Enterprise Agency, 44% (4) indicated the Business Link organisations and 33% (3) pointed to range of organisations including the Local Council, DEFRA and the local FE college.

3.6.16 Businesses that had accessed support from FF as well as from elsewhere were asked how they felt the support from FF compared to support from other sources. In response 28% (9) said that they found the support from FF was superior to other support they had received elsewhere and a further 16% (5) thought the FF support was a little better. 25% (8) said that they were the same and 32% did not know. This is shown below.

Table 3.18 How does the support you received from FF (Cumbria Woodlands) compare with support offered elsewhere, in your opinion? (Please tick one)

	Total
Superior	9
Don't know	10
Same	8
little better	5
Number of respondents	*32*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q121A)

3.6.17 When businesses were asked to give suggested improvements for the FF scheme, businesses were more likely to comment on the delivery process (50%) than the scale or scope of the programme (25%). In addition, 25% (5) had suggested improvements for both. The improvements suggested are presented below in Table 3.19.

Table 3.19 Please give details

	Total
Simpler application process for grants	9
Loans for capital equipment	4
More money available	7
Pay the money more promptly	4
Ongoing funding for scheme	2
To encourage innovation	2
Does not help with labour costs	1
Business mentoring	1
None	23
Don't know / don't want to say	4
Number of respondents	*47*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q122B)

3.7 Business Performance Effects

3.7.1 All beneficiaries were asked what the business performance effects of the FF scheme had been on their business. In response, 62% (42) pointed to an increase in the overall value of their organisation, 61% (41) said there had been an increase in the value of the organisation's assets, 50% (34) said there had been an increase in productivity and 41% (28) said there had been an increase in sales. Full details of all responses are given in the following table.

Table 3.20 Which, if any, of the following have been the business performance effects of SWF/FF support? (Tick Yes or No in each row)

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Increased the overall value of the organisation	42	17	8	13	12
Increased the value of its assets	41	17	7	13	12
Increased productivity	34	10	5	**16**	10
Increased its sales overall	28	8	6	11	**12**
Increased its profit margin on sales	23	7	5	10	8
Diversified farm and other income	21	9	4	9	**0**
Increased employment	20	7	2	**10**	**9**
Increased farm and other income	18	7	3	8	2
Increased its sales in existing domestic markets	16	5	1	8	2
Become sustainable and help to stay on land	15	7	2	6	**1**
Opened up new domestic markets	14	3	**0**	**8**	3
Started exporting or increased export sales	2	1	0	1	0
Number of respondents	*68*	*24*	*13*	*22*	*19*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q129A)

3.7.2 When beneficiaries were asked how well the FF support fitted with other support they received from other sources, the results were positive with 54% (31) indicating that the FF support did fit very well with other sources of support. In addition, 14% (8) said it fit reasonably well and 32% (18) said that they didn't know. No-one responded that it did not fit well.

3.7.3 Turning next to some of the softer, as well as longer term impacts, in terms of making an impact on beneficiary's confidence, 53% (49) said that it had made an impact in this regard. The supporting explanations for this made by respondents are shown below in Table 3.21.

Table 3.21 Please give details

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Sustainability	10	5	1	3	2
All positive	8	3	1	5	**0**
Boosted self-confidence	8	2	0	3	**6**
Good Diversification	7	3	0	3	1
Increased confidence	7	1	1	4	2
Need to continue the scheme	6	2	**4**	2	1
Improved facilities	5	1	0	2	3
Utilising new skills	5	1	0	2	**5**
Leaving a heritage	2	1	0	0	1
Minimal	1	0	0	0	1
Decreased confidence	1	0	1	0	0
Require better funding	1	1	1	1	1
increased profits	1	0	0	1	0
Too early	1	1	0	0	1
Number of respondents	*43*	*13*	*8*	*17*	*13*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q131B)

3.7.4 When asked about whether their quality of life had improved after receiving support from FF, 26% responded that it had. Those in receipt of business support were more likely to say that they had seen an improvement in their quality of life (40%) than the other two beneficiary groups. Of all respondents who did see an improvement, the most frequently cited responses were 20% (4) who said that they had learned a lot, 20% (4) who had witnessed increased incomes and 25% (5) who said that they had a positive outlook on their business. The following table details the ways in which respondents said the support had impacted on their quality of life.

Table 3.22 If yes, please give details

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Positive outlook for business	5	1	0	4	1
Learned a lot	4	1	3	2	1
Increased income	4	1	1	2	0
More pleasant environment / surroundings	3	1	1	1	1
Marginal at present but likely to grow	1	1	0	0	0
Work has ceased	1	0	1	0	0
Increase confidence / enthusiasm	1	0	0	0	1
Too early	1	0	1	0	0
Don't know / don't want to say	1	0	0	1	0
Number of respondents	*20*	*5*	*7*	*9*	*4*

Source: PACEC Survey (Q132B)

3.7.5 When asked if they were planning any new activities following this support, 63% (57) indicated that they were not. Of the 37% (34) who were planning new activities, these included expansion, generating increased business and improving facilities. These are shown below in Table 3.23. We see from this that farmers were the most likely group to be expanding into tourism and woodland consultants were keen to stress that new activities could only be planned if FF funding were to be reinstated.

Table 3.23 If yes, please give details

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Expanding on all fronts	9	3	4	4	2
Increased Business	8	4	**0**	3	1
Improved / added facilities	6	4	0	2	0
Only if FF funding is reinstated	5	0	**4**	1	0
Further training courses / apprenticeships	4	0	**3**	1	0
Expand tourism	3	**3**	0	0	0
Improved planting	3	2	0	1	0
Expand educational visits	2	2	0	0	0
Established a sustainable woodland	2	0	0	2	0
Better footpaths	1	1	0	0	0
timber framing	1	0	0	1	0
Don't know / don't want to say	1	0	0	0	1
Number of respondents	*36*	*13*	*11*	*12*	*4*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q133B)

3.7.6 Respondents (who were not recipients of business support – since they had been asked separately) were asked how the performance of their business had changed with respect to turnover and the number of employees as a result of the support they had received. In response, 38% (12/32) of those responding had seen an increase in business turnover, (including all recipients of business support who answered the question in error). Woodland Consultants were more likely to witness an increase in turnover (62%) than no change (38%). On the other hand, more farmers said there was no change in their turnover (82%) than those who had seen an increase (18%). No respondent reported a decrease in turnover.

3.7.7 In terms of the magnitude of change in turnover (where applicable), the mean increase was £31,200 across all beneficiary types.

3.7.8 In terms of changes in numbers of employees, 81% of beneficiaries who answered the question said that there had been no change in the number of employees in their business as a result of the support they had received. This was typical of all beneficiary types. Of the 19% (5) who did report an increase, the mean number of employees gained was 1.6. No respondent reported decreases in numbers of employees following support.

3.7.9 Beneficiaries were then asked to what extent these changes would have happened without the support. Only 7% (2) believed they would have seen an increase in turnover without the FF support and only 4% (1) believed that their number of employees would have increased anyway, without the support.

3.7.10 Beneficiaries were asked about their local competitors. In response, 59% (54) of respondents said that they did have competitors in their local area. Farmers were equally likely to have as to not have competitors in the area (43% and 54% respectively), while those in receipt of business support and woodland consultants/contractors were more likely to have local competitors. When beneficiaries were asked what percentage of their business would be taken by local competitors if they were to cease trading tomorrow, the average percentage given was relatively high, at a mean of 81.8%. The mean percentage when respondents were asked the same question in relation to competitors in the UK as a whole was much higher, at 94.7%.

3.7.11 In terms of suppliers to their businesses, 78% (69) of respondents have suppliers within a 20 mile radius. This trend was true of all types of beneficiary. Excluding labour, on average beneficiaries bought the majority of their goods and services in the local area (74.1%). For some respondents, all goods and services were bought in the local area. On average 100% of beneficiaries' goods and services (excluding labour) were bought in the UK as a whole.

3.7.12 Beneficiaries were asked whether they had increased their usage of local timber in their businesses. In answering this, 38% (32) said that they had increased their usage of local timber and this was especially true of business support recipients and woodland consultants/contractors. In these cases, on average local timber usage had increased by 52.9%.

3.7.13 For 66% (55) of respondents their local purchases had not changed since receiving FF support. For 23% (19) there had been some increase in their local purchases but only 6% (5) have seen a large increase in local purchases since joining the scheme. Woodland consultants/contractors were more likely to say the latter. Involvement in the FF scheme rarely caused a decline in the volume of local purchases and in these 2% (2) of cases the beneficiaries were farmers.

3.7.14 Beneficiaries were asked if they participated in any local/regional networks to explore best practice and exchange ideas. Overall, 65% (70) responded that they did and the most popular networks were commercial/industrial associations which were attended by 37% (26). Unsurprisingly, farmers were more likely to participate in farmers groups, while those in receipt of business support tended to choose sector/cluster based networks. This was also the favourite among woodland consultants/contractors. The results of this question are shown in detail below.

Table 3.24 Does your firm / do you participate in any local / regional networks to explore best practice and exchange ideas?

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Commercial / industrial associations	26	11	6	6	**13**
Farmers groups etc	22	**16**	3	**1**	4
Sector / cluster based networks	20	**4**	**8**	9	**3**
Sub regional / local business partnerships	11	4	3	5	3
University / FE / Agriculture groups	10	5	2	2	2
Other	10	5	2	2	3
Number of respondents	*70*	*29*	*12*	*20*	*24*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q142A)

3.7.15 'Other' networks added by respondents were The National Trust, County Councils, Forestry networks and professional bodies.

3.7.16 When respondents were asked whether this participation had generally increased or decreased as a result of the support, 75% (52) said that there had been no change. The remainder said that participation in networks had increased. Woodland consultants were evenly split as to whether involvement had increased or stayed the same.

3.8 Wider Effects

3.8.1 When asked what they believed were the wider impacts of the Forest Futures programme, 89% (81) of beneficiaries cited improvements to the environment and 81% (74) mentioned increased interest in the environment. These impacts were closely followed by 70% of beneficiaries who mentioned tourism impacts and 68% who answered the impact on the rural economy, the latter being a popular choice among those in receipt of business support. Woodland consultants were more likely to concentrate on the image and visibility of the area, social and community issues, impacts on business training infrastructure and the impacts on other public sector projects. Three respondents gave 'Other' impacts and these were that they would recommend the scheme to others. Full details are provided below.

Table 3.25 What wider impacts of SWF / FF are you aware of? (Please tick as many as apply)

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Improve environment	81	29	14	26	25
Interest in the environment	74	26	12	22	26
Tourism	64	24	11	18	25
Impact on the rural economy	62	20	9	**25**	17
Attracting investment to the area	52	15	9	17	20
Image / visibility of the area	51	19	11	13	17
Improve leisure opportunities	47	15	9	17	16
Impact on the general business environment	42	**10**	10	**18**	14
Community and social issues (collaboration / networking)	38	11	9	14	14
Impact on the business training infrastructure	28	**6**	**9**	9	12
Impact on other public sector projects (e.g.: LSC, RDA)	17	5	5	7	6
Other (Please specify below)	3	0	1	1	1
Number of respondents	*91*	*34*	*15*	*28*	*30*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q144A)

3.8.2 When asked if there had been any environmental impacts from the work done by Forest Futures, 68% (62) said that there had been and this proportion was typical across all beneficiary types. These respondents were asked to give details (see table below). A third (32%) said the whole area was improved and 48% (12/25) of farmers were particularly keen to stress this point. Importantly, 27% said that there had been a general improvement in awareness.

Table 3.26 If yes, please give details

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Whole area improved	21	**12**	5	**2**	4
General improvement in awareness	18	9	3	5	5
There will be scaling down of some activities	1	1	0	0	0
Made better use of land	13	3	3	5	3
Small effect due to size of project	4	1	0	2	1
Excellent for diversification	9	2	3	2	2
Very Beneficial	13	6	1	3	5
Restored an ancient woodland area	6	**0**	3	2	1
Secured employment / jobs	4	1	1	1	1
Improved the landscape for future generations	4	2	0	2	0
Reduction in imported products	3	0	0	3	0
Protection / conservation of rare species	4	1	1	**3**	0
More trees / tree planting	2	0	0	2	1
Focus of programme is away from our area	4	1	1	2	**3**
public access improvements	1	0	1	0	0
improved bio-diversity	1	1	1	1	1
Acquiring local wood and making furniture	1	1	0	0	0
reduction in travelling costs	1	0	0	1	0
Too early	1	1	0	0	0
Don't know / don't want to say	1	0	0	1	0
Number of respondents	*66*	*25*	*14*	*20*	*19*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q145B)

3.8.3 When asked if there were any negative impacts of the FF scheme 87% (83) stated that there were none.

3.8.4 Respondents were given the opportunity to offer additional comments on FF, and in response the vast majority of comments were positive, with emphasis on the continuing existence and funding of the programme**.** The complete set of comments is given in the table below.

Table 3.27 Do you have any other comments on the initiatives?

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Keep them going, they are excellent / brilliant	31	10	4	12	9
More money available / bigger grants	11	5	0	3	3
Increased awareness all round	5	4	1	2	1
Useful for Countryside improvements	5	2	2	1	2
Only successful because of the people involved	4	2	1	1	1
Compensation for ill effects of foot and mouth disease	3	2	0	1	0
Deer and herd animals damage the newly planted trees	3	0	2	0	1
Fine	2	0	1	1	0
Reasonably rapid	1	1	0	0	0
Extend to other parts of county / counties	1	0	0	0	1
Increase liaison between FF and beneficiaries	1	0	0	1	0
Require further advice	1	0	1	0	0
Agencies need to co-operate with private business	1	1	1	1	1
Too early	1	0	1	0	0
None	38	14	5	10	15
Don't know / don't want to say	1	0	0	0	1
Number of respondents	*93*	*37*	*16*	*26*	*30*

Source: PACEC Survey (Q147A)

3.9 Counterfactual

3.9.1 Beneficiaries were asked questions about their actions and outcomes assuming that they had not been helped by FF, in order to ascertain the counterfactual situation. When they were asked whether they would have taken steps to achieve the same outcomes if they had not been able to participate in FF, the responses were mixed with 14% (14) saying that they would definitely have done so. A high proportion of these had received business support from FF (10 out of 30 businesses gave this answer). Approximately 22% (21) the same number would probably have taken steps to achieve the same outcomes without FF. However, most notably, 34% (33) would definitely not have taken these steps without FF and this was particularly true of woodland consultants/contractors and farmers. This distribution is shown in the table below.

Table 3.28 Would you have taken steps to achieve the same outcomes we have been talking about, if you had not been able to participate in this initiative? (Please tick one)

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Definitely	14	**0**	1	**10**	5
Probably	21	6	3	9	8
Possibly	16	9	1	3	6
Possibly not	13	6	1	3	3
Definitely not	33	16	**10**	**5**	8
Number of respondents	*97*	*37*	*16*	*30*	*30*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q123)

3.9.2 Beneficiaries who answered 'definably' or 'probably' to this question were asked to comment on whether they would have achieved these effects in the same time, scale and scope. In response, 56% (25) said that it would have taken longer and the majority (75%) of those receiving business support held this view. The remainder said it would have taken the same amount of time.

3.9.3 In terms of scope, 64% (29) saw no change in the potential scope of their activities and farmers, business support recipients and 'others' were more likely to answer in this way. Another 36% (16) believed that they would have achieved effects to a smaller scope, were it not for FF's involvement.

3.9.4 With regard to scale, no respondent anticipated that they could have achieved effects to a greater scale without the help they received. 66% (29) believed there would have been no difference in scale.

3.9.5 Beneficiaries were then asked what methods they would have used in the absence of FF. 47% (23) would have approached the Forestry Commission to ask for their guidance. In addition, 37% (18) said that they would utilise the Small Woodlands Association and 33% (16) said they would go to business link. The methods used and 'other' methods added are listed below in the next two tables.

Table 3.29 What methods would you have used? (Please tick as many as apply)

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Forestry Commission	23	9	3	8	7
Small Woodlands Association	18	4	**0**	9	8
Approached Business Link	16	**2**	2	**9**	6
Other (Please specify below)	12	4	3	3	5
Forestry and Timber Association	10	1	0	**7**	4
Institute of Chartered Foresters	5	1	0	**4**	1
Approached local LSC	4	0	1	2	2
Management Company	4	2	0	2	0
Approached a training provider	3	0	0	**3**	1
Approached a management consultancy	0	0	0	0	0
Number of respondents	*49*	*17*	*6*	*18*	*18*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q125A)

Table 3.30 Other methods respondents would you have used

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Done it ourselves	1	1	0	0	0
Would have folded	1	1	0	0	0
English Nature	1	0	0	1	0
local authority	1	0	0	1	0
owners own finances	1	0	1	0	0
bank	1	0	0	0	1
None	1	1	0	0	0
Don't know / don't want to say	2	1	1	0	2
Number of respondents	*9*	*4*	*2*	*2*	*3*

Source: PACEC Survey (Q125B)

3.9.6 When asked if they were aware of any other alternative sources of support or courses of action before they became involved with FF, 44% (41) had been aware and 18% (17) had actively sought any alternatives. Most farmers had not sought alternatives sources (33 out of 36 had not), whereas woodland consultants/contractors were divided (7 had, 9 had not).

3.9.7 Of those who had found alternatives, 29% (9) said that because they used FF, they did not ultimately use the alternative support. A further 23% (7) said that they believed FF offered the best package or fitted their project best and thus any alternative was discarded, a response favoured by those who went on to received business support from

FF (5 out of 12). Linked to this reply, 10% (3) said that alternatives were not as good as FF. The complete set of responses is shown below.

Table 3.31 If yes, why were these alternative methods not ultimately used? (Please give details)

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Used ff so did not look elsewhere	9	3	4	**1**	4
FF / SWF offered best package / fitted the project best	7	0	1	**5**	1
Collaboration / funding from Forestry Commission	4	1	2	0	1
Not as good	3	0	0	**3**	0
Countryside stewardship	2	0	0	2	1
NO grant given	1	0	1	0	0
DEFRA	1	0	0	0	1
Too early	1	0	0	1	1
None	2	1	0	0	1
Don't know / don't want to say	2	1	0	1	1
Number of respondents	*31*	*6*	*8*	*12*	*11*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q127B)

3.9.8 Finally, beneficiaries were asked if their horizons had been broadened by their involvement with FF. In response 57% (50) said that they had been and most business support recipients tended to give this answer (70%). Respondents were asked to give details of how exactly the horizons had been broadened and these are provided below in Table 3.32.

Table 3.32 Please give details

	Number of respondents (by respondent role)				
	Total	Farmers	Woodland consultant	Business support	Other
Acquired useful knowledge	16	**2**	2	7	6
Diversifying	11	4	1	5	1
Increased business	10	5	1	4	1
Very positive	8	4	1	3	3
Expanded rapidly	6	2	1	4	1
Improved environment	5	2	0	2	2
Consolidated well	3	0	2	1	1
Archaeological surveys	1	1	0	0	0
Pasture	1	1	0	0	0
Dealt with Wildlife trust	1	1	0	0	0
Discovered an ancient woodland	1	0	1	0	0
new interest	1	0	0	0	1
None	1	0	1	0	0
Don't know / don't want to say	3	1	0	2	0
Number of respondents	*50*	*16*	*9*	*18*	*12*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q128B)

3.10 Conclusions

- FF beneficiaries are located primarily in Cumbria and main beneficiaries are farmers/landowners; recipients of business support and woodland consultants/contractors.
- Key positives from FF:
  - 86% (91) rated the of ease of accessibility highly
  - 90% (95) rated quality of service as good or excellent
  - 34% (36) said FF had a high impact on their business – diversification and regeneration were the areas of most frequent impact
  - Most beneficiaries did not experience any unforeseen impacts as a result of their involvement with FF
  - 67% (70) of respondents had their aims fully or mostly met by FF
- 53% (43) had grants relating to woodland management, 53% (43) in business support and 40% (32) in woodland creation
- 70% (73) had not sought support from another source prior to receiving help from FF
- 61% (54) used only FF support
- Farmers/Landowners:
  - Primary impacts were improved income, experienced by 84% (31) and diversification, experienced by 30% (11)
  - 58% (19) received grants for new planting, 21% (7) for woodland improvement and 4% (1) for business support.

  - 81% (21) said there was good interaction between the three branches of FF support
- Woodland Consultants/Contractors:
  - Woodland consultants/contractors for the most part better informed (more likely to understand grants and primary purpose for which FF set up (Foot & Mouth)) and strong links with FC.
  - Primary two impacts cited were increased work opportunities and improvement in contact networks
  - Average of 17.2 hours per week spent on FF work
  - 89% said FF had an impact on their income and 38% said income had grown rapidly
  - 89% (10) said there was good interaction between the three branches of FF support
- Business Support
  - Major impacts cited were economic improvement, development of a network of contacts and increased business security and efficiency
  - Peak of support received in 2004
  - 94% (26) received general business advice
  - 19% (6) received technical advice
  - 65% (20) received (or were still awaiting) a grant
  - 13% (4) were signposted to other advisory agencies
  - 6% (2) were helped to gain grants from other agencies
  - 79% (24) were able to advance business with FF help, 10% (3) started a business as a result of FF help
  - Turnover post FF increased
  - Profits post FF also increased
  - Generally low staff numbers involved but increased after receiving the FF support
  - 70% (16) felt more optimistic about running their business, post-FF support
  - 28% (9) of businesses said FF support superior to other sources and none said that FF was inferior or little better
  - Overall only 10% (10) of all beneficiaries thought that FF was set up in order to help businesses in some way.
- Improvements:
  - Funds should be processed faster (33%(3) woodland consultants, 9% (4) businesses)
  - More funds should be available (44% (4) consultants and 15% (7) business support)
  - Loans for capital equipment (14% (4) business support)
  - New activities will only be planned if FF re-instated (woodland consultants)
- Business Performance:
  - Primary observations – increase in value of organisations and value of organisations' assets
  - Over half said FF support fitted well with other forms of support available
  - 53% (49) said there had been an impact on their confidence for the future
  - 26% said their quality of life had been improved
  - 59% (54) had competitors in local area
  - Local competitors estimated to take mean of 81.8% of business on closure

  - 78% (69) had suppliers in local area
  - Mean of 74.1% supplies bought locally (23% (19) saw an increase in local purchases after FF support)
  - 38% (32) saw an increase in local timber usage as result of FF and the mean increase in local timber usage was 52.9%
  - 75% (52) saw no change in their use of networks following FF involvement
- Impacts (Not Business Support)
  - 38% experienced increase in business turnover with mean increase of £31,200
  - 19% saw increase in employment, mean increase of 1.6
  - No-one cited fall in turnover or employment as a result of FF
  - These percentages were not estimated to be as high without FF's involvement
- Wider Impacts
  - 89% (81) mentioned environmental improvements
  - 81% (74) mentioned increased interest in the environment
  - 70% (64) mentioned tourism impacts
  - 87% (83) could not think of any negative impacts resulting from FF
  - when asked for comments on FF, comments were mostly positive
- Counterfactual
  - 34% (33) would definitely not have gone ahead with their activities without FF
  - Meeting aims would have generally taken longer without help of FF although not necessary any change in scale or scope.
  - 23% (7) saw FF as best package and discarded alternatives, 10% (3) said alternatives were not as good as FF
  - 57% (50) said that their horizons had been broadened by FF.

4 Medium and Long Term Impacts: Wider Survey

4.1 Introduction

4.1.1 In order to determine any additional effects or impacts that may have arisen as a consequence of the FF project activity, a wider survey was undertaken. This sought information on the following areas:

- Awareness of FF
- Involvement with FF
- Views on the benefits of FF
- Counterfactual/Added value
- Suggestions for improvement

This questionnaire is provided in Appendix D.

4.1.2 This survey involved individuals who had been indirectly involved with the FF project and they were able to give us their views on what the FF was about, and the impacts it has made. In total, we interviewed 110 individuals (from various organisations) of which 25 were familiar with FF activities. Therefore, findings have been written up qualitatively, which allows us to gain valuable insights into their perceptions about FF.

4.2 Background and characteristics of wider survey respondents

4.2.1 Participants in the wider survey were made up of business partners of recipients, community groups, businesses and public sector agencies. 19 were independent organisations and three were part of a large group as Table 4.33 shows. Half of these respondents had made contact with the FF project by speaking directly with FF staff, although the remaining 11 said they had made no formal contact with the project. All of the wider users lived locally in Cumbria (21) with two from outside the Country (1 from Lancashire and 1 from Cheshire). As we can see from Table 4.34, half of the respondents came from Cumbria or from surrounding counties. However the other half came from further afield, including Somerset, Worcester and Lincolnshire. On average, however wider users had lived in the vicinity for 27 years.

Table 4.33 If part of an organisation, do you operate as an independent organisation or as part of a larger group?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Independent Organisation	19	10	0	1	8	0
Part of a larger group	3	2	0	0	1	0
N/a	2	0	0	0	2	0
Number of respondents	*24*	*12*	*0*	*1*	*11*	*0*

Source: PACEC Survey (Q3)

Table 4.34 Where did you live prior to this?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Cumbria	8	6	0	0	2	0
Lancashire	2	1	0	0	1	0
London	1	0	0	1	0	0
Scotland	1	0	0	0	1	0
Yorkshire	1	0	0	0	1	0
Cheshire	1	0	0	0	1	0
Worchester	1	0	0	0	1	0
Somerset	1	1	0	0	0	0
Northumberland	1	1	0	0	0	0
Lincolnshire	1	1	0	0	0	0
Northamptonshire	1	1	0	0	0	0
Number of respondents	*19*	*11*	*0*	*1*	*7*	*0*

Source: PACEC Survey (Q6)

4.3 Involvement with FF

4.3.1 All respondents included in this discussion - 100% (25) - had heard of the FF project and all recognised they had been involved with the project. There were a number of reasons put forward as to why they thought the FF project had been carried out as Table 4.35 demonstrates. 38% (9) thought it was introduced to enable farmers to better manage woodlands and a similar proportion of respondents (9) thought it was to encourage the planting of trees while 21% (5) thought it was to encourage sustainability. A further 17% (4) saw it as helping local businesses and an additional 13% (3) saw the project as supporting and developing the woodland economy following Foot and Mouth. Another 13% (3) of respondents thought it was to improve education in woodland issues and provide training for people in Woodcrafts while 8% (2) respondents saw the project as aiming to improve woodland access.

Table 4.35 Can you describe what you think FF was set up to do?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Plant trees	9	4	0	1	4	0
Manage woodlands	9	4	0	1	4	0
Sustainability	5	4	0	1	**0**	0
Aid woodland businesses	4	1	0	0	3	0
Support and develop woodland economy after foot and mouth	3	0	0	0	**3**	0
Improve woodland access	2	2	0	0	0	0
To replace timber cut down during WW1	1	0	0	0	1	0
Train people in woodcraft	1	1	0	0	0	0
Provide grants	1	0	0	0	1	0
Woodland education	1	1	0	0	0	0
None	2	2	0	0	0	0
Don't know / Don't want to say	3	2	0	0	1	0
Number of respondents	*24*	*12*	*0*	*1*	*11*	*0*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q9A)

4.3.2 Almost 50% (12) of respondents perceived that they had been directly involved in the FF project, through speaking with FF staff (Table 4.36). 24% (6) respondents cited other direct involvement with the project, in Table 4.37, mainly around continuous liaison with businesses, or having spoken to an FF beneficiary, or been involved in some way in beneficiary grants.

Table 4.36 Have you had any direct involvement with FF?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
No	13	**13**	0	0	**0**	0
Spoken with people who work there	11	**0**	0	0	**11**	0
Attended an organised event	1	0	0	1	0	0
Number of respondents	*25*	*13*	*0*	*1*	*11*	*0*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q10A)

Table 4.37 Other direct involvement with FF

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
2 0r more answers given	2	0	0	0	2	0
continuous liaison	2	0	0	0	2	0
spoken to grant recipients	1	0	0	0	1	0
involved in several events	1	0	0	0	1	0
received grant to update equipment	1	0	0	0	1	0
business contacts	1	0	0	0	1	0
Number of respondents	*6*	*0*	*0*	*0*	*6*	*0*

Source: PACEC Survey (Q10B)

4.3.3 Approximately half of the respondents also said they had been indirectly involved in the FF scheme. This was mostly via making use of new amenities purchased or developed by the grants (21%), using the services of a business who had been a beneficiary of the scheme (21%), or observing a new planting activity (also 21%) (Table 4.38). Four respondents also cited other forms of indirect involvement, shown in Table 4.39, such as involvement in an apprenticeship scheme, the millennium wood scheme, or through receiving funding FF funding via their estates office.

Table 4.38 Have you had any indirect with FF?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
No	5	5	0	0	0	0
Utilised new amenities	4	2	0	1	1	0
Observed new planting activity	4	3	0	0	1	0
Utilised a business who received support from SWF / FF	4	**1**	0	0	**3**	0
Other	2	2	0	0	0	0
Number of respondents	*19*	*13*	*0*	*1*	*5*	*0*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q11A)

Table 4.39 Other indirect involvement with FF

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
2 or more answers given	2	1	0	0	1	0
involved in apprentices scheme	1	0	0	0	1	0
involved in millennium wood scheme 2000	1	1	0	0	0	0
estates received funding from FF	1	0	0	0	1	0
None	1	0	0	0	1	0
Number of respondents	*4*	*1*	*0*	*0*	*3*	*0*

Source: PACEC Survey (Q11B)

4.3.4 Half of the wider respondents rated the quality of interaction with the scheme as either good or very good as we can see from Table 4.40. These respondents also spoke highly about the quality of work which the FF scheme produced, (Table 4.41) as, out of all the respondents, 25% (5) rated quality of work high and 28% (7) rated it very high. Further to this, as Table 4.42 shows, 52% (13) of respondents rated the impact made by FF as high or very high, which are encouraging findings. The other half did not question the quality of interaction of the FF project, the quality of the work done, or its impact, but did demonstrate some uncertainty over these issues.

Table 4.40 (If yes to either of the last questions). How would you rate the quality of interaction with FF?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Very Good	6	**1**	0	0	**5**	0
Good	6	3	0	0	3	0
Poor	1	0	0	1	0	0
Don't know	8	**7**	0	0	**1**	0
Number of respondents	*21*	*11*	*0*	*1*	*9*	*0*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q12)

Table 4.41 How would you rate the quality of work done by FF in your opinion

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
High	7	5	0	0	2	0
Very high	5	**0**	0	0	**5**	0
Don't know	11	6	0	1	4	0
Number of respondents	*23*	*11*	*0*	*1*	*11*	*0*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q13)

Table 4.42 How would you rate the impact made by FF?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
High	9	5	0	0	4	0
Very high	4	**0**	0	0	**4**	0
Don't know	10	6	0	1	3	0
Number of respondents	*23*	*11*	*0*	*1*	*11*	*0*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q14)

4.4 Views on the benefits of FF

4.4.1 Table 4.43 shows that 84% (21) of respondents thought that the work of the FF had benefited the region in some way. The responses could be put in three categories. Altogether 38% (8) respondents saw the **environmental benefits**, in terms of increased tree planting 33% (7), sustainable woodland management 19% (4), environmental improvements 5% (1) and greater engagement in improving the woodlands themselves 10% (2). There were also benefits seen from an **economic** perspective. 10% (2) saw more grants as a positive outcome in itself, and one said that FF had established a supply of locally made products. Others saw benefits for local people, such as improved area aesthetics and the establishment of recreational products.

Table 4.43 In what ways has the work of FF benefited this region?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Tree planting	7	3	0	1	3	0
management is now sustainable	4	2	0	0	2	0
assists local agencies/businesses	3	1	0	0	2	0
engaged in improving woodland	2	1	0	0	1	0
more grants	2	0	0	0	2	0
Improved area aesthetics	2	0	0	0	2	0
increased employment	1	1	0	0	0	0
environmental improvements	1	1	0	0	0	0
establishing recreational areas	1	0	0	1	0	0
increase amount of locally made products	1	1	0	0	0	0
Don't know / Don't want to say	4	3	0	0	1	0
Number of respondents	*21*	*10*	*0*	*1*	*10*	*0*

Source: PACEC Survey (Q15A)

4.4.2 Overall, there was some uncertainty over whether the work of the FF had enabled the development of partnerships and other beneficial relations, as over half said they didn't know whether this had been an outcome (Table 4.44). The group of 35% (8) who had seen the forging of partnerships talked of working more closely with FF exchanging information with FF (Table 4.45). Others talked of wider regional partnerships which had come together as a result of the scheme. One received funding for equipment and another mentioned an increased awareness of FRS aims.

Table 4.44 Has the work of FF enabled the development of any partnerships or other beneficial relations, in your opinion?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Yes	8	**2**	0	1	5	0
No	2	0	0	0	2	0
Don't know	13	**11**	0	0	**2**	0
Number of respondents	*23*	*13*	*0*	*1*	*9*	*0*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q16)

Table 4.45 If Yes, please give details

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
developed partnership with FF	3	0	0	0	3	0
exchange ideas with FF	2	0	0	0	2	0
developed Lancashire Woodland Project	1	0	0	0	1	0
part of UK bio-diversity action plan	1	0	0	0	1	0
received funding for equipment	1	0	0	0	1	0
aware of their aims	1	0	0	1	0	0
Don't know / Don't want to say	2	0	0	0	2	0
Number of respondents	*9*	*0*	*0*	*1*	*8*	*0*

Source: PACEC Survey (Q17A)

4.4.3 71% (12) respondents thought that there had been an impact on the visibility and image of the area as results of the FF work (Table 4.46). Table 4.47 shows that respondents were most likely to say it had increased tree cover 24% (4) and 18% (3) said it had retained or reaffirmed the local area aesthetics. One said it had boosted tourism another said it had energised rural training schemes and another thought it had made improvements to access. There was also some feedback that the scheme had paid attention to neglected woodlands and made them tidier, and that land management had been improved. Referring to the woodland specifically (Table 4.48), 83% (20) of the respondents were very positive, saying that the project had principally improved access to the woodland, improved the scale of the woodland and encouraged a greater diversity within woodlands. Other impacts on woodlands were more coppicing and improved markets for woodland products.

Table 4.46 Has there been any impact on the visibility and image of the area as a result of the work of FF?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Yes	12	**6**	0	1	5	0
No	1	1	0	0	0	0
Don't know	4	4	0	0	0	0
Number of respondents	*17*	*11*	*0*	*1*	*5*	*0*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q18)

Table 4.47 If yes, please give details

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
increased tree cover	4	2	0	0	2	0
retaining/reaffirming area aesthetics	3	2	0	0	1	0
access improvements	1	0	0	0	1	0
boost tourism	1	0	0	0	1	0
rural training schemes	1	0	0	0	1	0
neighbouring areas neglected	1	0	0	0	1	0
woodlands tidier	1	0	0	0	1	0
ff has very low profile	1	0	0	1	0	0
improved land management	1	1	0	0	0	0
Don't know / Don't want to say	6	0	0	0	**6**	0
Number of respondents	*16*	*4*	*0*	*1*	*11*	*0*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q19A)

Table 4.48 What has been the impact of the work of FF on the woodland in this area?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Don't know	4	3	0	0	1	0
Improved scale of woodland	5	3	0	0	2	0
Greater diversity of woodland	1	1	0	0	0	0
Improved access to woodland	11	4	0	1	6	0
Other	3	2	0	0	1	0
Number of respondents	*24*	*13*	*0*	*1*	*10*	*0*

Source: PACEC Survey (Q20A)

4.4.4 In total, 70% (16) of wider respondents perceived that the FF had impacted positively on firms in the area (Table 4.49). Another 39% (9) respondents thought that there were now greater opportunities for business and 17% (4) said there had been improvements in skills and business practices. Other benefits to firms included training courses, grants to firms, diversification and access to other localised projects as Table 4.50 illustrates.

Table 4.49 What has been the impact on firms in this area?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Don't know	7	6	0	0	1	0
Improved skills	4	1	0	0	3	0
Greater opportunities	9	5	0	0	4	0
Other	3	1	0	0	2	0
Number of respondents	*23*	*13*	*0*	*0*	*10*	*0*

Source: PACEC Survey (Q21A)

Table 4.50 Other impacts on firms in this area

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
2 or more answers given	2	0	0	0	2	0
Training Courses	1	0	0	0	1	0
Provides grants	1	0	0	0	1	0
Aiding diversification	1	1	0	0	0	0
Highland Sculpture trail	1	0	0	0	1	0
Opera Garden	1	0	0	0	1	0
Don't know / Don't want to say	1	0	0	0	1	0
Number of respondents	*5*	*1*	*0*	*0*	*4*	*0*

Source: PACEC Survey (Q21B)

4.4.5 Respondents were also very positive about the impact which FF had made on the land and environment in the local area (Table 4.51). 27% (4) of respondents thought the land was now being used better and 27% (4) thought that the enjoyment possible from the natural environment was improved. Others talked of cleaner land and improved ecosystems as a result of projects. A further impact on the land was the creation of a new tourist attraction (Table 4.52).

Table 4.51 What has been the impact on firms in this area?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Don't know	4	3	0	0	1	0
Cleaner land	2	1	0	0	1	0
Improved ecosystem	2	2	0	0	0	0
Better use of land	4	**1**	0	0	**3**	0
Improved enjoyment of natural environment	4	4	0	0	0	0
Improved health	3	2	0	0	1	0
Number of respondents	*19*	*13*	*0*	*0*	*6*	*0*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q22A)

Table 4.52 Other impacts on firms in this area

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
2 or more of the above answers given	1	0	0	0	1	0
Created a tourist attraction	1	0	0	0	1	0
Don't know / Don't want to say	5	0	0	0	5	0
Number of respondents	*6*	*0*	*0*	*0*	*6*	*0*

Source: PACEC Survey (Q22B)

4.4.6 Wider respondents were similarly enthusiastic when they were asked about the impact FF had made on the people of the area (Table 4.53). 70% (14) respondents reported improvements. Another 25% (5) said there had been improvements in the skills and knowledge of the local people and interestingly, Others thought that local people now enjoyed their natural environment to a greater extent. Other benefits to local people had been observed, shown in Table 4.54, such as the greater value of local amenities, improved employment opportunities and better access.

Table 4.53 What has been the Impact on people in this area?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Don't know	6	5	0	0	1	0
Greater value derived from local amenities	1	0	0	0	1	0
Increased enjoyment of natural environment	4	3	0	0	1	0
Improved skills/knowledge	5	2	0	1	2	0
Other	4	3	0	0	1	0
Number of respondents	*20*	*13*	*0*	*1*	*6*	*0*

Source: PACEC Survey (Q23A)

Table 4.54 Other impacts on people in this area

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
increased employment opportunities	2	2	0	0	0	0
access improvements	1	0	0	1	0	0
concerned about impending acquisition of land by F.C.	1	1	0	0	0	0
poorly promoted	1	0	0	1	0	0
improved tourism	1	1	0	0	0	0
Don't know / Don't want to say	6	**0**	0	0	**6**	0
Number of respondents	*10*	*3*	*0*	*1*	*6*	*0*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q23B)

4.5 Added value

4.5.1 Altogether, 56% (10) of respondents thought that the (improvements in the) visibility and image of the area would not have been the same without the work of the FF (Table 4.55). When probed more on this issue, in Table 4.56, 22% (4) respondents gave a number of reasons for their responses. Those who responded negatively (i.e. that impacts would not have occurred without FF) said that the FF support was invaluable and that smaller businesses would have suffered without the intervention. Funding increased involvement and had pump primed an area which had a lower than average commercial interests. Others indicated that there would have been fewer trees and less woodland reclamation However, one indicated that the National Trust may have provided a similar support and that the FF funding "was not instrumental" in improving local woodlands.

Table 4.55 Would the visibility and image of the area be the same, without the work of SWF / FF?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Yes	2	1	0	1	0	0
No	10	6	0	0	4	0
Don't know	6	5	0	0	1	0
Number of respondents	*18*	*12*	*0*	*1*	*5*	*0*

Source: PACEC Survey (Q24A)

Table 4.56 Please give details

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
FF support invaluable	1	0	0	0	1	0
increased tree cover	1	0	0	0	1	0
small businesses would have suffered	1	0	0	0	1	0
fewer trees	1	0	0	0	1	0
reclamation of former woodland	1	1	0	0	0	0
national trust active in area	1	1	0	0	0	0
funding increased involvement	1	1	0	0	0	0
less commercial interest/guidance	1	1	0	0	0	0
Don't know / Don't want to say	7	1	0	0	6	0
Number of respondents	*15*	*6*	*0*	*0*	*9*	*0*

Source: PACEC Survey (Q24B)

4.5.2 Likewise, a majority of respondents (64%) thought that the area would not have seen the improvements in the quality of their woodlands without FF (Table 4.57). As a result of the project, there are now more broadleaf trees, better woodland penetration, more planting and training and improvements in the commercial management of woodlands (Table 4.58). The project also improved woodland access and tidier woods, which would otherwise not been brought about. One said explicitly that the FF activity were integral to existing schemes.

Table 4.57 Would this area have had an improvement in the quality of their woodlands without FF?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Yes	3	1	0	0	2	0
No	16	7	0	1	8	0
Don't know	6	5	0	0	1	0
Number of respondents	*25*	*13*	*0*	*1*	*11*	*0*

Source: PACEC Survey (Q25A)

Table 4.58 Please give details

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
more broadleaf trees	4	1	0	0	3	0
woodland preservation	3	1	0	0	2	0
planting wouldn't have happened	2	1	0	0	1	0
wouldn't have received training	2	0	0	0	2	0
commercial management improvements	2	1	0	0	1	0
tidier woods	1	0	0	0	1	0
only affected limited areas	1	0	0	0	1	0
Number of respondents	*12*	*3*	*0*	*0*	*9*	*0*

Source: PACEC Survey (Q25B)

4.5.3 Wider respondents were pessimistic about the likelihood of local businesses to have been able to access similar alternative support, in the absence of the FF project Table 4.59). 64% (14) of respondents definitely thought this would not have happened and 7 said they were not sure. One thought businesses may have sought alternative support. Those who said 'yes' or 'don't know' were asked about where alternative sources of help may have come from (Table 4.60). 50% (5) of these respondents were negative in their answers, saying that alternative help was "unavailable". 2 thought Defra may have helped and one said that the National Trust may have provided similar aid.

Table 4.59 Would the businesses in this area have managed to source this support elsewhere in the absence of SWF / FF?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Yes	1	1	0	0	0	0
No	14	**6**	0	0	**8**	0
Don't know	7	6	0	0	1	0
Number of respondents	*22*	*13*	*0*	*0*	*9*	*0*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q26A)

Table 4.60 If yes, please give details

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
grant unavailable elsewhere	3	0	0	0	3	0
DEFRA may have helped	2	1	0	0	1	0
advice unavailable elsewhere	2	1	0	0	1	0
national trust provide similar aid	1	1	0	0	0	0
Don't know / Don't want to say	4	0	0	1	3	0
Number of respondents	*10*	*1*	*0*	*1*	*8*	*0*

Source: PACEC Survey (Q26B)

4.5.4 Wider respondents were very uncertain that the positive impacts felt by local workers and residents would have been brought about without FF (Table 4.61). In total 24% (4) respondents said 'no' and five thought they would have been felt without FF. 47% (8) said they 'didn't know if impacts would have come about through other means or they didn't want to say.

Table 4.61 Would the impacts on people in the area have happened in

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
Yes	5	5	0	0	0	0
No	4	2	0	0	2	0
Don't know	8	6	0	0	2	0
Number of respondents	*17*	*13*	*0*	*0*	*4*	*0*

Source: PACEC Survey (Q27A)

Table 4.62 If yes, please give details

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
national trust has similar impact	2	1	0	0	1	0
access improvements wouldn't have happened	1	0	0	0	1	0
only with landowner co-operation	1	1	0	0	0	0
Don't know / Don't want to say	9	1	0	1	7	0
Number of respondents	*12*	*3*	*0*	*1*	*8*	*0*

Source: PACEC Survey (Q27B)

4.6 Suggestions for improvement

4.6.1 Feedback from wider respondents indicated that there were no key strengths which the project had, although praise was varied and forthcoming as Table 4.63 demonstrates It seemed that improving access to woodland was highly valued, as was the co-operative approach taken by those involved in the project. Some feedback pointed out the benefits the project had brought those who work in the woodland economy, from training and advice, issues of landscape improvements, planting trees to the management of woodlands and the reputation of the sector as the guardian of woodlands.

Table 4.63 What do you think works particularly well at FF?

	Number of respondents (by direct involvement with SWF/FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF/FF Staff	Other
improving access	3	3	0	0	0	0
co-operative approach	2	0	0	0	2	0
training and advice good	1	0	0	0	1	0
increased awareness	1	1	0	0	0	0
provide excellent support to the woodland community	1	0	0	0	1	0
must make landscape improvements	1	0	0	0	1	0
managing woodlands	1	1	0	0	0	0
planting trees	1	1	0	0	0	0
their reputation as woodland guardians	1	1	0	0	0	0
Everything	1	0	0	0	1	0
their long-term aims	1	1	0	0	0	0
None	2	1	0	0	1	0
Don't know / Don't want to say	11	6	0	1	4	0
Number of respondents	*24*	*12*	*0*	*1*	*11*	*0*

Source: PACEC Survey (Q28A)

4.6.2 Wider respondents all thought that improvements could be made to the FF scheme (Table 4.64). As the table shows, the suggestions were concentrated on enlarging the scope and resources attached to the programme, for instance, to include restoration projects and protection of Areas of Outstanding Natural Beauty, which is suggestive of the successes it has had so far, rather than substantive complaints about the nature or objectives of the project. 17% (4) respondents wanted increased awareness of the programme and 13% (3) sought projects to be “more commercially minded”. However, 29% (7) respondents didn’t know how the scheme could be improved.

Table 4.64 What do you think needs improvement at SWF / FF?

	Number of respondents (by direct involvement with FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with FF Staff	Other
increase awareness	4	3	0	1	**0**	0
continuation of grant support	3	0	0	0	**3**	0
need to be more commercially minded	3	2	0	0	1	0
Education	2	2	0	0	0	0
plant more trees	2	1	0	0	1	0
more resources required	1	0	0	1	0	0
programme requires extension	1	0	0	0	1	0
increased restoration	1	0	0	0	1	0
protect AONBs	1	0	0	0	1	0
give more money to the community	1	1	0	0	0	0
no more surveys!	1	1	0	0	0	0
need to divulge/establish measures of success	1	0	0	1	0	0
None	4	2	0	0	2	0
Don't know / Don't want to say	7	4	0	0	3	0
Number of respondents	*24*	*12*	*0*	*1*	*11*	*0*

A number is shown in bold where, taking into account the margin of error due to sampling, we are 95% certain that it is different from the number in the left hand total column (using a Chi-Squared statistical test)
Source: PACEC Survey (Q29A)

4.7 Conclusions

4.7.1 Most of the respondents to the wider survey (excluding those who didn't know) believed that the quality of their interaction with the schemes was good or very good.

4.7.2 Half of respondents considered the quality of the work done by FF to be high or very high

4.7.3 Over half of wider respondents believed that the project had made a high or very high impact.

4.7.4 The vast majority of respondents believed that the work of FF had benefited the region in an environmental or economic way.

4.7.5 In terms of helping to develop partnerships, over half did not know whether this had been an outcome from the project.

4.7.6 Half considered that the work of FF had made an impact on the visibility and image of the area. They were also very positive about the impact on the land and local environment.

4.7.7 A majority of respondents believed that FF had positively impacted on businesses in the area. Of these, a large proportion thought that local businesses would not have been able to access such support from any alternative source.

4.7.8 A similar number believed that there had been an impact on the people living in the area in terms of skills and knowledge, ability to derive more enjoyment from local amenities and improved land.

4.7.9 A majority of respondents believed that the improvements in terms of visibility and image of the area would not have happened without FF.

4.7.10 In terms of improvement to the quality of the woodland, a majority also though that this would not have happened without FF.

4.7.11 Wider respondents believed that improvement to the programme should be in terms of expanding the scope and resources of the programme.

5 Long Term Impact: Case Studies

5.1 Introduction

5.1.1 The main aim of the case studies was to directly assess the benefits of individual Forest Futures (FF) projects to beneficiaries, with a focus on both established and early stage projects. The case studies enabled a broader understanding of the support provided by FF (through Cumbria Woodlands) and an opportunity to examine the impacts 'in the flesh'. The specific objectives of this element of the research were to:

- Provide quantitative evidence to support modelling of economic impacts;
- Provide evidence on key participants who are representative of FF's support; e.g. farmers or other businesses; and
- Identify methods, activities and other aspects of FF's working that may yield important lessons for future projects or be examples of 'best practice'.

5.2 Case Study Methodology

5.2.1 The case study methodology includes collecting information from desk studies, interviews with project managers and beneficiaries / participants in the FF project. Site visits were undertaken by PACEC and accompanied by FF project managers on 14th and 15th July 2005. Participants were interviewed by Mr Alistair Donohew and Miss Harriet Hunter from PACEC at the location of each case study. Site visits and interviews undertaken are described in Table 5.65:

Table 5.65 FF Beneficiary/Participant Visit

Beneficiary / Project	Date of Visit	Interviewer (PACEC)	Case Study?
Clifton Wood	14th July	HH, AD	✓
Low Bridge End Farm	14th July	HH, AD	✓
Marron Leys Wood	14th July	HH, AD	✓
MJ Cabinet Makers	15th July	HH, AD	✓
High Head Sculpture Valley	15th July	HH, AD	✓
Longtown Timber Yard (TG Norman)	15th July	HH, AD	✓

Source: PACEC

5.2.2 The above beneficiary/participants were selected from a list of potential site visits formulated by both PACEC and Cumbria Woodlands in light of the aims described above in 5.1.1. Site visits followed a similar format of introductions followed by a discussion of the project or main recipient of FF assistance. More specifically, discussion topics included:

- Key features of the project/activities;
- Nature of support received from FF;
- Employment impacts (direct & indirect employment, family employment, diversification);

- Wider impacts (e.g. local community, environment);
- Interesting features/impacts of project;
- Future optimism; and
- Areas for improvement/change.

5.2.3 Participants were encouraged to express viewpoints and their thoughts regarding FF and the success of the project with emphasis on personal experiences and evidence to support claims and perceptions regarding the impacts revealed. Site visits on average were 30-60 minutes in length. The site visits were, in some instances, followed up with further interviews with partners and participants as well as additional desk study research to augment data where required (generally financial or project specific data).

5.3 Case Studies

5.3.1 A broad range of beneficiaries/participants were then selected for specific write up as case studies. Table 5.66 shows the case studies described in this chapter and highlights the reason for special attention.

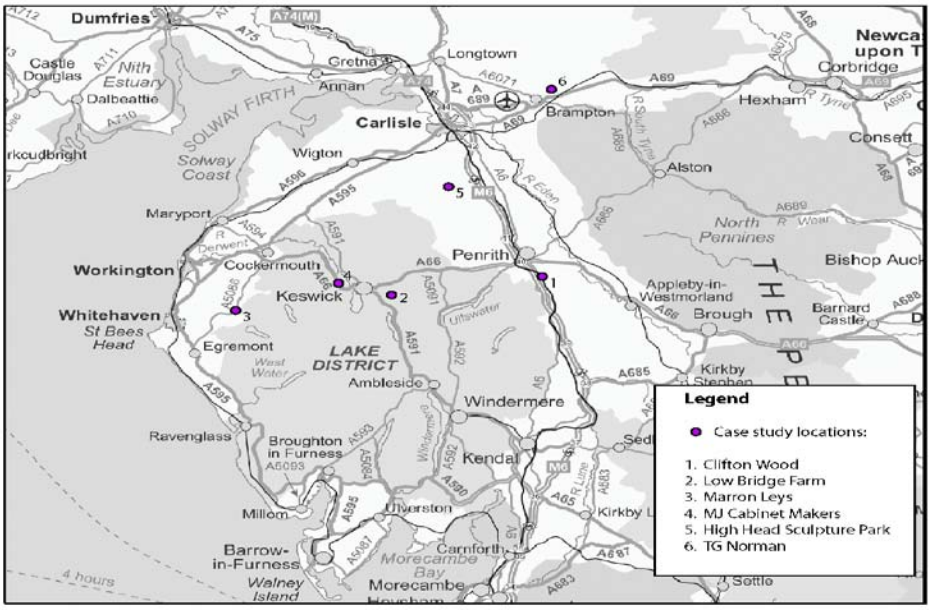
Table 5.66 FF Case Studies

Beneficiary/Project	Type of Beneficiary/Project	Key Aspect of Interest
1. Clifton Wood	Woodland Creation	Community Woodland, public consultation
2. Low Bridge End Farm	Woodland Management and Business Development	Rural development initiatives, farm diversification
3. Marron Leys Wood	Woodland Creation	Local Farmer, diversifying from Dairy, land liquidity
4. MJ Cabinet Makers	Business Development	Business growth
5. High Head Sculpture Valley	Business Development and Woodland Creation	Local Farmer, diversifying from Dairy, example of FF brokering for grants and commissioning business advice
6. Longtown Timber Yard (TG Norman)	Business Development	Large scale wood production. One of few surviving family sawmills

Source: PACEC

5.3.2 The location of the case studies is shown in Figure 5.3 below. Key findings of the case studies are summarised at following analysis and this usefully complements the other elements of this study.

Figure 5.3 Location of FF Case Studies



Source: PACEC

5.4 Confidentiality

5.4.1 Case studies were selected by PACEC in the first instance. For the purposes of this study we will consider the interviews undertaken as part of the case studies are representative of the personal opinions of those who participated. We have attempted to summarise the opinions given by the respondents closely and note the confidential nature of the information that follows in the remainder of the chapter.

5.5 Clifton Wood

Key Details

Location: Clifton Wood, The Lowther Estate, Penrith, Cumbria CA10 2HG

Aim/Description: Planting of estate land adjacent to village with lowland mixed broadleaves

Total Planted Area: 7.6 Ha

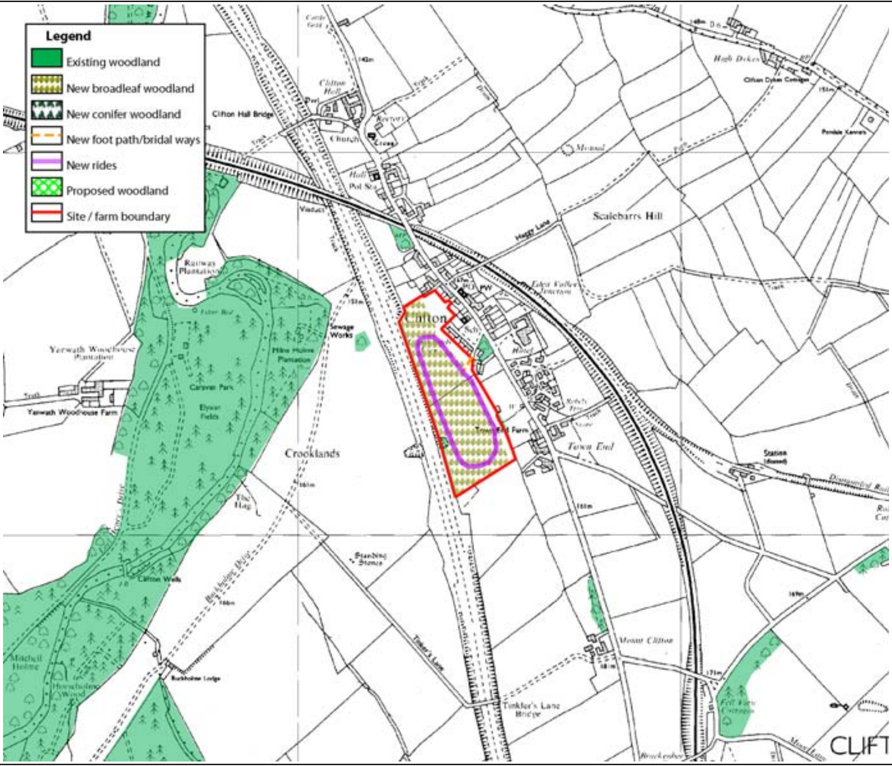
Amount of FF Funding: £4,000 for planting

FF Assistance: Top up grant

Key Impacts: environmental, forestry & local community

Employment Impact: zero

Figure 5.4 Location of Clifton Wood



Detailed Description of Project

5.5.2 The landowner of the Lowther Estate released two fields for conversion to woodland adjacent to the village of Clifton. Given that the land is good agricultural land, its change of usage to woodland has reduced the value of the land considerably. One of the long term aims of this planting was to shield the village from a potential new motorway service station on the opposite site of the motorway. Even if the development does not take place, the new woodland will absorb some of the current noise from the motorway.

5.5.3 The landowner's management team held a public meeting where they outlined the project to local residents and were receptive to suggestions and concerns. The pattern of planting was revised and it was agreed that planting should not take place right up to the school border. There was some opposition when planting began but since completion, those who were against the scheme have reversed their opinion and have talked positively about the outcome.

5.5.4 The 7.6 Ha site has been planted, with the help of the local school children, with mixed density lowland broadleaves (5,600 trees in total) and also encompasses shrubs, mowed footpaths and open spaces. The woodland is designed for the benefit and use of the village community and the school children will also be involved in the creation of an interpretation board. Trees were sourced from 'Trees Please', a northern nursery specialising in trees with northern provenance. The woodland is in its second growing season and is growing rapidly given the good quality soil and weed-free circles. However, some trees have been lost as a result of vole damage and a lack of water.

Figure 5.5 Clifton Wood

Source: PACEC

Assistance Provided by FF

5.5.5 The Forest Futures programme gave Clifton Wood £4,000 towards the planting costs. Because the land agent is an experienced forester, Cumbria Woodlands did not have to give forestry advice in addition to the grant money.

Impacts

5.5.6 The key impacts of the funding were the establishment of a community resource; a future source of timber; diversification from dairying. These impacts are described below.

Forestry, Farming and Land Use

5.5.7 The 7 Ha plot of land on which woodland planting has taken place represents a small percentage of the total estate area (80,000 acres) and the current acreage of woodland on the estate (6,000 acres). Following Foot and Mouth, releasing land for forestry represents an attractive means of diversification from diary farming. The planting has taken place on prime agricultural land between the motorway and a small village. Species include hazel, birch, ash, cherry, rowan, holly and oak.

Economic & Development Impacts

5.5.8 The only employment which this woodland has created are the jobs necessary to plant the trees and mow the footpaths. There will be a small timber resource in the future.

Environmental

5.5.9 The woodland is on the door step of a village where there are few existing trees. The woodland is designed to be used by the local community and has two access points from the village. The planting has been phased and stepped-back and exists alongside open areas, footpaths and shrubs in order to create a natural woodland and attract wildlife to the site. Furthermore, the footpath follows an old Roman road on the site.

Recreational and Social Impacts

5.5.10 The woodland benefits the local community by providing an open area where they can walk their dogs, etc. The woodland also helps to reduce the noise of the motorway for the village residents and the project has involved links with the local school.

Anticipated Future Impacts

5.5.11 If the motorway service station were to be built on the opposite side of the carriageway, the woodland would also benefit the village community by shielding residents from the visual and noise pollution of the new development. Clifton Wood might also be used by the landowner and his management team as a pilot for future woodland creation on the estate.

Additionality

5.5.12 The impacts of the FF scheme on the estate, the environment and the community are outlined above.

Effectiveness

5.5.13 The new woodland is sympathetic to its surroundings and has been well planned. Furthermore members of the village community now have access to the land and can use it for their own enjoyment.

Administration and Process

5.5.14 There were no comments about the delivery of the FF scheme.

Figure 5.6 New Planting in Clifton Wood

Source: PACEC

Improvements & Future Project Requirements

5.5.15 One criticism of the FF programme was with regard to the tight public access scoring in order to qualify for a woodland management grant. This scoring prevented the estate applying for help with the management of their other woodlands.

5.5.16 In terms of future project requirements, the estate would like to create a second woodland which would link 6 existing small woodlands, so creating a large block on a part of the estate which is in the Lake District National Park. Furthermore, if FF had any money left, the estate would like to apply for a business development grant to set up a wood-powered industry on the estate, which would take advantage of surplus timber on the estate and provide energy for the workings of the estate. The equipment for this is currently too expensive and a £10,000 grant would enable this to go ahead. What is more, if the technology were in place, it would provide the motivation to manage and thin woodlands in order to utilise the timber, and thus boost the quality of woodlands which currently lack that motivation.

5.6 Low Bridge End Farm

Key Details

Location: Low Bridge End Farm, St. John's-in-the-Vale, Keswick CA12 4TS

Aim/Description: Farm diversification and rural enterprise, encompassing managed forest and a woodland interpretation centre

Total Existing Woodland: 6.88 Ha

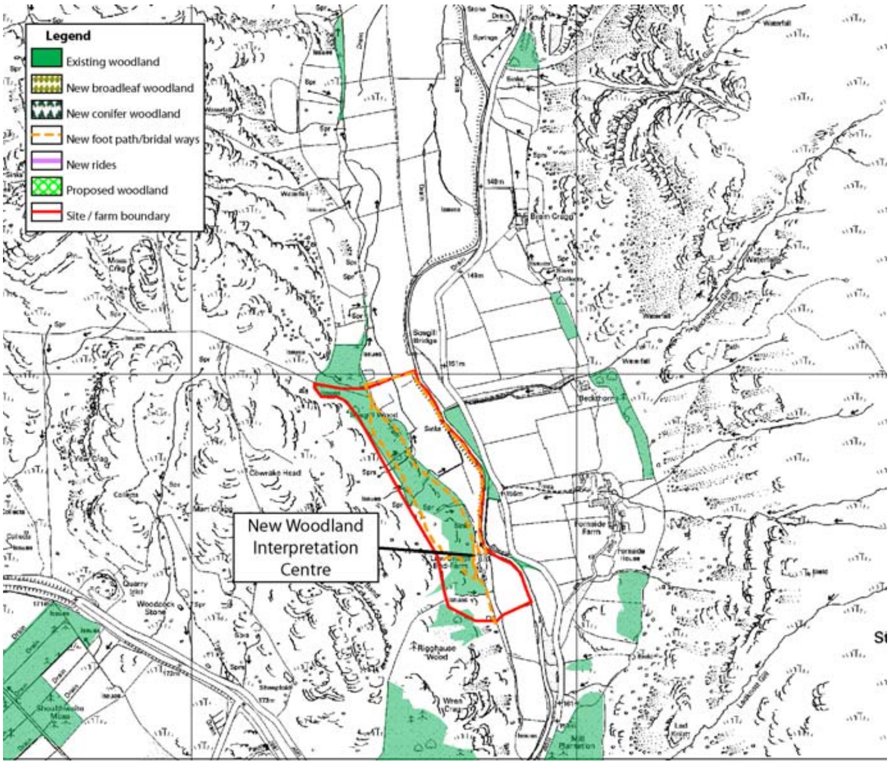
Amount of FF Funding: £14,000 for woodland access, c. £8,000 for woodland display and funding of business advice

FF Assistance: Top up grants, advice & support

Key Impacts: environmental, forestry, 'Green' tourism, education

Employment Impact: Safeguard 2.5 FT

Figure 2.1 Location of Low Bridge End Farm



Source: PACEC

Figure 5.7 Low Bridge End Farm

Source: Low Bridge End Farm

Detailed Description of Project

5.6.2 The family at Low Bridge End Farm have developed a succession of enterprises based around their farmhouse near Keswick. In the course of their development, the family have come up against two major constraints; finance and the National Park Authority. The projects they have undertaken are as follows:

- farmhouse and self-catering unit
- woodland bought 1979-82 during period of tax incentives – planting of Christmas trees, larch and hardwood. However, prices fell as imports flooded the market and deer ate the hardwood
- tearoom set up to serve the 12,000 people per annum using the footpath running along the back of the farmhouse
- barn renovated over 2 years using an ESA grant
- stable converted into camping barn
- pottery studio set up at end of barn, later to become an area for courses, workshops and demonstrations e.g. felt making, computer courses
- interpretation centre established in barn with open access to the public and organised school trip potential
- trail mapped out in wood using WIG grant to tie in with interpretation centre

5.6.3 At the same time, one son has launched a full time woodland and conservation contracting business.

5.6.4 The result is a fully integrated farm diversification project with the family carrying out all the work themselves. The projects have links with other Rural Development initiatives such as the RES and LDNP/YHA camping barns initiative. Low Bridge End Farm was the winner of the county's Woodland Diversification award this year.

Assistance Provided by FF

5.6.5 Low Bridge End Farm was one of FF's first customers. They were able to apply for help under both the woodland management and business development elements of FF.

5.6.6 With regard to the woodland management, a small predominantly mixed conifer woodland was heavily thinned and opened up with a circular footpath from the public right of way and the farm. This inclusion of a nature trail was designed to attract more customers to their farm, tea garden and camping barn. Forest Futures paid for the woodland access work, amounting to a grant of around £14,000.

5.6.7 Forest Future's help with funding the interpretation centre helped to add the final piece to the jigsaw. They paid for 80% of the cost of the Woodland Display (around £8,000). Further funds have been put towards publicity material.

5.6.8 Forest Futures also funded 100% of the costs of business advice and the construction of a business plan by an external accountant.

Figure 5.8 Exterior of the Woodland Interpretation Centre at Low Bridge End Farm

Source: PACEC

Impacts

5.6.9 The key impacts of the FF grant in this case have been farm diversification and tourism and recreation.

Forestry, Farming and Land Use

5.6.10 Low Bridge End Farm is a small upland farm in St John's-in-the-Vale. However, when the fields became ungrazable, farming ceased. The farm benefits now from its proximity to a public footpath which attracts some 12,000 people a year, of which around half visit the tea room. Given that there is no car parking facility and the National Park has discouraged visitors arriving by car, the tea garden and other attractions on the farm rely on passing visitors on foot.

5.6.11 The original motivation for owning a woodland has diminished following poor financial returns on timber and trees and deer grazing damage. However, FF has enabled a new use for the woodland to be found, namely a nature trail, which enhances visitor's enjoyment of the area and attracts people to visit the farm on their way.

Economic & Development Impacts

5.6.12 The enterprises have maintained 2.5 family jobs. Although there is no charge for admission to the interpretation centre, and products are not sold on site (save for charcoal), local producers and artists benefit from the advertising of their products and any sales which this generates. The growth of so many enterprises on one site attracts more – for example, Radical Services, a private care organisation, are currently building a log cabin in the woods above the farm for outreach programmes to build children's confidence and orientation.

Environmental

5.6.13 The management of the woodland for a nature trail puts the emphasis on nature conservation and wildlife. The interpretation centre promotes wood and its uses and thus encourages people to look to wood in the future. The set up at Low Bridge Farm promotes 'green tourism' as visitors to the centre and tea room arrive on foot.

Recreational and Social Impacts

5.6.14 Low Bridge Farm offers a package for the visiting walker; a tea garden, accommodation, woodland walks, and the interpretation centre. The interpretation centre is an educational resource.

Anticipated Future Impacts

5.6.15 There is potential to use the old pottery studio for courses which benefit the local community. For example, computer courses would help those in rural deprived areas.

Figure 5.9 Interior of the Woodland Interpretation Centre at Low Bridge End Farm

Source: PACEC

Effectiveness and Value for Money

Importance of FF Assistance

5.6.16 Funding from FF has made ideas achievable in the case of Low Bridge End Farm and has driven the family to focus and to prioritise. It is likely that without FF they would have carried out the work but it would have taken longer (5 years instead of 5 weeks). Furthermore, the family were grateful for having someone who was local and who knew them at the end of the phone throughout the process.

Additionality

5.6.17 The impacts of the FF scheme on the farm and wider community are outlined above.

Effectiveness

5.6.18 The timing and amount of funding were appropriate for the family's needs.

Administration and Process

5.6.19 The FF grant differs from other grants (e.g. RES grant) in the sense that it is much more flexible and the recipient need not be so specific which makes it more 'user-friendly'. For example, altering the model of a washing machine for the barn rendered a RES grant unobtainable.

5.6.20 Though not a direct criticism of FF, a comment was made regarding the business advice the family received. The service provided was said to be disappointing and took far too long. In effect, they were left to write their own business plan.

Fit with Policy & Funding Objectives

Improvements & Future Project Requirements

5.6.21 No improvements were cited for the FF programme.

5.6.22 The family would like to attain higher level environmental stewardship in the future.

5.7 Marron Leys Wood

Key Details

Location: Marron Leys Wood, Lamplugh Workington, Cumbria CA14 4SG

Aim/Description: Planting of farm land near to 3 villages with mix of broadleaf and pine

Total Planted Area: 33.95 Ha

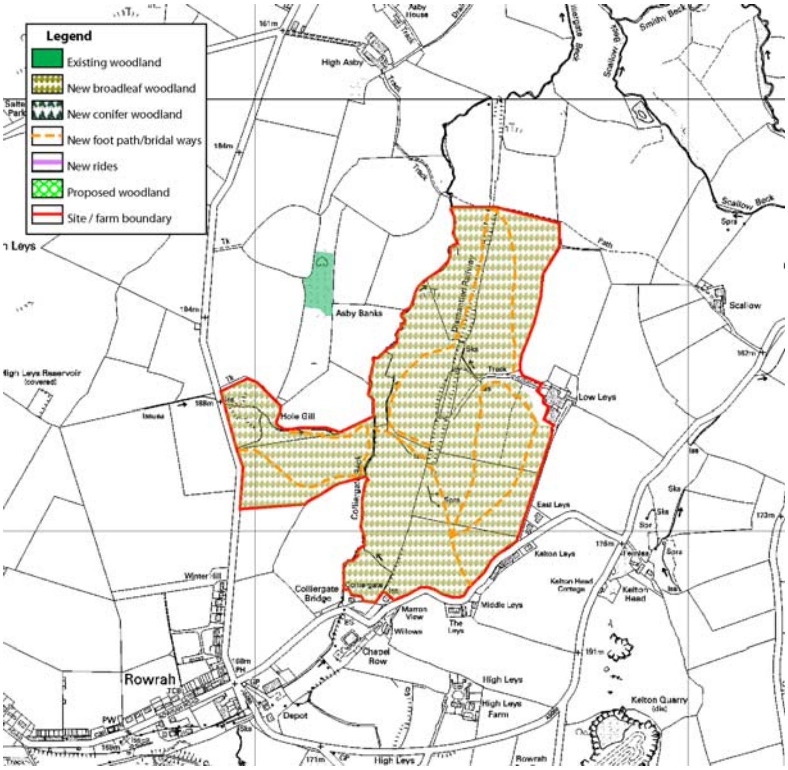
Amount of FF Funding: £66,324 for planting

FF Assistance: Grant

Key Impacts: environmental, forestry, total farm diversification, land liquidity

Employment Impact: Safeguard 1

Figure 2.1 Location of Marron Leys Wood



Source: PACEC

Detailed Description of Project

5.7.1 After 38 years as a diary farmer, the owner of this woodland decided to convert his land to woodland. From a total land area of 163 acres, 100 acres are now woodland, of which 70acres (33.95 Ha) have been planted as a result of the FF scheme. The farmer was approached by George Bruce of George Bruce Associates, a woodland adviser, who introduced him to the FF scheme. He suggested conversion to woodland as an alternative to farming, following the outbreak of foot and mouth and the decision of the farmer's son to move away from farming. The alternative markets (leisure, equestrian) were believed to be saturated. Although the conversion has meant a devaluation of land, the income generated is more stable and the workload for the farmer is lower.

5.7.2 The planting took place 12 months ago and is a mixture of English broadleaf and Scot's Pine. The farmer also added ponds for shooting and fishing and pathways.

5.7.3 Marron Leys Wood was a finalist in the county's annual Countryside Awards.

Figure 5.10 Marron Leys Wood

Source: PACEC

Assistance Provided by FF

5.7.4 The farmer was assisted by FF in the form of a grant, which covered the employment of George Bush Associates to oversee the project, the planting of trees, the creation of tracks, ponds and, benches and nest boxes and the continued maintenance by the farmer. Furthermore, Edward Mills was responsible for the initial framework of the scheme.

5.7.5 The conversion could not have happened with the help of FF. Alternative land uses might have been investigated such as quad-biking, commercial fishing/shooting or the sale of the land, all of which were not attractive options.

Impacts

Forestry, Farming and Land Use

5.7.6 Marron Leys is one of the largest farms in West Cumbria to be converted to woodland and in total 67,500 trees were planted. All diary farming on the site has ceased and the buildings are redundant. 63 acres are let for sheep farming.

5.7.7 The biggest problem is the fertility of the soil which, despite ensuring the trees grow rapidly, also gives rise to dense grass, and hare, deer and slug problems. Thus the site requires a great deal of management which is carried out solely by the farmer himself. The weather also hampers progress.

Economic & Development Impacts

5.7.8 The conversion to woodland has enabled the land to continue to support the farmer and his wife, with the farmer undertaking approximately 365 hours of work per year. He hires no additional labour for woodland management.

5.7.9 The farmer can also make use of equipment which he has from his farm (e.g. tractor, mower, and trailer). Otherwise he would have had to fund the purchase of this equipment.

5.7.10 The farmer admits that this was the right time to move out of dairy and he would not have been able to take the alternative option which was to upsize. The conversion of his land to woodland was appropriate to his age and land ownership status and as such would not be a viable option for many others. He has had to accept a devaluing of his land and the permanent change in its land use.

Environmental

5.7.11 The trees have been planted haphazardly in order to create a natural woodland but as such are more difficult to manage. Given their high density, some losses are expected and will leave sufficient trees to qualify for payments.

5.7.12 The biodiversity gains on the site are significant. For example, the presence of voles on the land and the farmer's erection of nest boxes have attracted barn owls to the area. 7 have been seen since the planting took place.

Recreational and Social Impacts

5.7.13 Despite being advertised by the District Heritage Society, and being located close to the village community, the farmer would like to discourage people from using the land to exercise their dogs on. However, the woodland is there for people's enjoyment and as such has a permissive footpath across it. It is also used by shooting parties (partridge and duck). There have been communications with the local primary school to get involved. The high premium for insurance with public access adds to the cost of opening the woodland to the public.

5.7.14 One might argue that the quality of life for the farmer has improved as the maintenance of the woodland is less stressful and allows him more free time.

Anticipated Future Impacts

5.7.15 The public's involvement with the land might be explored further e.g. the development of more shooting opportunities.

Effectiveness and Value for Money

Importance of FF Assistance

5.7.16 The farmer could not have converted his land and diversified from dairying with the help of Forest Futures. He would have had to consider other recreational options which would arguably not had the same environmental and community benefits.

Additionality

5.7.17 The impacts of the FF scheme on the farmer, his land and the local community are outlined above.

Effectiveness

5.7.18 The funds allocated by FF have covered the planting of the site and the creation of some features, such as ponds, benches, etc. The scheme has allowed full diversification from dairying and generates an income sufficient for the farmer and his wife to live on.

Administration and Process

5.7.19 There were no specific comments about the delivery of the FF scheme.

Fit with Policy & Funding Objectives

Improvements & Future Project Requirements

5.7.20 There were no improvements suggested for FF.

5.7.21 The farmer's plans for the future include the application for a stewardship grant and planning of other species on the land such as more Scot's Pine.

5.8 MJ Cabinet Makers

Key Details

Location: MJ Cabinet Makers, The View, Braithwaite, Keswick, Cumbria CA12 5RY

Aim/Description: Upgrade of premises to facilitate business growth

Total Planted Area: n/a

Amount of FF Funding: £7,000 for dust extraction unit, funding of business advice

FF Assistance: Top up grant, funded business advice, signposting to funding bodies

Key Impacts: business development, employment generation

Employment Impact Safeguard 1, +2PT, +4FT

Detailed Description of Project

5.8.1 The owner of MJ Cabinet Makers started in the profession as a joiner at Greens and a machinist at Peter Hall & Sons before deciding to set up his own business as a cabinet maker. His cabinet making business provides high quality furniture using local wood and slate for the upper end of the furniture market. He was assisted by the West Cumbrian Development Company who helped him draw up a business plan and gave him access to a medium unit in April 2000 with no financial commitment and reduced rent for the first year.

5.8.2 In 2004, he decided to move the business to new premises to enable the business to grow. Larger units on the same site were uneconomic and the address was not helping to attract business. The search for an appropriate property took 2 years, during which time, he was also developing a business plan.

5.8.3 Neville (FF) knew about MJ Cabinet Makers prior to joining Cumbria Woodlands and approached the company after FF had been set up. FF was able to help fund the development of a business plan, using the West Cumbrian Development Agency, and signposted the owner on to CREA to make use of their free planning service.

5.8.4 Having found a property in a rural setting, near a main road, with 3 phase electricity and close to a centre of population, the owner bought the shell at auction, including 2 acres for £25,000 using savings and a bank loan.

5.8.5 The total costs of converting the building for use were in the region of £120,000, of which £10,000 were for the electricity connection alone, £80,000 was spent on the building itself and £16,000 needed to be spent on the access road. These funds were covered by a bank loan, personal and family funds, a Rural Development Services Development Grant, Distinctly Cumbrian, Leader Plus, Defra Rural Enterprise Scheme and Forest Futures.

5.8.6 Planning permission was granted on the basis of Foot and Mouth diversification. However, given that the neighbouring land is SSSI, there were some objections from English Nature. MJ Cabinet Makers moved into their new premises in November 2004 and the building was officially opened by HRH The Prince of Wales earlier this year.

5.8.7 Distinctly Cumbrian also acted as a broker for website designers and put up a 50% grant towards the costs of designing a website, which is currently being completed.

Figure 5.11 Matt Jardine's new premises

Source: PACEC

Assistance Provided by FF

5.8.8 FF contributed £7,000 to cover the costs of a dust extraction unit. The business advice which FF provided enabled the company to qualify for grant aid and assured the owner that he was able to pay for the project. Neville also signposted the company onto other Cumbria grant schemes such as Distinctly Cumbrian, Creative Industries, and Light Industries. Furthermore, the owner made use of having someone at the end of the phone to talk to.

Figure 5.12 The Workshop

Source: PACEC

Impact

5.8.9 The main impacts relate to the economic and development gains but there are also benefits environmentally and socially.

Forestry, Farming and Land Use

5.8.10 The conversion of the new premises for MJ Cabinet Makers makes use of a disused farm building. The surrounding land is maintained according to the specifications of English Nature. There is little need for access/parking on site, only for deliveries and for visitors to the workshop.

5.8.11 There is a neighbouring wood which could be used for timber collection in the future.

Economic & Development Impacts

5.8.12 The move of MJ Cabinet Makers has safeguarded one full time job and 2 other members of the family are employed part time. The company now has the potential to generate 4 additional jobs in the next 5 years and this seems a likely target. The owner hopes to take on an apprentice and has already had work experience student with him, which would not have been possible in his previous unit. It should be noted that the employment which is being created is quality employment and skills are being developed. While in 2001 Cumbria already demonstrated a higher than average proportion of skilled trades occupations (16.3% compared to 11.5% in England), the potential for the business to train students will contribute, all be it, to a very small extent, to the county's historically poor growth rate in the proportion of full time students.

5.8.13 The company now also has the means to expand, to take on more commissions and to house its own showroom, whereas in the past, the lack of space and resources restricted the amount of work which the company could accept. (At present there are not sufficient stocks to replenish stock sold in galleries). The development of the website it is hoped will promote the work of the company to a wider audience.

5.8.14 There are in addition knock on economic effects on the local area, given that customers may come to visit the workshop prior to a commission and stay in the area and maybe make a weekend of it in the Lake District, generating monetary flows which would not otherwise have occurred. The owner also makes use of local galleries to advertise and sell his work and when work is sold, these local businesses will take a commission, so adding to their own turnover. There is potential to show work in more local galleries in the future.

5.8.15 In the same way, the suppliers from which MJ Cabinet makers get their timber benefit from the expansion of the business. The company uses only Cumbrian timber from 2 sawmills and dryers (who also advertise his work) and the volume of timber he demands is set to increase.

5.8.16 It should be noted that there is evidence to suggest that the company has taken some work from a larger-scale competitor in the furniture-making business.

Environmental

5.8.17 The use of local timber sources also has social and environmental impacts. His demand helps to ensure that local woodlands are managed, bringing environmental benefits to the area. Furthermore, the suppliers chosen have a replanting program, ensuring that native forests are conserved.

5.8.18 The natural landscape surrounding the new premises has remained unchanged, save for the access road to the site.

Recreational and Social Impacts

5.8.19 The new premises provide a setting which is suitable for visiting customers and a pleasant environment for people to work.

Anticipated Future Impacts

5.8.20 The steady increase in employment in the next few years will benefit the local area. The company's promotion of Cumbrian wood is positive for the county and for the forestry business as a whole, especially as work goes out of Cumbria and abroad. The passing down of furniture making skills ensures that this art will not be lost in future generations and that wood will continue to have a market.

Figure 5.13 Matt Jardine's Work

Source: PACEC

Effectiveness and Value for Money

Importance of FF Assistance

5.8.21 The company could not have got to its current stage of development without the help of FF. Not only because of the grant aid but also the signposting to other funding agencies and the business advice funded by the programme.

Additionality

5.8.22 MJ Cabinet Makers believes that they would not have got planning permission for the property without the planning advice supplied by CREA (who were signposted by FF).

Effectiveness

5.8.23 The company is now established in its new premises and is already benefiting from the ability to accept new commissions and expand in size.

Administration and Process

5.8.24 There were no specific comments with regard to administration and process of the scheme. However, the owner did find it valuable to have someone he knew at the end of the phone to talk to throughout the process.

Improvements & Future Project Requirements

5.8.25 There were no suggested improvements with relation to the Forest Futures programme.

5.8.26 In terms of the company's plans for the future, following the construction of the website, a show room/display area will be built, although there will be no retailing (would require additional planning permission and selling produce on site slows down work). The office will also move to the new premises.

5.8.27 The owner hopes to rent the neighbouring field to a friend who would then manage the land. The neighbouring woodland presents a potential source of wood.

5.9 High Head Sculpture Valley

Key Details

Location: High Head Sculpture Valley, High Head Farm, Ivegill, Carlisle, Cumbria CA4 0PJ

Aim/Description: Planting of small woodland on farm land, establishment of a sculpture park and workshop

Total Existing Woodland: 0.2 Ha

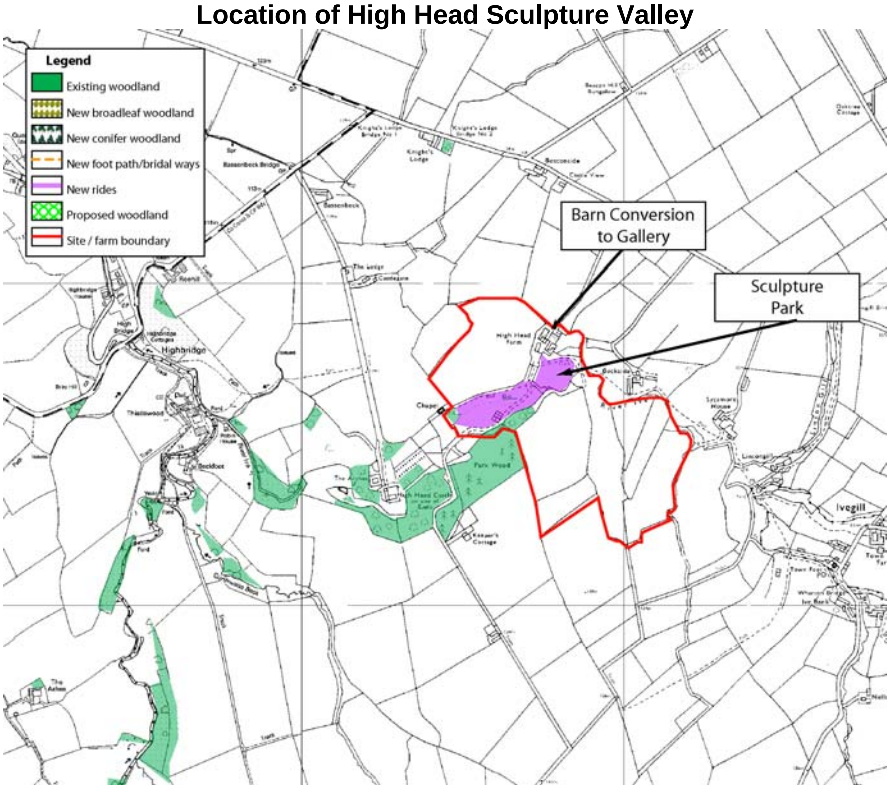
Amount of FF Funding: £10k for business development, plus some help with business planning.

FF Assistance: Business Development Grant and Brokerage role

Key Impacts: environmental, forestry, farm diversification, tourism and recreation

Employment Impact: Safeguard 2, +5PT

Location of High Head Sculpture Valley



Source: PACEC

Detailed Description of Project

5.9.1 Following Foot & Mouth, the owner of High Head farm moved into landscape gardening and farming was carried out part-time. He continued to sculpt wood in his spare time. The farm land was also used to attract visitors to the site, by means of a gallery, sculpture park, tea room and woodland walk.

5.9.2 The new attractions and enterprises on the farm were all established at the same time, along with a sculpting workshop for the farmer and a small plot of woodland planting on farmland.

5.9.3 Today, visitors can walk around the gallery, sculpture park and diary farm as well as spend time in the tea room and shop or take a walk across the farm land, with stunning views of the surrounding area. The farmer also rents out one workshop to a local artist and invites school groups to classes in his own workshop. One farm building is rented out to a doll museum, which is open 6 days a week. The tearoom also has the facility to separate a function room for group bookings.

5.9.4 The owners of High Head Sculpture Valley have recognised that marketing is key to the success of their venture and have donated considerable thought and resources into promoting the centre, and have taken on a PR (for 1 day a month) who has made use of local editorials, television and radio. The centre attracts 6,000 visitors per year and regards itself as complementary to a gallery 8 miles away which opened in 1998 and attracts around 40,000 people per annum.

Figure 5.14 High Head Sculpture Valley

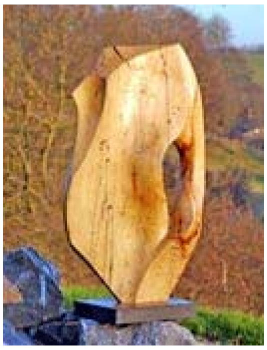
Source: PACEC

Assistance Provided by FF

5.9.5 Forest Futures was instrumental in bringing together funding bodies to supply the necessary funds for this project to go ahead. Acting as the central body, FF was able to generate a total of £54,000 from different agencies (e.g. CREA, Cumbria Tourist Board, Leader Plus), which reduced the pressure on individual agencies to put forward all the funds.

5.9.6 FF also contributed £10,000 towards business development and funded the business planner.

Figure 5.15 Sculpture exhibited at High Head



Source: High Head Sculpture Valley

Impacts

Forestry, Farming and Land Use

5.9.7 The dairy farm has undergone partial diversification and despite still being on the site and in close proximity to the centre, it generates little public interest.

5.9.8 The woodland planting represents only a small area of converted farmland.

Economic & Development Impacts

5.9.9 The tearoom provides 5 part time jobs, primarily for farmer's wives in the area. These jobs are flexible, close to home and make use of the skills the employees have. These are important jobs, given that the proportion of workplace jobs (jobs for the county's resident population) in Cumbria in 2003 was a little below the national average and the growth in workplace jobs between 1991 and 2003 has also trailed regional and national growth.

5.9.10 In addition, the land supports 4 family jobs; one son works full time on the diary farm; the farmer works full time on landscape gardening, with a view to passing more work to his other son to concentrate more on his sculptures and the centre's maintenance; his wife works full time in the tearoom.

5.9.11 Furthermore, the gallery displays work by local artists and sculptors, including the Sculpture & Group who exhibit regularly. Thus, the development helps promote their work as well as raise some money for the farm through (30%) sales commission.

5.9.12 The presence of two galleries within a short distance of one another serves to help both enterprises by bringing people to an area which would not otherwise be regarded as a tourist destination.

Environmental

5.9.13 Flat grazing fields had to be drained in order to create the valley used for the sculpture park. The shelter and security offered by the valley and the creation of a pond has attracted wildlife to the site, including red squirrels, otters, heron, kingfishers, goldfinch and buzzards (large increase) as well as mammals in the longer grass.

Recreational and Social Impacts

5.9.14 People are drawn to the centre because the work on show is specialised and any future developments must also present a unique product in order to draw people to the area. The location of the centre is also such that people can park and walk, using it as a central point to do circular trails.

Anticipated Future Impacts

5.9.15 The neighbouring farm will start a caravan park and conference centre and it is anticipated that the two ventures will collaborate.

Figure 5.16 High Head Farm

Source: PACEC

Effectiveness and Value for Money

Importance of FF Assistance

5.9.16 Without the help of FF, the project would have taken longer and they would not have been given as much grant money. This was high compared to other projects (of a total project cost of £95,000, £54,000 was awarded in grant money). The injection of funds at the beginning of the project has contributed to the long-term viability of the development.

Additionality

5.9.17 The impacts of the FF scheme on the farm are outlined above.

Effectiveness

5.9.18 The availability of funding from a number of sources at the same time enabled the rapid and complete re-development and part diversification of the farm, from which alternative incomes could be generated.

Administration and Process

5.9.19 The grant forms supplied by FF were more straightforward than forms from other agencies. The complexity of the forms from e.g. Leader Plus acted as a barrier to accessing funding.

Improvements & Future Project Requirements

5.9.20 There were no suggested improvements to the FF programme.

5.9.21 Future plans include the development of milk by adding value and the farmer is currently exploring the opportunities for ice-cream, cheese and milk-based farmhouse puddings. Also considered is the development of wood-related courses and other artist's courses (e.g. stone sculpting). All of these ideas would be designed to bring people to the area.

5.10 Longtown Timber Yard (TG Norman)

Key Details

Location: Longtown Timber Yard (TG Norman), Boothby Sawmill, Lanercost, Brampton, Carlisle, Cumbria, CA8 2HD

Aim/Description: Sawmill's investment in fire-logging machinery

Total Planted Area: n/a

Amount of FF Funding: £10,000 towards wood processor

FF Assistance: grant & funding of business advice

Key Impacts: business development and diversification

Employment Impact: Safeguard 2, +2

Detailed Description of Project

5.10.1 TG Norman's Sawmill is one of the few processors of hardwood timber remaining in the UK. While it used to specialise in the production of pit props and chocks from the off-cuts, the market for these has all but disappeared and an alternative end use for the off-cuts has been identified – firewood.

5.10.2 TG Norman recognised that there is a ready supply of local hardwood but there are few mills operating to convert this wood for use. The investment in a fire logging machine allows wood to be utilised which would otherwise be left to rot. Forty percent of products from wood are by-products e.g. bent wood.

5.10.3 TG Norman investigated funding for the machine and was turned down by Defra who will not help fund wood projects and by Distinctly Cumbrian. The company was passed on to Cumbria Woodlands who agreed to give TG Norman a grant for £10,000 towards the total cost of the machine (£30,000 in total) and provide the company with the necessary business advice.

Figure 5.17 TG Norman Sawmill

Source: PACEC

Assistance Provided by FF

5.10.4 FF gave TG Norman £10,000 towards the costs of the fire logging machine and funded business advice for the firm's change of focus. The business plan constructed as a result of this funding has generated £50,000 support from a regeneration company which would not have backed the company without the business plan. The director of the company admits that he would not have been able to draw up the business plan himself without the help of the business adviser.

Figure 5.18 New Fire Logging Machine

Source: PACEC

Impacts

5.10.5 The main direct impacts focus on business employment and development. However, there are also important upstream and downstream impacts.

Forestry, Farming and Land Use

5.10.6 The management of hard wood forests is affected by the developments at the Sawmill, given that wood will be extracted if it can be sold to a sawmill for processing. If there is no reason to extract the wood, there are consequences for the state of woodlands (see Environmental Impacts below).

Economic & Development Impacts

5.10.7 The new machine requires an additional 2 employees and safeguards 2 jobs. Previously, when a firewood order came in, the mill would have to be stopped to free up men to undertake the logging manually. This was having significant impacts on the production of timber.

5.10.8 With the new machine in place, the mill can accept larger orders for firewood and respond to the growing trend for split round firewood. Without having the ability to respond to changing market conditions, the future of the mill is threatened (2 similar mills have closed in the last 8 months).

5.10.9 The continued viability of the business ensures that 2 family members are also kept in employment.

5.10.10 There are also upstream employment impacts; people who cut down the trees, transport the trees, produce the plans to manage forests.

Environmental

5.10.11 The activity of the Boothby sawmill has repercussions on the management of woodlands in the area. If the sawmill were to stop demanding hardwood, woods would not longer be harvested and thinned and their sustainability would be threatened. Even today, there are woodlands which are being neglected as European imports flood the market. Even if woods are felled, in some cases, the trees have been known to be left stacked by the road.

5.10.12 The ability for TG Norman to continue in production and to utilise wood which has little economic value ensures that woods continue to be managed and cleared of waste and thus improves the environment in these woodlands.

Recreational and Social Impacts

5.10.13 The purchase of a fire logging machine ensures that workers do not need to undertake this task manually, which improves their working conditions.

5.10.14 There are also social benefits generated from the upstream benefits associated with the management of woodlands, e.g. recreation, and commercial uses such as shooting. Furthermore, forests which now pose a danger because of their height have three options. If there is a local sawmill, they can be felled and the danger eliminated. If there is no sawmill, the forest is either left standing and remains dangerous, or is felled and burnt or left to rot, which is environmentally undesirable.

Anticipated Future Impacts

5.10.15 One may question the sustainability of the sawmill, given that it must diversify in other areas apart from firewood if it is to survive against foreign imports. While the fire logging machine buys time for the mill, more investment is required.

Effectiveness and Value for Money

Importance of FF Assistance

5.10.16 FF represented the only source of funding for a sawmill like TG Norman's. Without the grant, the machinery could not have been purchased and the business would not have been able to evolve to meet changing market conditions. Further support could not have been generated without the help of a business adviser to help draw up a business plan for the company.

5.10.17 TG Norman makes the point that a sawmill is to the forest industry what an abattoir is to the agricultural industry – it provides the motivation to manage wood/livestock. However, a sawmill does not have access to the same funding bodies.

Additionality

5.10.18 The impacts of the FF scheme on the sawmill are outlined above.

Effectiveness

5.10.19 Without new investment the sawmill may have been forced to close down. Without a business plan, the company would not have tried to get a grant and would not have gone to the bank.

Administration and Process

5.10.20 The drawing up of a business plan and help with the changing of business focus represents the ongoing commitment of the FF programme. The grant was supported by formal advice and a local point of contact.

Improvements & Future Project Requirements

5.10.21 The only criticism of the FF scheme was that there was no further potential for grant aid.

5.10.22 If the sawmill is to stay afloat, it requires further investment, namely a cross-cut machine to produce flooring (machine cost: £40,000+) and a kiln and drying shed. Only then will the mill be able to compete with foreign imports.

5.11 Conclusions

5.11.1 The case studies for FF indicate that, through the three branches of funding (woodland creation; woodland management and business support), a wide range of beneficiaries can be reached. FF has impacted directly on businesses, farmers, land agents and families and indirectly on suppliers, visitors and local communities, including schools.

5.11.2 FF's business support branch has enabled the start-up, expansion and diversification of businesses, ensuring the retention of some employment and creation of new employment and apprenticeships. Businesses have benefited not only from direct grant aid, but also from FF's liaison with other funding bodies to access aid. Furthermore, FF's funding of general business advice and the construction of a business plan will benefit businesses in the longer term.

5.11.3 Planting and management funding and advice has, in some cases, enabled the whole or part diversification of farm businesses and saved land from less environmentally-friendly alternative uses. These woodland areas have recreational and tourism value. In addition, woodland awareness has been boosted by enabling non-income earning initiatives to take place, which could not have been set up without the help of FF.

5.11.4 There has been an impact on family structures and family life as a consequence of the FF support. The initiatives secure livelihoods which, of course, has a further effect on the community and environment in the region.

5.11.5 The case study beneficiaries demonstrate that FF funding can work well in combination with help from other funding bodies and similarly, within FF, projects can benefit from being involved with more than one branch of the FF scheme.

6 Environmental Impacts

6.1 Introduction

6.1.1 This section provides a review of the environmental impacts of the Forest Futures project (FF). It firstly describes some background information about the area, the nature of woodlands planted / managed and a review of the range of potential environmental impacts. The rest of the chapter focuses on the impacts of the FF project on: (i) landscape and visual amenity; (ii) biodiversity and habitat creation; and (iii) broader environmental benefits such as carbon sequesterisation. Information has been obtained from a number of sources including both Forestry Commission and Cumbria Woodlands held data sets, FF grant assessment forms, beneficiary survey questionnaires and case studies.

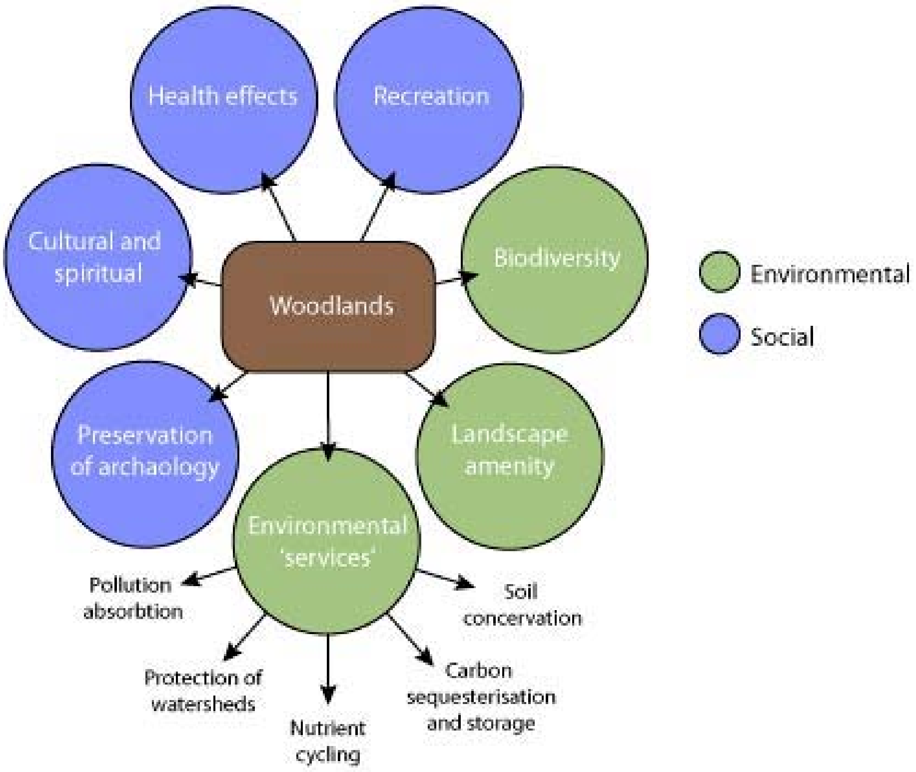
6.1.2 In undertaking the evaluation of environmental impacts a number of sources of information have been identified (and described) that, had they been readily available, would have further enlightened this chapter. These are discussed together with a review of the implications for the development of an evaluation framework for other schemes at the conclusion of the chapter.

6.2 Review Impacts of Woodland Creation

6.2.1 The level of environmental impact arising from woodland creation will depend on a large number of factors such as the location and nature of planting undertaken, (i.e. better thought out planting that is sympathetic to the local landscape and existing habitat will have a much greater positive impact). In this section (Section 6.2) we review the types of impact that woodland creation has and explore how this may be evaluated.

6.2.2 Environmental impacts are difficult to measure as they do not often have a value, e.g.; timber produced by a wood can be given a monetary value based on the market price for the type and quality of timber produced; however there is no market that tracks the value of landscape amenity. For this reason environmental impacts are described as 'non-market benefits'. A summary of the non-market benefits produced by woodland are shown in Figure 6.19.

Figure 6.19 Non-Market Benefits of Woodlands



Source: PACEC after Willis *et al* Sept 2000 *Non Market Benefits of Forestry* and Pearce & Pearce Feb 2001 *Value of Forest Ecosystems*

6.2.3 This chapter is concerned with identifying the environmental non-market benefits (shown in green in Figure 6.19) that the FF project has had on the:

- **Landscape and visual amenity**; how woodland creation has contributed to the natural landscape and impacted the visual amenity of either local people or visitors to the area;
- **Biodiversity and habitat enrichment**; how woodland creation has impacted the overall stock and quality of plant and animal species and developed habitats; and
- **Wider environmental 'services'**; woodlands perform many important environmental functions such as protecting soils and contribute to global natural cycles by retaining nutrients in soils and storing carbon.

6.2.4 The level of environmental benefit from woodlands varies with time, as they grow, and newly created woodland will have a markedly different impact than mature woodland. Table 6.67 provides an overview of these differences. These differences are important to understand as the trees planted as part of the FF project are young (the oldest planted in 2002 are in their third growing season) relative to the age of a mature woodland, which can take between 20 years (hybrid Poplars) to 120 years (mature Oak) to establish. The study brief requires that FF's activities from establishment in 2002 to 2005 are examined and this, in terms of woodland creation, equates to trees in their first to third growing seasons.

Table 6.67 Variation of Environmental Impact with Time

Category	New Woodland	Mature Woodland
Landscape and Visual Amenity	Small growing trees perceived to be visually less impressive than mature woodland.	Mature woodland can significantly impact the landscape.
Biodiversity	Initially low biodiversity as trees are planted (although greater in biodiversity than some crops). Land around trees quickly covered by low lying growth that supports a wider range of insects, rodents (particularly voles) and their predators (e.g. barn owls*).	Established mature woodland supports a wider diversity of species.
Environmental 'Services'	Small growing trees have a relatively minor role protecting soil, reducing run off, etc. but the growing trees are storing carbon into their structure.	The structure of established mature woodland can reduce the level of run off from the land, loss of soils and nutrients into watercourses, recharge of groundwater, and can induce a number of climactic changes.

*Most areas of new woodland observed during the case studies included 'raptor posts' which, together with nesting boxes encouraged barn owls and other predators.
Source: PACEC

Grants for Woodland Creation: Review of Scoring System Used

6.2.5 FF manages the application, distribution and monitoring of a grant that acts as a top up to the Forestry Commission grants for woodland creation. A scoring system has been used by FF to judge applications for the FF supplementary grant and gives preference to woodlands that create public benefits and those that had engaged with other schemes (e.g. FF schemes, ESA or Stewardship schemes). Table 6.68 indicates the current scoring system used for the FF Contribution to the Woodland Grant Scheme (form 'WGS 2b').

6.2.6 The historic record of scoring assessments for supplementary woodland grants has not been made available from the FC or FF.

Table 6.68 Forest Futures Supplementary Grant Scoring System

Category	Criteria	Points
1. Cumbria Woodland Vision	Fit with geographic character within Cumbria Vision	(Y/N)
2. Woodland Type	Productive woodland (broadleaf and conifer)	Max 50
	Native Woodlands contributing to HAP targets	Max 50
3. Provision of Access & Recreational Areas	New woodlands providing public access, with an estimated minimum of 1,000 visitors, within 3km of market town or 1km of a village	Max 50
4. Rural Development	Providing access with a minimum of 3,000 visits per year	Max 10
	Estates and Farms with a professional whole farm / estate business plan	Max 10
	Demonstrate links with DEFRA's RES, ESA or CSS plans	Max 10
	Demonstrate links with other FF programmes	Max 10
	Demonstrate the support of the local community	Max 10
	Demonstrates support for other rural development initiatives or eligible for FWPS	Max 10
	Area of planting is over 25ha or over	Max 10

Source: FF; July 2003

Areas of land planted & nature of planting

6.2.7 The total area of land planted during the study period was **404.4 ha.**

6.2.8 The amount of broadleaf and coniferous planting undertaken on the basis of the first payments made to the applicant is shown in **Table 6.69**, below, based on figures provided by the Forestry Commission.

Table 6.69 Types of Planting in the Forest Futures Area

	Area (ha)		
Year of first payment	**Conifers**	**Broadleaves**	**Total**
2002-2003			91.86
2003-2004			79.37
2004-2005			233.17
Total			404.4
%	12%	88%	404.4-

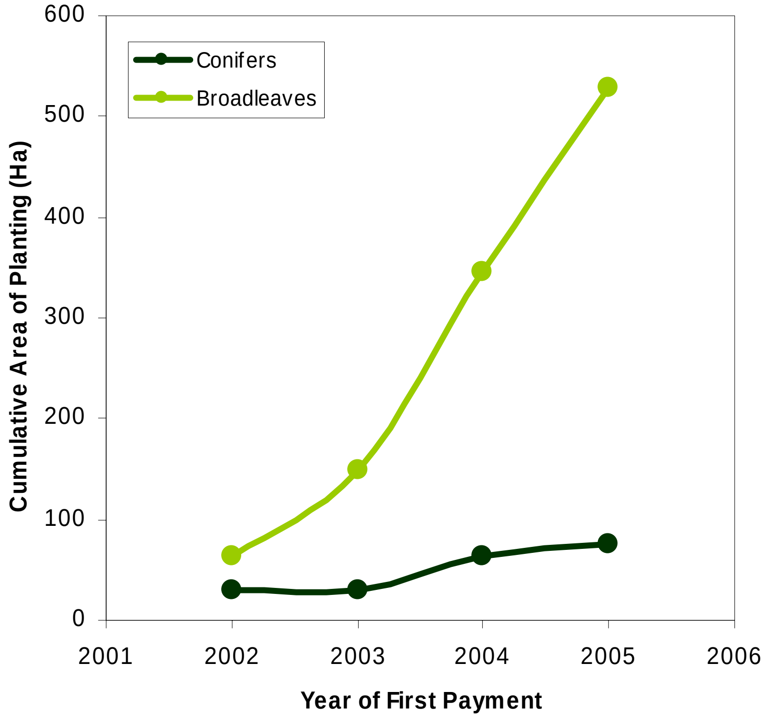
Source: FC (Summary of Claims and Budgets for All Years 2nd November), PACEC

6.2.9 Figure 6.20 illustrates the cumulative total planting of broadleaf and conifer trees during the FF project. Generally planting in the FF is broadleaf woodland with the amount of conifer established during the study period just over ten per cent of the amount of broadleaf.

6.2.10 Figure 6.20 also shows that the planting rates have remained relatively constant, with an average of 130ha per year for broad leaf and 18ha per year for conifer. The rate of planting is greatest in the third and fourth years of the project, potentially reflecting that the project was established and gaining momentum.

6.2.11 From the 39 schemes planted between 2002 and 2005 the range in size of schemes was between 5ha and 68.8ha. The average size of schemes was 15.5ha. Table 6.70 shows that more than half of all the land planted were in schemes between 10ha to 24.9ha in size, based on FC provided information.

Figure 6.20 Amount of Broadleaf and Conifer Planting in Forest Futures Area (Cumulative, All Data)



Source: FC (Summary of Claims and Budgets for All Years 2nd November), PACEC

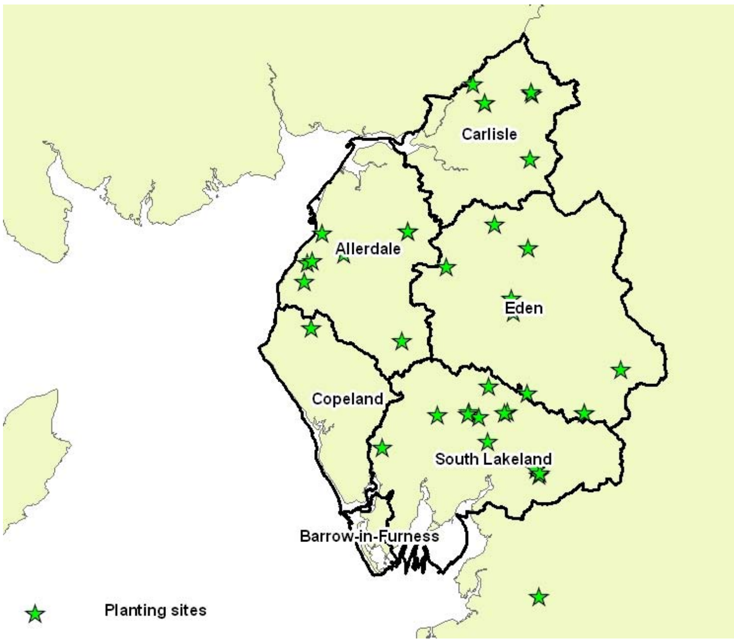
Table 6.70 Scale of Planting in the Forest Futures area

Scale of Planting	Number of Schemes	Proportion of Area of all planting (%)	Average Area (ha)
Less than 5ha	0	0%	-
5 to 9.9ha	17	17%	6.03
10 to 24.9ha	14	33%	14.13
25 to 49.9ha	6	30%	29.80
50 to 99.9ha	2	21%	62.53
Total	39	100%	15.49

Source: FC (Summary of Claims and Budgets for All Years 2nd November), PACEC

6.2.12 The locations of the 39 FF schemes planted are shown in Figure 6.21, below. The map illustrates that the new planting has been well distributed across Cumbria.

Figure 6.21 Areas of New Woodland Creation



Source: PACEC

6.2.13 Part of the evaluation of the FF project has involved trying to determine the additional impact that the FF supplement has had relative to the Forestry Commission's grants for woodland creation (woodland creation grants have been widely available to applicants from the Forestry Commission). It is very difficult to make such distinctions when it comes to the environmental impacts and might require some evidence comparing the different environmental impacts of woodland created both with and without the FF supplementary grants. Therefore, it has been assumed that the two of grants are strongly linked/connected and that new planting would *not have taken place* without the additional FF supplement. Therefore, the impacts from all areas of new woodland creation are considered.

6.3 Review Impacts from other FF Activities (Woodland Management, Business Support)

6.3.1 Woodland creation is branch of the activities of FF and in this section we review the wider activities of woodland management and business support. Woodland management, if undertaken in a considerate and sustainable way, act to maximise the environmental benefits of an area of woodland. Woodland management can vary in its extent and its impacts, which can also vary, are similar to those described above in Section 6.2. The impacts of woodland management are closely related to those from woodland creation.

6.3.2 Environmental Impacts of Management

- Locally managed woodlands supply local suppliers, so reducing transport costs
- Managed woodlands ensure timber can be utilised and does not rot, etc

6.3.3 Education and business support activities are less likely too directly impact the environment. However, training or educational activities may improve environmental awareness, or help businesses adopt more environmentally friendly practices. The case studies, beneficiary and wider surveys identified a number of such instances and are summarised below:

6.3.4 Environmental Impacts of Business Support

- Local Timber Sourcing
    - 38% saw an increase in local timber usage as a result of FF involvement. The mean increase in use of local timber was 52.9%.
    - case study evidence
- 'Green' Tourism
    - case study evidence
- Environmental Awareness
    - 89% of beneficiaries mentioned environmental improvements resulting from the FF programme.
    - 81% cited an interest in the environment as a wider impact of the FF programme

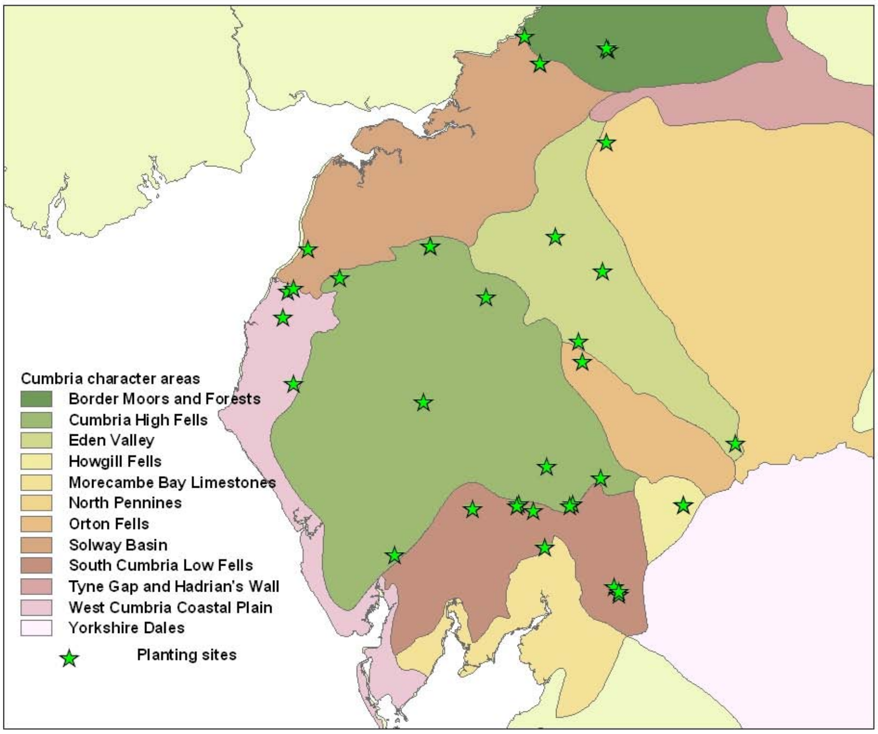
6.4 Landscape and Visual Amenity Impacts

6.4.1 The following section reviews the nature of the impact that FF has had on the landscape and visual amenity; whether new woodland creation is consistent with guidance, re-enforces existing patterns of woodland planting and brings visual amenity benefits. Desk study and the returns of beneficiary and wider survey information have been used and no attempt has been made to fully evaluate the landscape and visual impacts of new planting in the field. It is recommended that such an assessment be undertaken by a specialist as part of any future evaluation.

Landscape Character Types Assessment

6.4.2 The landscape of Cumbria is divided into a number of Landscape Character Types (LCT's). The regional level classification of landscape character, available from English Nature, is shown in Figure 6.22.

Figure 6.22 Landscape Character Types across the FF area



Source: English Nature, FF, PACEC

6.4.3 Table 6.71 compares the area of new woodland creation planted within the landscape designations described above:

Table 6.71 Match of Areas of New Woodland Creation with Landscape Designations

Landscape Designation	Amount of new planting in LCA (ha)	Proportion of total amount of new planting (%)
Landscape Character Assessment Areas		
Border Moors and Forests	50	8.6%
Cumbria High Fells	95	16.4%
Eden Valley	45	7.7%
Howgill Fells	12	2.1%
North Pennines	9	1.5%
Orton Fells	56	9.6%
Solway Basin	54	9.3%
South Cumbria Low Fells	120	20.7%
West Cumbria Coastal Plain	64	11.0%
National Parks (within 500m)		
Lake District	0	100%

Source: English Nature, PACEC

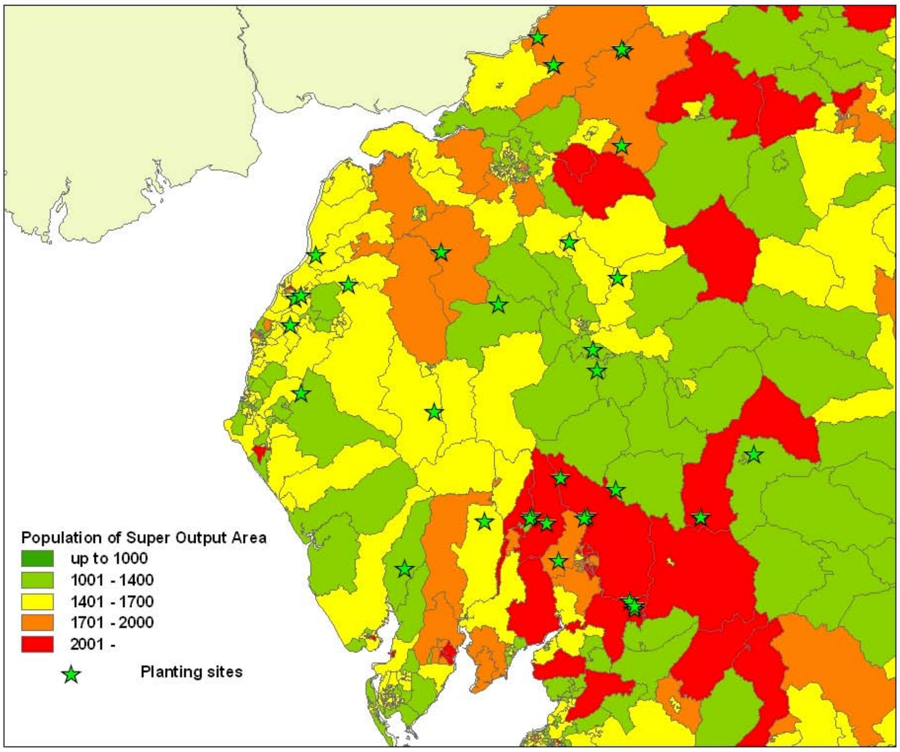
6.4.4 Almost half (48.1%) of all new planting within three landscape character areas: South Cumbria Low Fells (20.7%), Cumbria High Fells (16.4%), and the West Cumbria Coastal Plain (11.0%).

6.4.5 Although specialist assessment of the impact has not been undertaken it was clear from case studies that planting in most cases observed had been sympathetic to the local landscape character and had aimed to enhance it. Details of the exact planting areas and a comparison of the extent existing ancient semi-natural woodland, together with details of the species mix planted would have helped with this part of assessment.

Proximity to population and landscape value

6.4.6 Figure 6.23 and Table 6.72 provide a comparison of planting area with resident population. These give an indication of the number of people (residents) who may experience an improvement in visual amenity as a result of the planting:

Figure 6.23 Population at 'Super Output' level across the FF area



Source: ONS, PACEC

Table 6.72 Population Density in the vicinity of new planting across the FF area

Population Density in the Vicinity of New Planting Scheme people per km	Number of Schemes	Proportion of total amount of schemes (%)	Proportion of total area of schemes (%)
0-19	21	57%	59%
20-49	10	27%	31%
50-99	3	8%	4%
100-199	1		

		3%	3%
200-399	2	5%	3%
Total	**37**	100%	**100%**

Source: PACEC

6.4.7 The FF region has a moderate residential population density (an average of 42 people per km^2 compared with the average of 35 people per km^2 for England and Wales)[4]. However, almost 90% of the total area of planting is within areas with a population density of less than 49 people per kilometre. This suggests that the visual amenity impact of the planting has been generally low given the low density of residential population in proximity to the planting, especially as the woodlands are at an early stage of maturity. The level of impact on the visual amenity of tourists and visitors to the area is thought to be moderately high overall in the context of the wider Cumbrian landscape, given that much of the area is a national and if not internationally famous tourist destination.

6.5 Biodiversity and Habitat Creation

6.5.1 This review of the impacts of the FF on biodiversity and habitat creation has not examined the impact of individual schemes and provides a general summary of the impacts at a wider scale. However, some evidence from the scoring assessments of scheme applications is summarised here, together with information from the desk based and case studies.

6.5.2 Areas of woodland created under the FF project were observed during the case study visits to be at an early stage of development and as such were noted to have retained a number of species from their 'precursor habitats'. Although specific details of the previous land use was unavailable for all the schemes it was reported that virtually all of the land was previously used as farmland, mostly for pasture. The biodiversity impacts observed were, reportedly, low in comparison with the potential longer term impact of mature woodland. The long term potential biodiversity impact could not be evaluated and would require a specialist to examine a greater level of information including; the specification of planting, species and amount of open ground incorporated in the scheme.

4 Census 2001, ONS

6.5.3 The biodiversity and habitat aspects of woodland creation are considered in the assessment of schemes by the FF. The main areas considered in relation to woodland creation are:

- Where woodlands are productive (both conifer and broadleaf) or where they are 'native woodlands' which contribute towards Cumbria's woodland HAP; and
- Where woodlands are greater than 25ha in size.

6.5.4 Biodiversity and habitat aspects are also considered in relation to woodland management grants:

- Renovation of under managed woods and infrastructure; and
- Protection of Ancient Woodland Sites (AWS) and Habitat Action Plan/Species Action Plan (HAP/SAP) targets.

6.5.5 Details of the scores of schemes (for both woodland creation and woodland management grants) against biodiversity criteria are summarised in Table 6.73 below. Interestingly the assessment of schemes either awarded maximum points or none at all against different criteria.

Table 6.73 Summary of Scoring for New Planting Against Biodiversity Criteria

Criteria	Number of Schemes Scoring	Total Score for Schemes	Average Score
Woodland Creation (39 scoring records)			
1. Contributes to Cumbria Woodland's HAP	27	1,300 (out of 1,300)	50 (out of 50)
2. Scale (>25ha)	7	70 (out of 70)	10 (out of 10)
Woodland Management (52 scoring records)			
1. Renovation	29	1,450 (out of 1,450)	50 (out of 50)
2. Protection (AWS/HAP/SAP)	21	1, 050 (out of 1,050)	50 (out of 50)

Source: FC, PACEC

6.5.6 In terms of biodiversity criteria for woodland creation 27 out of the 39 (nearly 70%) of schemes achieved maximum points for the potential contribution to Cumbria Woodland's HAP targets. Fewer of the schemes achieved maximum points in relation to size

6.5.7 The scoring of applications for woodland management grants indicated that a significant proportion of the schemes would contribute to the renovation of under managed woods and infrastructure (29 out of 52 schemes [56%]) and a similar number contributed towards the protection of AWS and HAP/SAP targets (21 out of 52 schemes [40%]).

6.6 Other Environmental Impacts

6.6.1 The following section provides an analysis based on a similar assessment undertaken as part of the evaluation of the South West Forest project of the amount of carbon sequestered by the new planting during the study period. The report has not attempted to evaluate some of the wider environmental impacts new planting has had, for example protecting soils, contributing to global natural cycles by retaining nutrients in soils, protecting floodplains and it is recommended that such an assessment be undertaken by a specialist as part of any future evaluation.

Carbon Sequestered by New Planting

6.6.2 Since the creation of the Forest Futures project 404.4 ha of new woodland has been created. This splits roughly 12% conifer and the ever increasing balance being broadleaf.

6.6.3 A methodology developed by the South West Forest (SWF) Project and used in its evaluation, when applied to the FF evaluation, calculates (on the basis that every 0.4 hectares of woodland 1 tonne of carbon is being stored each year of growth by the whole tree) woodland creation in the Forest Futures area has sequestered approximately 3033 tonnes of carbon. Annual figures are shown in Table 6.74:

Table 6.74 Carbon Sequestered from Planting in the FF area

Year	Area of planting (ha)	Carbon Stored Annually (tonnes)	Total Carbon Stored 2002 - 2005 (tonnes)
2002-3	91.86	229.65	688.95
2003-4	79.37	198.42	595.27
2004-5	233.17	582.92	1748.77
Total	**404.4**	**1010.99**	**3032.99 tonnes**

Source: PACEC

6.6.4 The SWF methodology then goes on to calculate the value of carbon on the basis of current trading on the EU Emissions Trading Scheme (ETS) which values carbon at about 20 Euros per tonne (0.684 to the £) this is equivalent to £41,491 for the FF project.

6.7 Conclusions

6.7.1 The environmental impact of the Forest Futures project was reviewed in relation to Landscape and Visual Amenity, Biodiversity and Habitat Creation, and wider Environmental Services. The review was limited to information provided and that from the case studies, beneficiary and wider surveys. The review focused on the impact of the young woodlands created in the project.

6.7.2 FF has made a positive impact on the environment, from the perspective of the vast majority of beneficiaries. A majority of wider survey respondents believed that there had been a positive impact on the visibility and image of the area, due to FF. They were also very positive about the on land and the environment in the local area.

6.7.3 Environmental impacts and effects are in evidence from the work that has been done by FF. Case study evidence shows that these effects would not have happened without FF.

6.7.4 More broadleaf had been planted than conifer and the rate of planting had increased in recent times, potentially reflecting that the FF project was established and gaining momentum The average size of new planting schemes was 15.5ha and they were well distributed across the FF area.

6.7.5 *Landscape and Visual Amenity:* No specialist surveys had been undertaken or were available. However it was considered, from case study evidence, that planting was sympathetic to the local landscape character and had aimed to enhance it. Given the generally moderately low residential population density (42 people per km^2) in relation to the planting sites, the impact on visual amenity was considered to be low. There is a potential future impact on the amenities for tourists given the area's significance as a tourist destination.

6.7.6 *Biodiversity and Habitat Creation:* No specialist examination of schemes was undertaken as part of this work and none were available. New FF woodland creation schemes scored highly across biodiversity criteria in grant applications with almost 70% achieving maximum points for potential contribution to Cumbria Woodlands HAP targets. Half of the applications for woodland management grants contributed to the renovation of managed woodlands and contributed to the protection of Ancient Woodland and HAP/SAP targets.

6.7.7 *Other Environmental Impacts:* Whilst it was not possible to evaluate some of the wider environmental impacts, it was calculated that 3,033 tonnes of carbon were sequestered in woodland during the study period. This will continue to accumulate over the coming years.

7 Economic Analysis

7.1 Employment Impact

7.1.1 Based on information collected during beneficiary interviews and case studies, together with documentation provided by FF itself and the Forestry Commission, PACEC has generated an input-output model. This reviews all inputs into the region and based on this, estimates the employment impact of the initiative.

7.2 Input-output methodology

7.2.1 The concept of a multiplier (the total number of jobs supported by something divided by the number of jobs directly supported) is not something which we estimated directly in this project. [This is a method used in some studies where little or no primary data about the supported jobs is available, and multipliers from other studies are used to inform the likely multiplier in the project under consideration].

7.2.2 In this project the following primary data was available:

- Number of jobs supported directly by the agency (SWF/FF)
- Number of jobs supported in the beneficiaries
- Spending of wages of those supported directly (by area)
- Purchases made by the agency
- Purchases made by the beneficiaries (via grants)

7.2.3 The following calculations were then made

- Direct jobs (primary data)
- Beneficiaries (primary data)
- First round Indirect – purchases by the agency and beneficiaries (primary data)
- First round Induced – purchases by those employed by the agency and supported in the beneficiaries (primary data)
- Remainder of the chain. This was calculated using multipliers from our local input-output model for the UK (1.8) and the local areas (1.1)

7.3 Employment impacts

7.3.1 This model estimates that 100 local jobs (net of deadweight but not displacement) have been supported through the FF project. In the UK as a whole, we estimate that 145 jobs have been supported. These are direct, indirect and induced effects and are shown in the table below.

7.3.2 Such employment is welcome during a period (since 1991) when Cumbria has seen a 1.5% fall in the number of jobs, despite regional and national employment growth.

7.3.3 Note that the employment impacts of FF are described in terms of ‘jobs supported’. This recognises that the estimated figures include both jobs ‘created’ and ‘safeguarded’. It has not been possible to accurately divide the employment estimates into these categories, mostly as a result of variations between survey responses received. However, it is reasonable to consider that the majority of indirect, induced and ‘knock-on’ employment represents safeguarded jobs with existing shops and suppliers in Cumbria and that the majority of direct employment represents jobs created. It is possible that a small number of new jobs will be created as a result of indirect, induced and ‘knock-on’ employment and will dependant on the ability of the local market to supply goods demanded.

Table 7.75 FF Employment and Expenditure Estimates

Job type	UK Jobs	Local Jobs	Estimation method
Direct	4 17 46 6	4 17 46 6	FF (those employed directly by FF) Farmers / landowners Business support recipients Woodland consults and contractors Note: Estimates of the increase in employment for all beneficiaries (all the above, bar FF), are based on the sample of beneficiaries covered in the PACEC survey. This takes into account deadweight (increases in employment which would have occurred in the absence of FF).
Indirect (first round)	31	24	Both FF and all 3 types of beneficiary (farmers, business support recipients and woodland consultants/subcontractors) make business purchases both locally and in the rest of the UK. These purchases provide manufacturing, retail, and service employment which is known as **indirect** employment. Note: The relevant business purchases information was obtained from FF accounts and the "grossed up" survey of beneficiaries (covering grants received and other increased expenditure – again allowing for deadweight) . This was converted into estimates of employment using our Input-Output model.
Induced (first round)	9	1	The organisations proving direct employment give rise to further expenditure both locally and nationally, through staff spending of wages. These purchases provide further employment which is known as **induced** employment. Note: Information about the spending habits of staff was obtained from FF. This, together with the direct jobs, was fed into our Input-Output model (which includes national consumer spending data) to generate estimates of employment.
"Knock on"	32	2	The indirect (first round) and induced (first round) jobs give rise to indirect and induced 2nd, 3rd, 4th, ….. nth round jobs due to the spending by organisations (indirect) and their staff (induced). These effects get progressively smaller until they are miniscule. They are then added up to give the total knock on effect on employment. The "Knock on" jobs are based on the indirect (first round) and induced (first round) jobs which are fed into the Input-Output model. The model estimates the 2nd, 3rd and subsequent rounds of spending (and resulting employment) by organisations and staff.
Total	*145*	*100*	*Total of the above*

Note: Local is within a 20 mile radius of the woodland site.
Source: PACEC

7.3.4 7.3.4 shows the ratio of sustainable jobs to non-sustainable jobs arising from the FF programme. Figures for sustainability of direct employment have been calculated by looking for evidence of non-sustainability with respect to the difference between grants received and changes in turnover. It has been assumed that when grants are higher than turnover then such grants are not being used effectively and depletion of such grants implies an inability to sustain employment. The same ratio of sustainable to non-sustainable direct jobs has also been applied to indirect and induced jobs.

Table 7.76 FF Employment and Expenditure Estimates

Job type	UK Jobs	Local Jobs	Sustainable UK Jobs	Sustainable Local Jobs	Non-sustainable UK Jobs	Non-Sustainable Local Jobs
Direct Beneficiaries;	4 17 46 6	4 17 46 6	0 7 35 6	0 7 35 6	4 10 11 0	4 10 11 0
Indirect (first round)	31	24	20	15	11	8
Induced (first round)	9	1	6	1	3	0
“Knock on”	32	2	21	2	11	1
Total	*145*	*100*	*95*	*65*	*50*	*34*

Note: Local is within a 20 mile radius of the woodland site.
Source: PACEC

7.3.5 The remainder of this chapter details the methodology behind estimating Local and U.K. purchases/spending and employment changes that are creditable to the Forest Futures (FF) scheme. This explains the strategy adopted when addressing problems such as missing or incomplete data, viable accreditation to the schemes, and methods for estimating local and U.K. wide effects.

7.4 Approximation of Costs Per Job Supported

7.4.1 We estimate that the gross cost **per UK job** supported (i.e. retained or created) based on gross project costs, EXCLUDING all grants is £2,866 per job supported This is based on 100% of gross project costs, EXCLUDING all grants.

7.4.2 We estimate that gross cost **per UK job** supported (i.e. retained or created) based on gross project costs, INCLUDING all grants is £8,832 per job supported This is based on 100% of gross project costs, INCLUDING all grants.

7.5 Summary of Expenditure Estimation

7.5.1 The Estimation of expenditure is broken down into, local and U.K purchases, total purchases (less grants) and total grants received. Sum of Local and U.K purchases should therefore equal the sum of total purchases (less grants) and grants received.

7.5.2 Total purchases is the extra amount the recipient and/or the recipients business had to spend as a result of receiving support, less the amount taken from receiving a grant and the amount spent on extra employment. Each recipients change in economic activity has 2 different parts:

a Change in income in the form of salary or profit.

b Change in turnover.

7.5.3 Double counting problems occur when respondents fail to appropriate changes in income into changes in turnover. I.e. There exist Farmers whose change in income was less than that of their change in turnover. Therefore we took a combination of both depending on each respondent's situation.

7.5.4 Since we were estimating changes in direct labour, a figure for expenditure was acquired in this manner and an amount corresponding to the change in employees for each recipient was taken away from this to obtain total expenditure on goods and services excluding labour

7.5.5 These figures were then weighted according to counterfactual and local and U.K purchasing ratio questions: Each recipient was asked "Would you have taken steps to achieve the same outcomes we have been talking about if you had not been in this initiative?" then a decimal between 0 and 1 was assigned according to the five tick boxes, this acted as a multiplier for expenditure to access how much the scheme is accountable for the developments in economic activity.

7.5.6 Each respondent was also asked: "Excluding labour what proportion of goods and services you buy are purchased in your local area, and in the U.K?" This gave us a way of weighting expenditure between the U.K. and locally. The figure obtained reflected changes in expenditure that were not accountable to changes in grants. Grant data received from the FF and SWF schemes was then used as further expenditure and weighted between local and U.K. in a similar way.

7.5.7 To summarise we had a figure that took into account appropriation of accreditation of changes in economic activity to the forestry schemes, and weighted expenditure locally and in the U.K per recipient. Grant data was not per recipient but per population and was therefore added after weighting across the estimated population. Weighting will be explained in section 1.4 after an explanation of estimation of employment per recipient has been carried out in section 1.3.

7.6 Summary of Direct Employment Estimation

7.6.1 Employment estimation was much simpler in that U.K and local weighting could be ignored and there exist very few counting issues. Changes in employment for each recipient was taken either from details of business performance effects or business support effects, of which there was negligible intersection between the two.

7.6.2 Both sections have a simple breakdown of changes in employment and this number is then multiplied by the counterfactual accreditation factor. This gives a figure per recipient that takes into account what is the direct responsibility of the forestry schemes.

7.7 Summary of Population Weighting.

7.7.1 The main problem with weighting our figures to encapsulate an estimate of the economic effects of the entire SWF and FF recipient population is categorising respondents into their level of response. Therefore, we devised four response level categories:

1. The respondent said that their expenditure/employment increased and gave a figure of how much it increased.
2. The respondent said that their expenditure/employment increased but gave no indication of how much it increased.
3. The respondent said that their expenditure/employment did not increase.
4. The respondent failed to answer the question.

7.7.2 If the respondent fell into category 1 then their change in expenditure/employment was calculated as above. If the respondent fell into category 2 then their change in expenditure/employment was taken to be a benefit group average of those in category 1. If the respondent fell into category 3 then their change in expenditure/employment was taken as zero. If the respondent fell into category 4 then they were treated as if they were part of the un-surveyed population.

7.7.3 Weighting up per benefit group was then taken as an average of respondents in categories 1, 2 and 3. This figure was then multiplied by the estimated recipient population. These figures were then summated across those groups in each forestry scheme, to give an absolute total of change in expenditure and direct employment, which were then used in our input output model to obtain indirect employment.

8 Effectiveness and Value for Money

8.1.1 This chapter provides a focused review of the effectiveness and value for money of the FF project.

8.2 Meeting Project Objectives

8.2.1 The FF Framework Business Plan (April 2002) set out the aims objectives and targets/outputs of the project until 2005.

8.2.2 The FF Project Director has provided data on progress made against the objectives, as discussed in Chapter 2 above.

8.2.3 In order to supplement this, we have undertaken an evaluation of FF based on the information gathered to assess its activities from 2002 to 2005 and in relation to the core targets/outputs listed in the Framework Business Plan. This evaluation matrix is found in Appendix E. The matrix identifies where there has been a lack of sufficient evidence to be able to evaluate the project against targets/outputs. Where evidence *is* available the matrix indicates if it is considered that the target/output has been 'exceeded', 'met', there is either 'some progress', or 'no progress'.

8.2.4 This analysis has broadly shown that the FF overall has met its fundamental targets within the Framework Business Plan. This is consistent with the data from the FF Project Director which shows that most objectives have either been met or are in process.

8.3 Effectiveness of the Project

8.3.1 The analysis has shown that the project has met many of its core objectives, as set out in the FF Framework Business Plan, concerning the expansion of the area of forestry and promotion of integrated rural development.

8.3.2 The FF programme of activities focuses more on the management of existing woodland than on new planting but nevertheless, 80% of grant aid is on new planting. There has been 404.4 ha of new planting.

8.3.3 Advice has been provided on a much larger amount of potential and existing woodland over the three year period. In total, 371 enquiries on new planting or management of woodland were dealt with relating to 1827ha of existing woodland and 1041ha of new potential woodland. The impact and outcomes from this work requires a longer term analysis.

8.3.4 Within the business development programme 279 enquires have been managed to date (November 2005) of which 144 received business planning advice and/or technical advice and/or a grant. Data generated in the survey of beneficiaries indicated that the majority of that sample (79%) was able to advance their already operational business with the help of FF's business development programme while 10% started their business as a result of the FF support.

8.3.5 This study estimates that 145 UK jobs have been supported (including jobs created and protected), based on details from 2002 – 2005). We conclude that the project is an effective and 'low cost' route for achieving a range of economic and wider benefits.

8.3.6 It has not been possible to fully value the non-market benefits (social and environmental) of the project and it is anticipated that had this been possible, the resulting analysis would have significantly increased the overall level of benefit received from the funding.

8.4 Value for Money

8.4.1 The budgeted gross expenditure by FF for the evaluation period was £520,954.and actual gross costs were lower at £415,558. The Forestry Commission has contributed £150,000 as a partnership contribution to this phase of the project which equates to approximately 36% of total FF costs. The following table shows an approximate breakdown of net costs between the 7 objective areas of activity.

Table 8.77 Distribution of FF costs across 7 objective areas 2002-2005

Objective area	Net Actual Cost £	% Total Project Cost
Objective 1	202,653	49%
Objective 2	105,632	25%
Objective 3	21,406	5%
Objective 4	8,311	2%
Objective 5	11,744	3%
Objective 6	45,030	11%
Objective 7	20,778	5%
Total Cost	*£415,558*	*100%*

8.4.2 The outputs derived from each of these programme areas is reviewed below.

Objective 1: Facilitating woodland development and management through provision of advisory visits and reports

8.4.3 In total, 74 reports were generated on new planting enquiries and 88 reports were generated on woodland management enquiries. Assuming a site visit and report generation to require 8 hours work, at commercial rates (approximately £40 per hour), the value of these reports in £52,000. A more realistic valuation of this work is based on the output of the report (rather than the time involved) at a rate of approximately £500 per report which would increase the value to £81,000.

8.4.4 A further 209 enquiries did not receive both a visit and report (but in most cases one or the other). Assuming a conservative value on these at £100 each, these may be valued at £21,000.

Objective 2: Facilitating the Business Development Programme

8.4.5 As detailed above, 279 enquires have been managed to date (November 2005) of which 144 received business planning advice and/or technical advice and/or a grant.

Objective 3: Skills Training

8.4.6 In total 453 training days were delivered and 8 training events were undertaken. An additional 21 other courses were undertaken providing 102 training places.

8.4.7 The value of the training courses run and other training events amounts to approximately £40,000 (according to the valuation of the Project Director).

Objective 4: Demonstration projects

8.4.8 Information was not provided on this area.

Objective 5: Collaboration between owners and producers

8.4.9 Information was not provided on this area.

Objective 6: Development of local markets

8.4.10 Four case studies were developed (with a contract value of £5,000).

Objective 7: Foster greater public understanding of Cumbria's woodlands

8.4.11 In total, 4 newsletters were published at a cost of £3000 (in total) and 2 other published reports cost approximately £2,500. A 'Site to See' leaflet was published at a cost of £1,000.

8.4.12 The Cumbrian Beanpole Festival was organised at a cost of £12,000.

8.5 Overall Delivery of the Project

8.5.1 Evidence from the survey of beneficiaries suggested that the vast majority (86%) found the programme accessible and thought that the service was good or excellent. A large proportion, 67% had their aims fully or mostly met by FF. Therefore, from the beneficiary perspective, this project has been delivered efficiently and effectively.

8.5.2 One of the key issues that the FF project team faced over the evaluation period has been the flow of funding involved in the delivery of their services. Over all three years of the evaluation period, the amount of funding received from funders was less than that offered by them to FF (this was not the case with Forestry Commission funding). This was most significantly the case in the year from 2004-2005 when the amount to funds offered was £254,128 compared to the funds received of £94,820. Discussions with the FF Project Director and the FF delivery team indicated that this funding situation represented a significant hurdle during this time period. It is the view of the evaluators that the notable outcomes from the FF project would have been further enhanced, had they not been restricted by this serious problem. This is an aspect of the project that should be given serious consideration for future implementation of FF activities.

8.5.3 One of the aspects of the FF project that did not receive much attention from the FF team was that of monitoring or assessing their own progress. This made the evaluation of, for example, the environmental impact of the project, harder to assess. This problem was exacerbated by a lack of reliable centralised information from the Forestry Commission on grant expenditure within the project.

8.6 Conclusions

8.6.1 An assessment of effectiveness and value for money was carried out. This reviewed overall progress against objectives at the FF, together with the return on investment and value for money of the outputs.

8.6.2 The overall gross cost of the total outcomes by FF over the period of evaluation was £415,558 and the contribution of the Forestry Commission represented approximately 36% of this.

8.6.3 Looking across the business plan objectives through which FF deliver their outputs, we can see that Objective 1 (woodland expansion and management) utilised 49% of this gross figure while Objective 2 (the business development programme) used 25%. The remaining 26% of the gross costs were spread across the other 5 objectives (training, recreation/tourism, business collaboration, market development for wood and understanding and education).

8.6.4 The outputs and outcomes from these programmes of activity have been in line with expectations and represent good value for money.

9 Conclusions

9.1.1 All key statistics produced and utilised in this evaluation are presented in Appendix F.

9.1.2 Conclusions are presented here in the context of the three core questions that were central to reviewing and evaluating the performance of FF. The specific objectives of the evaluation of FF were:

- To assess the performance of the projects against the agreed aims, objectives and outcomes set out in their respective business plans;
- To identify and assess other unintended or wider rural development outcomes that have emerged over the lifetime of the projects;
- To evaluate from an economic perspective the full range of financial, social and environmental effects, including wider halo effects[5].

9.1.3 Each of these is discussed below.

Evaluation Aim 1: To assess the performance of the projects against the agreed aims, objectives and outcomes set out in their respective business plans

Aims and Objectives

9.1.4 As detailed above in Chapter 9, FF has made good progress against its stated aims and objectives. The majority of expenditure (almost 75%) in the project was made against the first 2 objective areas which overlap most with the three key activity areas of woodland management, woodland creation and business development.

Outputs

9.1.5 The woodland management and creation advisory programme has involved a total of 1296 hours of advisory time (for the production of 162 reports) over the evaluation period which would be valued at £51,840 at commercial rates. The business development programme has assisted with 279 enquiries of which 144 received business planning advice, technical advice or assistance with a grant, which would be valued at £46,080.

Outcomes

9.1.6 The outcomes arising from these activities are summarised below:

Woodland Management

- 1,008.17ha of existing woodland developed with associated grants of £526,925 **(see Table 1.1 for source data)**

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[5] The other two central objectives of this evaluation addressed were:

- To ensure a consistent approach to the evaluation of both projects that will enable comparison of their outcomes and effectiveness across the main fields of delivery; and
- To provide advice on the appropriateness, ease of use and further development of the framework for evaluation of rural development projects.

Both of these are addressed in the Joint Report on SWF and FF.

- Average work for woodland consultants of approximately 17 hours per week (based on 16% of beneficiary survey respondents) – this relates to both woodland management and woodland creation

Woodland Creation

- 404.4ha of new planting of which 87% was broadleaved, with associated grants of £338,222 **(see Table 1.1 for source data)**

Business Development

- 79% of beneficiaries advanced their already-existing businesses
- 10% of beneficiaries started a new business
- 144 business received advice and/or a grant (with associated grants of £227,570)[6]

Overall

- 145 UK jobs and 100 local jobs supported (retained and created)
- Of these, 145 UK jobs, 46 were direct jobs arising from the Business Support Programme (a proportion of the indirect, induced and knock-on jobs have also arisen form the Business Support activities).

Evaluation Aim 2 To identify and assess <u>other unintended or wider rural development outcomes</u> that have emerged over the lifetime of the projects

9.1.7 In terms of wider rural development outcomes, the most notable areas within which to assess the effect of FF have been the jobs supported (which includes jobs created and protected together with knock-on employment) and the community effects.

Employment

9.1.8 In the UK as a whole, we estimate that 145 jobs have been supported, of which 95 are classified as sustainable, at a gross cost of £2,866 per job supported excluding all grants (based on 100% of gross project costs) or at £10,401 per job supported, including all grants (based on 100% of gross project costs)

9.1.9 Woodland consultant and contractors (16% of beneficiaries) cited increased work opportunities and improvement in contact networks. They undertook on average 17.24 hours per week FF work. All said FF had an impact on their income and half said income had grown rapidly.

9.1.10 19% of beneficiary respondents saw an increase in employment, with a mean increase of 1.6 employees.

6 Grant figures provided by FF

Community Effects

9.1.11 Case study data shows that there has been an impact on family structures and family life as a consequence of the FF support. The initiatives have provided beneficiaries with additional work opportunities, thereby safeguarding livelihoods and ensuring that families remain intact. This, of course, has a further effect on the community and environment in the region.

Evaluation Aim 3: To evaluate from an economic perspective the full range of financial, social and environmental effects, including wider halo effects

Financial

9.1.12 100 local jobs (net of deadweight but not displacement, since displacement effects were not seen) have been supported through the FF project.

9.1.13 Evidence from the beneficiary survey, wider survey and case studies indicate that there was a notable impact on businesses in the area. Business Support beneficiaries cited major impact with economic improvement, increased business security and efficiency. Most were able to advance their business and a small number started a business as a result of FF help. Supporting this result, almost three quarters of wider survey respondents believed that FF had positively impacted on businesses in the area. Most of these thought that local businesses would not have been able to access such support from any alternative source. Furthermore, case study evidence shows that FF's business support branch has enabled the start-up, expansion and diversification of businesses, ensuring the retention of some employment and creation of new employment and apprenticeships.

9.1.14 Following from this, as a result of the FF support people felt more positive about running their businesses

9.1.15 Looking at wider impacts, over one third) of beneficiary respondents saw an increase in local timber usage as result of FF and the mean increase in local timber usage was over 50%.

Social

9.1.16 In terms of social impacts, improved confidence and quality of life improvement is taking place. Approximately half of beneficiary respondents said there had been an impact on their confidence for the future and one quarter saw an improvement in their quality of life.

9.1.17 Over half of beneficiary respondents said that their horizons had been broadened by FF.

9.1.18 There was also an impact in terms of how people interacted with the area - most of the wider survey respondents believed that there had been an impact on the people living in the area in terms of skills and knowledge, ability to derive more enjoyment from local amenities and improved land management.

Environmental

9.1.19 The environmental impact of the FF project was reviewed in relation to Landscape and Visual Amenity (potential and actual), Biodiversity and Habitat Creation, and wider Environmental Services.

9.1.20 FF has made a positive impact on the environment, from the perspective of the vast majority of beneficiaries. A majority of wider survey respondents believed that there had been a positive impact on the visibility and image of the area, due to FF. They were also very positive about the effect on land management and the environment in the local area.

9.1.21 Environmental impacts and effects are in evidence from the work that has been done by FF. Case study evidence shows that these effects would not have happened without FF.

9.1.22 More broadleaf had been planted than conifer and the rate of planting had increased in recent times, potentially reflecting that the FF project was established and gaining momentum The average size of new planting schemes was 15.5ha and they were well distributed across the FF area.

9.1.23 Landscape and Visual Amenity: Planting was sympathetic to the local landscape character and had aimed to enhance it. Given the generally moderately low residential population density (42 people per km2) in relation to the planting sites, the impact on visual amenity was considered to be low. There was also a potential future impact on the amenities for tourists given the area's significance as a tourist destination.

9.1.24 Biodiversity and Habitat Creation: New FF woodland creation schemes scored highly across biodiversity criteria in grant applications with almost 70% achieving maximum points for potential contribution to Cumbria Woodlands HAP targets. Half of the applications for woodland management grants contributed to the renovation of managed woodlands and contributed to the protection of Ancient Woodland and HAP/SAP targets.

9.1.25 Other Environmental Impacts: Whilst it was not possible to evaluate some of the wider environmental impacts, it was calculated that 3,033 tonnes of carbon were sequestered in FF woodland during the study period.

9.2 Overall Observations

9.2.1 FF has made good progress against most of its objectives and has clear measurable outcomes.

9.2.2 Looking across these outcomes from the FF project including employment, community, financial, social and environmental, the investment in the 2002-2005 phase of the project represents excellent value for money. The overall gross cost of the total outcomes by the FF over the period of evaluation was £415,558 and the contribution of the Forestry Commission represented approximately 36% of this (other funders of the project are listed in Appendix A). The main activities of FF - woodland expansion and management and the business development programme - utilised 49% and 25% respectively of this gross figure. The outputs and outcomes from these objectives have been in line with expectations as detailed above.

9.2.3 As a vehicle for rural development, this project represents a solid example of what can be achieved in terms of employment and assisting with rural community development. Through each of its programmes of activity, rural development has seen a positive impact most notably through the supporting of employment, environmental impacts and community support.

9.2.4 There is evidence of additionality in the programme. This project has filled a gap that would not otherwise have been filled.

Appendix A Project Funders for FF

A1.1 Main funders for FF have been

- The Forestry Commission
- Rural Regeneration Cumbria
- Cumbria County Council
- English Nature

Appendix A Local Economic Profiling System

A1 Introduction to LEPS

A1.1 The Local Economic Profiling System consists of three components:

a Collection of local and national raw data. Much of the data comes from the Office for National Statistics (ONS), and much of this is obtained via the National Online Manpower Information Service (NOMIS).

b Manipulation of the raw data to produce PACEC estimates. Manipulations are necessary in cases where:

- Data is affected by differences in classifications (e.g. definition of unemployment and industrial classification)
- Local data is affected by differences in geography, due to boundary changes, over time (i.e. changes in local government area)
- Data is affected by differences in methodology over time (e.g. Annual Business Inquiry and Annual Employment Survey)
- Data is affected by sampling and other survey errors (e.g. mis-classification of data).
- Data is not available locally, but is available nationally or regionally (e.g. Labour Force Survey)
- Projections into the future are required (e.g. Employment and Population forecasts)

The manipulation is intended to reduce uncertainty, ensure the data is more reliable, and increase linkages and time series.

c Presentation of data using innovative and incisive summary statistics. For example:

- The use of (z-score) indicators to benchmark areas nationally
- Analysis of employment using national, structural and differential components
- Analysis of the labour market, showing migration and commuting patterns
- Indexed graphs and benchmarked tables

A2 PACEC indicators: Measuring performance, competitiveness and social wellbeing

A2.1 The PACEC Indicators are a set of over 30 economic, social and environmental indicators from a wide range of data sources, for each of the 354 districts in England. Using PACEC estimates they show the current position, but also the trend change in position of the recent past. The indicators focus on performance, competitiveness and social wellbeing and fall into 8 groups as follows:

Table A2.1 PACEC Indicators

Section	Group	Indicators	
Performance	Overall	Gross value Added	Population
		Employment	Unemployment
		Prosperity	Earnings
		Productivity	
Competitiveness	Enterprise Development	Businesses	Company Births
		Company deaths	Floor space
		Small businesses	
	Industrial Structure	Industrial diversity	Structural growth
		Differential growth	Knowledge economy
	Skills	Stock of qualifications	New qualifications
		Students	Occupations
	Labour Market	Inward migration	Population by age
		Economic Activity	Commuting
		Vacancies	Self employment
Social Wellbeing	People	Household structure	Health
		Crime	Income Support
	Environment	Housing market	Basic amenities
		Overcrowding	Transport
	Access	Deprivation	

Source: PACEC

A2.2 Tables and charts illustrate all topics. Summary bar charts are given showing multiple indicators using standard (z) scores. Key elements from this data is summarised in Chapter 2.

A3 Data Sources

A3.1 The sources used for all of the PACEC data sets are described in the table below.

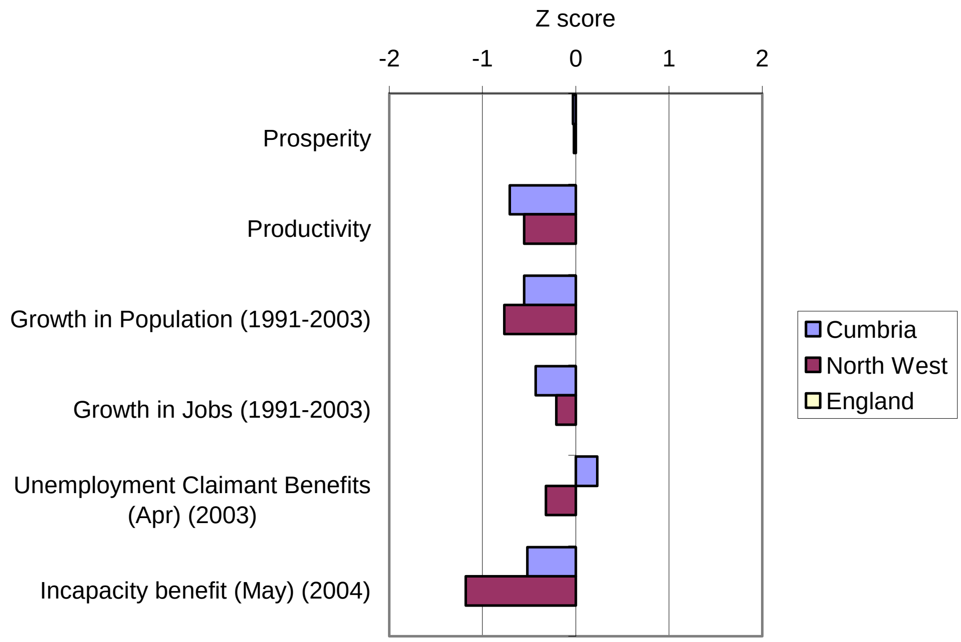
Table A3.2 Sources

Source	Description
PACEC-Jobs	This PACEC dataset comprises estimates of employment, including the self employed, by district from 1971 to 2021, for 101 sectors. Estimates for Employees in employment are made based on the Annual Business Inquiry and its predecessors, the Annual Employment Survey and the Census of Employment, allowing for changes in geographical boundaries, industrial classification and data collection. Estimates for the Self Employed are based on the Labour Force Survey and Census of Population. Forecasts
PACEC-GVA	PACEC's estimates of Gross Value Added by district are based on National, Regional and sub regional accounts. District information from the Annual Business Inquiry is used in conjunction with national input-output tables.
PACEC-LMBS	PACEC's Labour Market Balance sheet uses data from the PACEC-jobs dataset together with information from the Census of Population, Mid year population estimates and the Labour Force Survey
ABI	Annual Business Inquiry, Office for National Statistics, National Online Manpower Information Service, 2004
CP	Census of Population, Office for National Statistics, 2001
DfES	Secondary School Performance Tables, Primary School Performance Tables, Department for Education and Skills (Converted to districts by PACEC using postcodes), 2004
DWP	Job Centre Vacancies, Department for Work and Pensions, Office for National Statistics, 2004
HO	Recorded Crime, Home Office, 2004
Land Reg	Residential Property Price Reports, HM Land Registry, 2004
ASHE	Annual Survey of Hours and Earnings, formerly New Earnings Survey, Office for National Statistics, National Online Manpower Information Service, 2004
NLUD	National Land Use Database, 2004
ODPM	Commercial and Industrial Floor space and Rateable Value Statistics, Office of the Deputy Prime Minister, 2004
VAT	Inter-departmental Business Register (of VAT registered businesses), Office for National Statistics, National Online Manpower Information Service, 2004
IoD	Indices of Deprivation
NISRA	Northern Ireland Statistics and Research Agency

Source: PACEC

A4 Performance

Figure A4.1 Performance Indicators



Source: ONS; PACEC

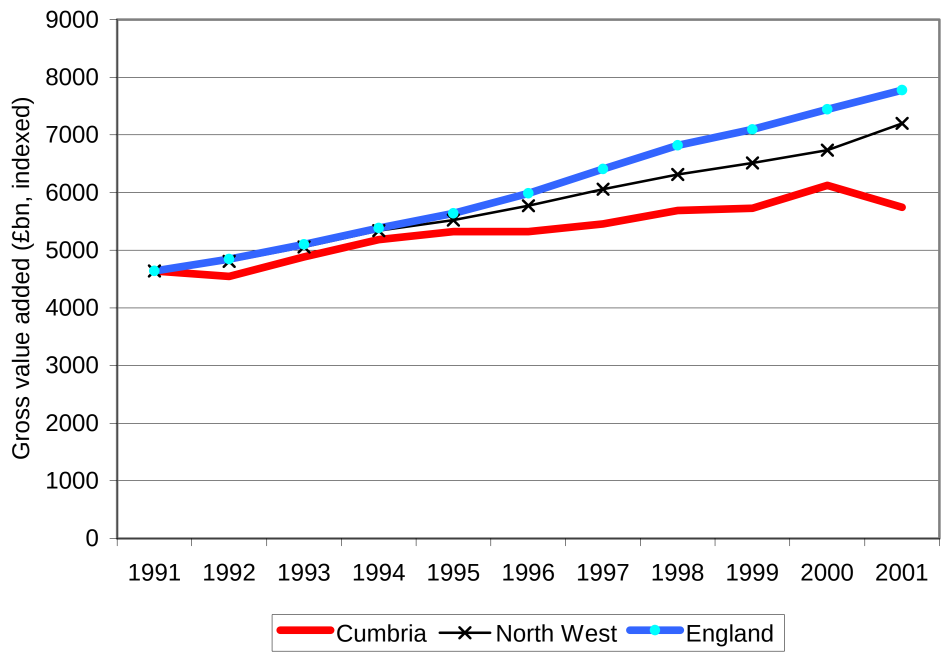
A5 Gross Value Added, Prosperity and Productivity

Table A5.3 Gross Value Added, change from 1991

	Cumbria	North West	England
1991	4.64bn	55.9bn	436bn
2001	5.74bn	86.7bn	731bn
Change	1.1bn	30.8bn	295bn
Benchmark (%)	23.8%	55.2%	67.6%
Differential (%)	0.0%	-31.4%	-43.8%
Excess	0	-1.46bn	-2.03bn
Indicator	0.00	-0.99	-1.38

Cumbria is benchmarked against different areas
Source: ONS; PACEC

Figure A5.2 Gross Value Added



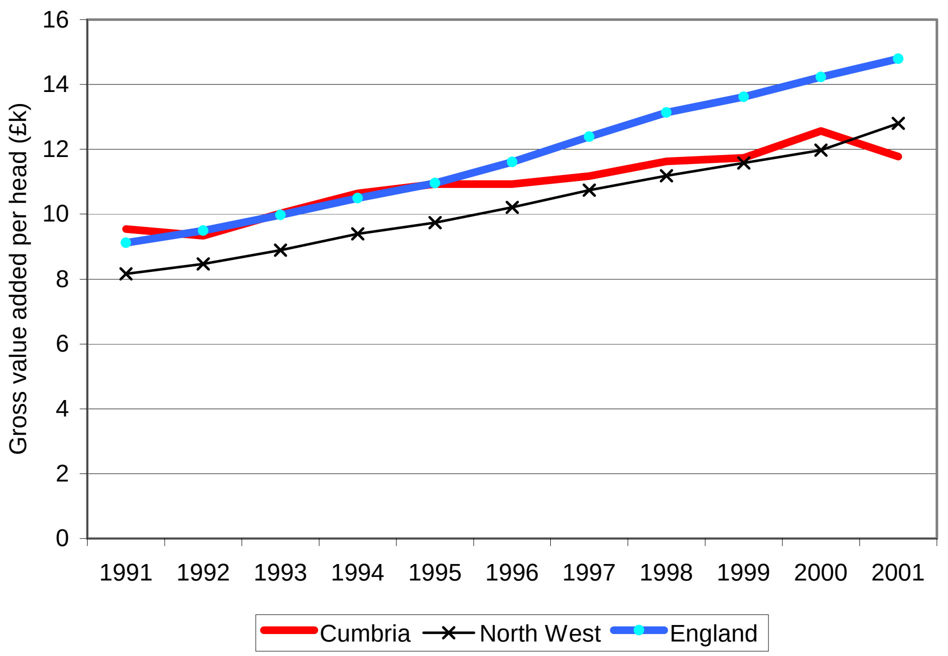
Each area is benchmarked against Great Britain
Source: ONS; PACEC

Table A5.4 Prosperity: Gross Value Added per head, 2001

	Cumbria	North West	England
Population	488k	6.77m	49.4m
Gross Value Added	£5.74bn	£86.7bn	£731bn
Prosperity	£11,800	£12,800	£14,800
Differential	£0	£-1,030	£-3,020
Excess	£0	£-501m	£-1.47bn
Indicator	0.00	-0.01	-0.03

Cumbria is benchmarked against different areas
Source: ONS; PACEC

Figure A5.3 Prosperity: Gross Value added per head



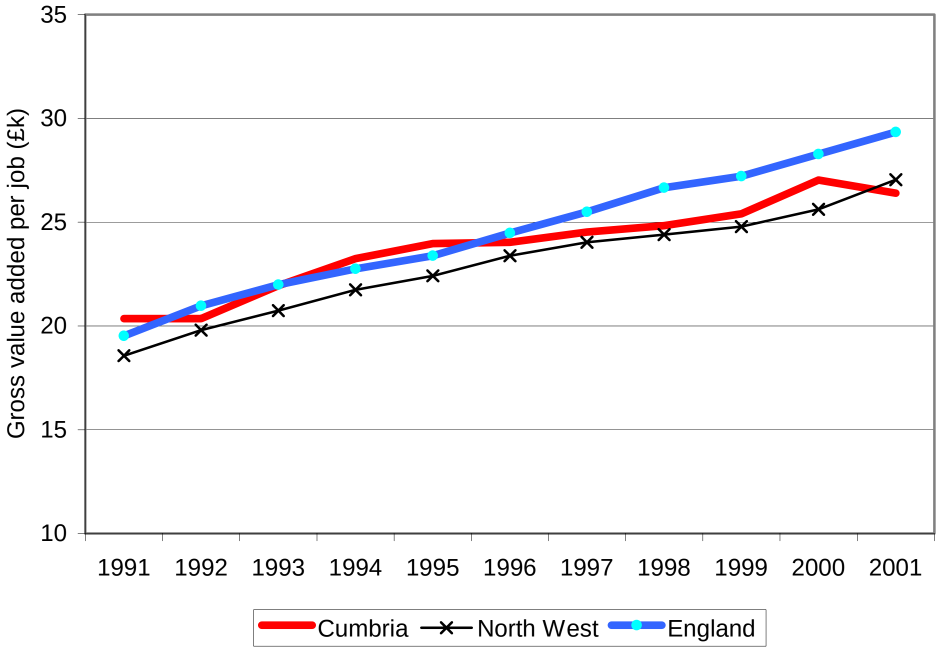
Source: ONS; PACEC

Table A5.5 Productivity: Gross Value Added per job, 2001

	Cumbria	North West	England
Workplace jobs	217k	3.21m	24.9m
Gross Value Added	£5.74bn	£86.7bn	£731bn
Productivity	£26,400	£27,000	£29,300
Differential	£0	£-637	£-2,930
Excess	£0	£-138m	£-638m
Indicator	0.00	-0.15	-0.71

Cumbria is benchmarked against different areas
Source: ONS; PACEC

Figure A5.4 Productivity: Gross Value Added per job, 2001



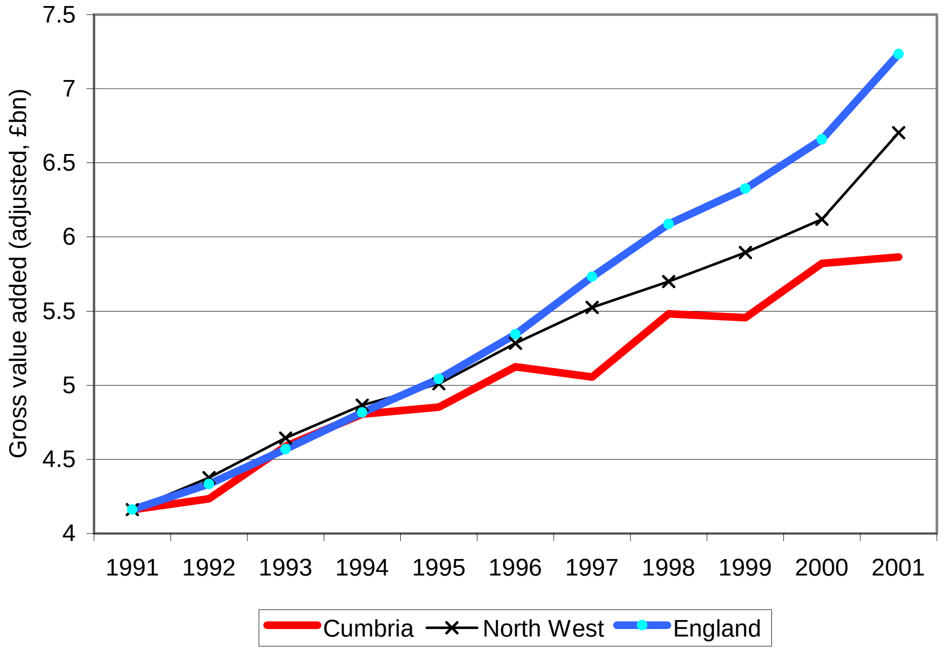
Source: ONS; PACEC

Table A5.6 Structurally adjusted Productivity, 2001

	Cumbria	North West	England
Workplace jobs	217k	3.21m	24.9m
Gross Value Added (Adjusted)	£5.87bn	£89.6bn	£750bn
Productivity	£27,000	£27,900	£30,100
Differential	£0	£-965	£-3,110
Excess	£0	£-210m	£-677m
Indicator	0.00	-0.34	-1.09

Cumbria is benchmarked against different areas. Adjusted for industrial structure.
Source: ONS; PACEC

Figure A5.5 Gross Value Added (Adjusted)



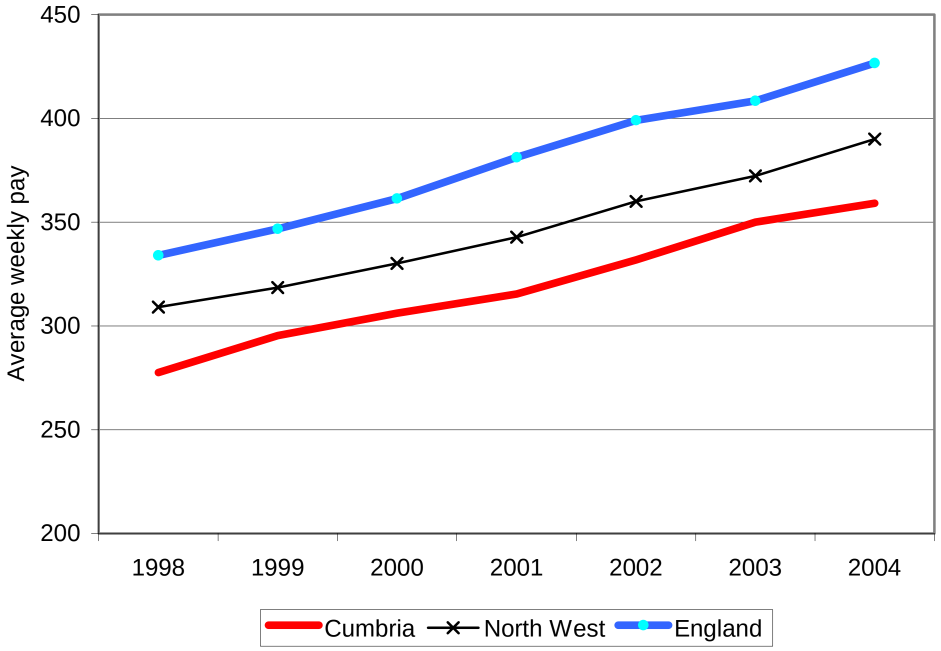
Adjusted for industrial structure. Each area is benchmarked against Great Britain
Source: ONS; PACEC

Table A5.7 Average Weekly Earnings (Workplace-based) (2004, 1998)

	Cumbria	North West	England
Workplace jobs	159k	2.35m	18.4m
Workplace-based total weekly gross earnings	£57.1bn	£918bn	£7830bn
Mean gross weekly pay	£359	£390	£427
Differential	£0	£-31	£-68
Excess	£0	£-4.91m	£-10.7m
Indicator	0.00	-0.36	-0.79
Growth	£7.96m	£216m	£1.87bn
Growth (%)	16.2%	30.8%	31.4%
Differential (%) growth	0.0%	-14.6%	-15.2%
Excess	£0	£-7.15m	£-7.46m
Indicator	0.00	-0.57	-0.60
Change in rate (%)	£82	£81	£93
Differential change in rate (%)	£0	£1	£-11
Differential change in rate (#)	£0	£86,200	£-1.78m
Indicator	0.00	0.01	-0.27

Cumbria is benchmarked against different areas. Changes in official definitions in 2004 mean the data is not strictly comparable with previous years.
Source: ONS: ASHE; PACEC

Figure A5.6 Average Weekly Earnings (Workplace-based) (2004, 1998)



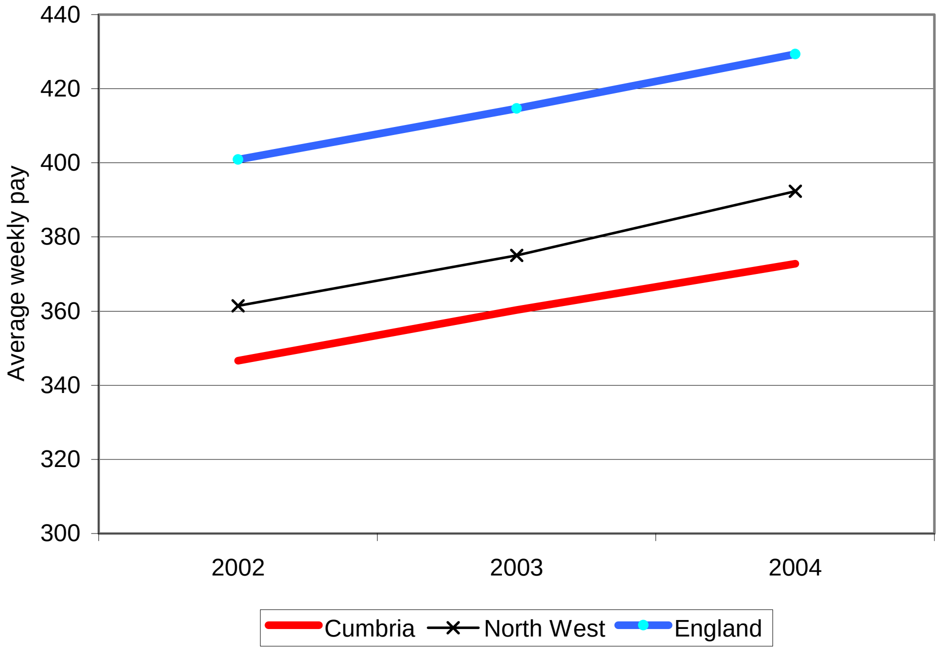
Changes in official definitions in 2004 mean the data is not strictly comparable with previous years.
Source: ONS: ASHE; PACEC

Table A5.8 Average Weekly Earnings (Residence-based) (2004, 2002)

	Cumbria	North West	England
Residence-based jobs	161k	2.32m	17.9m
Residence-based total weekly gross earnings	£60bn	£909bn	£7680bn
Mean gross weekly pay	£373	£392	£429
Differential	£0	£-20	£-57
Excess	£0	£-3.14m	£-9.1m
Indicator	0.00	-0.21	-0.60
Growth	£1.44m	£65.6m	£439m
Growth (%)	2.5%	7.8%	6.1%
Differential (%) growth	0.0%	-5.3%	-3.6%
Excess	£0	£-3.11m	£-2.11m
Indicator	0.00	-0.50	-0.34
Change in rate (%)	£26	£31	£28
Differential change in rate (%)	£0	£-5	£-2
Differential change in rate (#)	£0	£-766k	£-358k
Indicator	0.00	-0.20	-0.09

Cumbria is benchmarked against different areas. Changes in official definitions in 2004 mean the data is not strictly comparable with previous years.
Source: ONS: ASHE; PACEC

Figure A5.7 Average Weekly Earnings (Residence-based) (2004, 2002)



Changes in official definitions in 2004 mean the data is not strictly comparable with previous years.
Source: ONS: ASHE; PACEC

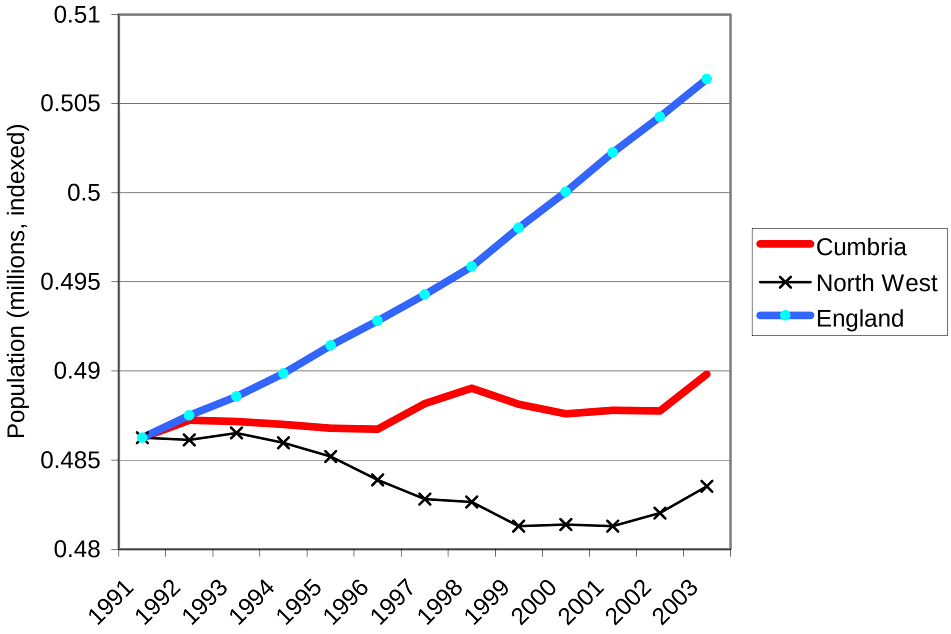
A6 Population

Table A6.9 Population analysis (2003, 1991)

	Cumbria	North West	England
1991	486k	6.84m	47.9m
2003	490k	6.8m	49.9m
Change	3,570	-38,500	1.98m
Benchmark (%)	0.7%	-0.6%	4.1%
Differential (%)	0.0%	1.3%	-3.4%
Excess	0	6,300	-16,600
Indicator	0.00	0.21	-0.55

Cumbria is benchmarked against different areas
Source: Mid Year Population estimates, ONS, NISRA; PACEC

Figure A6.8 Population



Each area is benchmarked against Great Britain
Source: Mid Year Population estimates, ONS, NISRA; PACEC

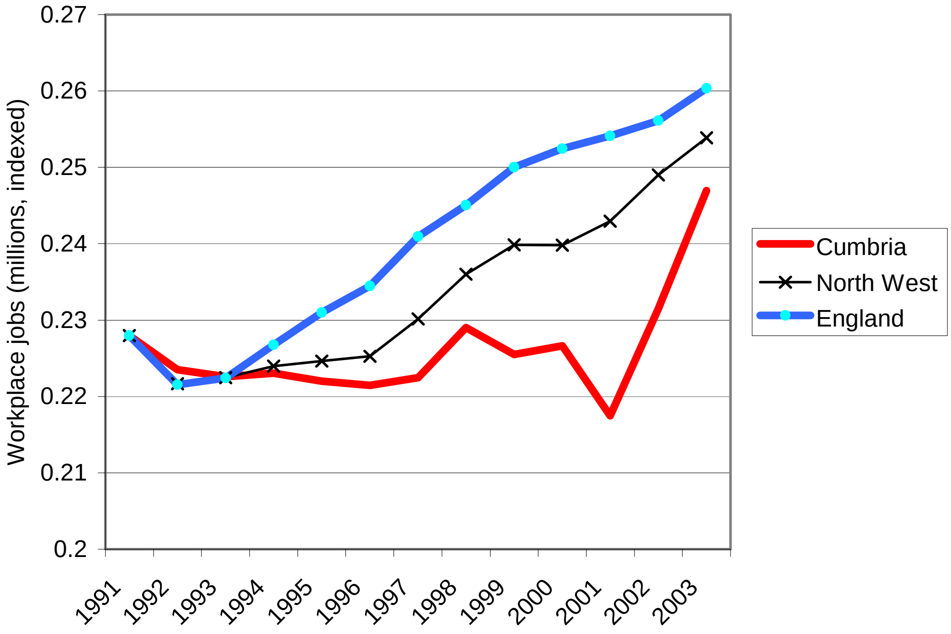
A7 Workplace jobs

Table A7.10 Workplace jobs (2003, 1991)

	Cumbria	North West	England
Population	490k	6.8m	49.9m
Workplace jobs	247k	3.35m	25.5m
Jobs per head of population	50.4%	49.2%	51.2%
Differential	0.0%	1.2%	-0.8%
Excess	0	5,810	-3,970
Indicator	0.00	0.01	0.00
Growth	19,000	342k	3.18m
Growth (%)	8.3%	11.4%	14.2%
Differential (%) growth	0.0%	-3.0%	-5.9%
Excess	0	-6,890	-13,400
Indicator	0.00	-0.22	-0.43
Change in rate (%)	3.5%	5.3%	4.5%
Differential change in rate (%)	0.0%	-1.7%	-1.0%
Differential change in rate (#)	0	-8,480	-4,790
Indicator	0.00	0.13	0.07

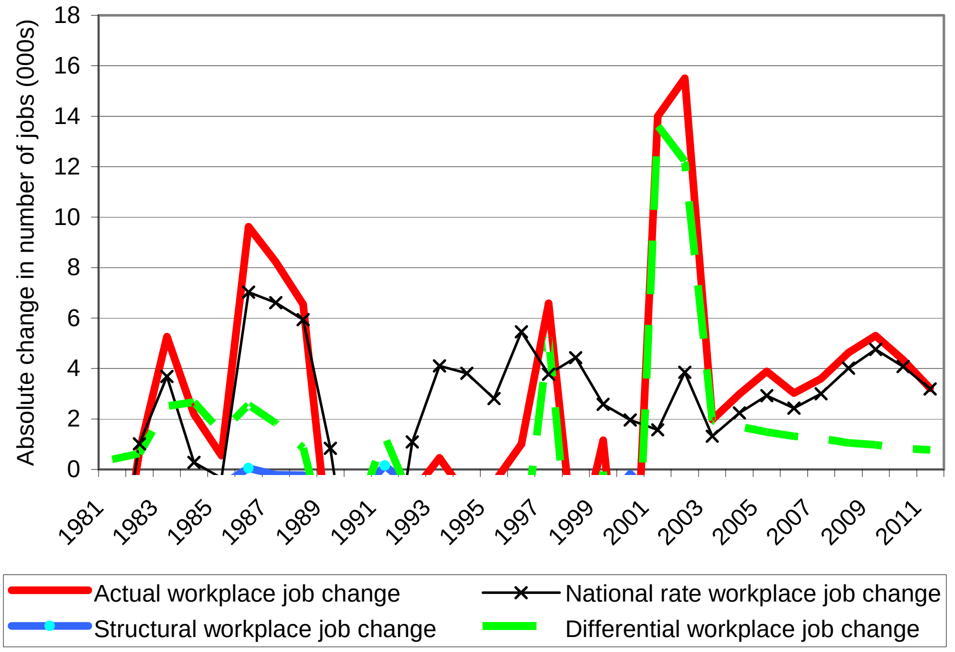
Cumbria is benchmarked against different areas
Source: Annual Business Inquiry to 2003, Labour Force Survey to 2004, Census of Population to 2001, ONS; PACEC

Figure A7.9 Workplace jobs



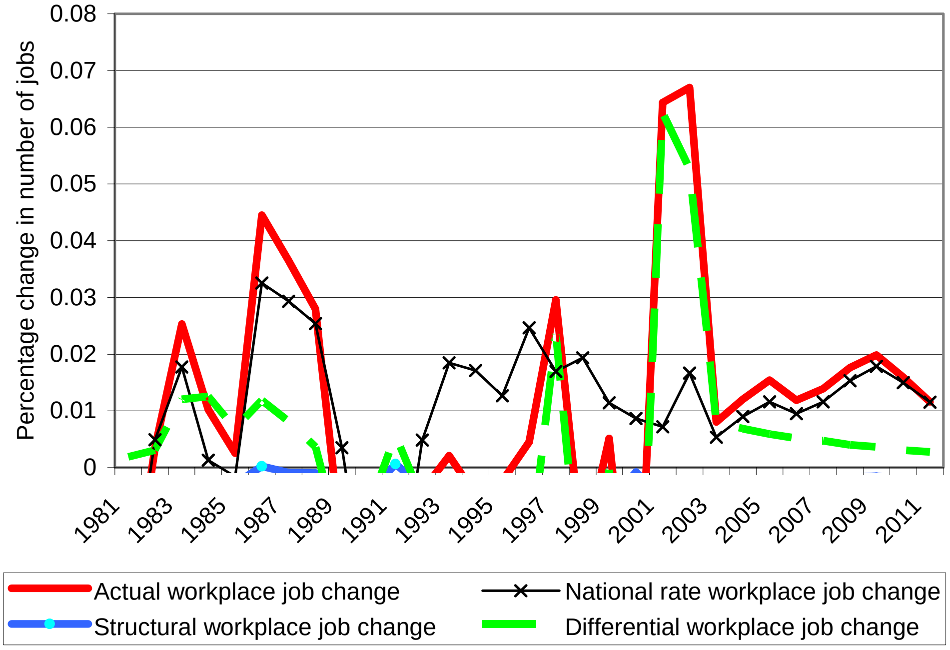
Each area is benchmarked against Great Britain
Source: Annual Business Inquiry to 2003, Labour Force Survey to 2004, Census of Population to 2001, ONS; PACEC

Figure A7.10 Workplace jobs in Cumbria: structural breakdown and projection



Source: Annual Business Inquiry to 2003, Labour Force Survey to 2004, Census of Population to 2001, ONS; PACEC

Figure A7.11 Workplace job rates in Cumbria : structural breakdown and projection



Source: Annual Business Inquiry to 2003, Labour Force Survey to 2004, Census of Population to 2001, ONS; PACEC

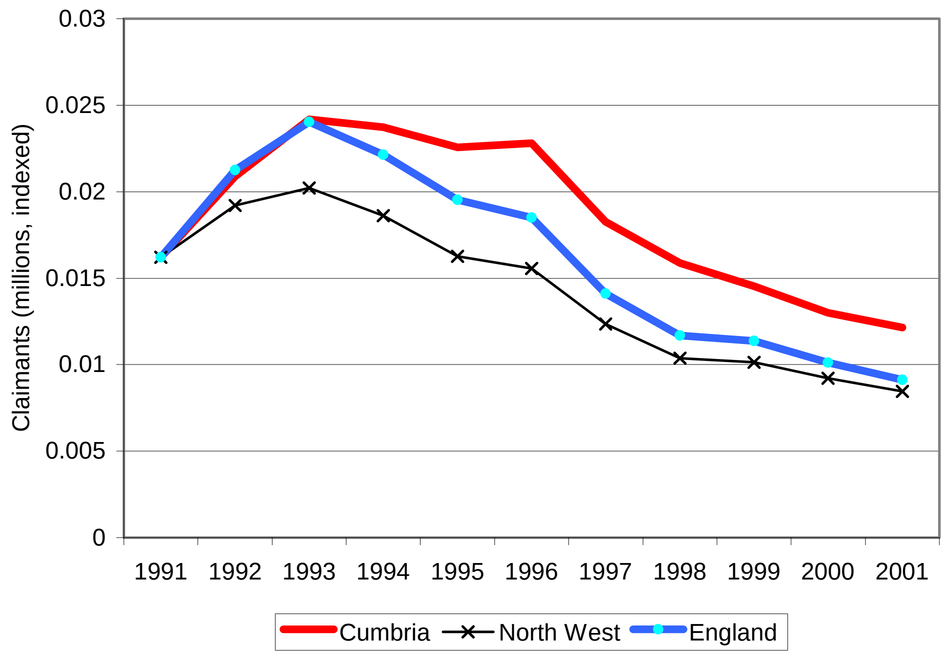
A8 Unemployment, incapacity benefit

Table A8.11 ILO unemployment

	Cumbria	North West	England
1991	16,200	336k	2.11m
2004	8,640	143k	1.11m
Growth from 1991	53.3%	42.6%	52.7%
Differential (%)	0.0%	10.7%	0.6%
Excess	0	1,740	98
Indicator	0.00	-0.76	-0.04
Growth	-224k	-2.99m	-23.2m
Growth (%)	-96.3%	-95.4%	-95.4%
Differential (%) growth	0.0%	-0.9%	-0.9%
Excess	0	-2,000	-2,010
Indicator	0.00	0.53	0.53
Change in rate (%)	-44.2%	-54.4%	-50.7%
Differential change in rate (%)	0.0%	10.2%	6.5%
Differential change in rate (#)	0	1,650	1,050
Indicator	#N/A	#N/A	#N/A

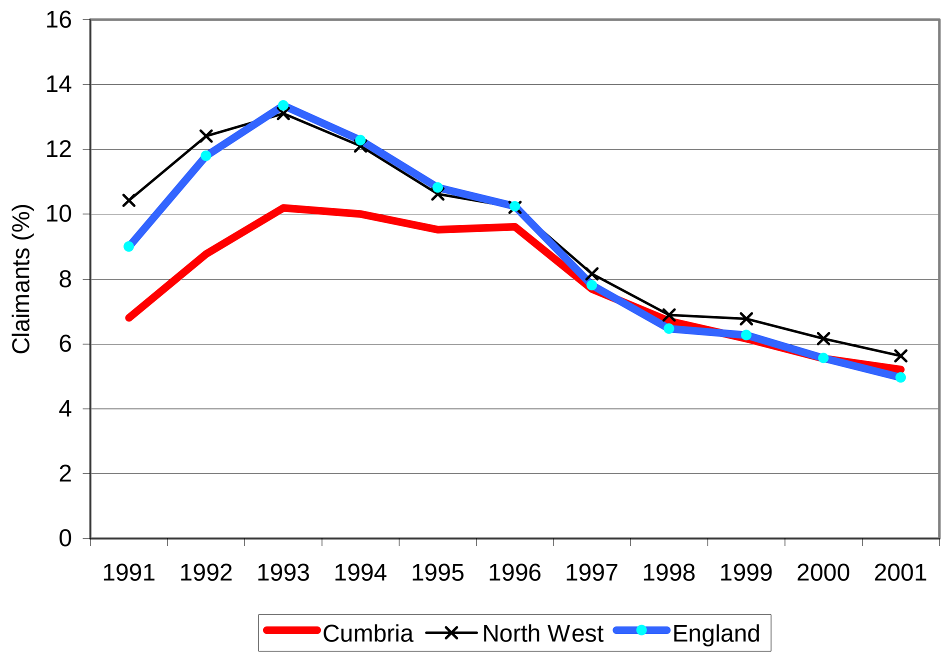
Cumbria is benchmarked against different areas
Source: ONS: Claimant Unemployment; PACEC

Figure A8.12 ILO unemployment



Each area is benchmarked against England and Wales
Source: ONS: Claimant Unemployment; PACEC

Figure A8.13 Changes in the unemployment rate



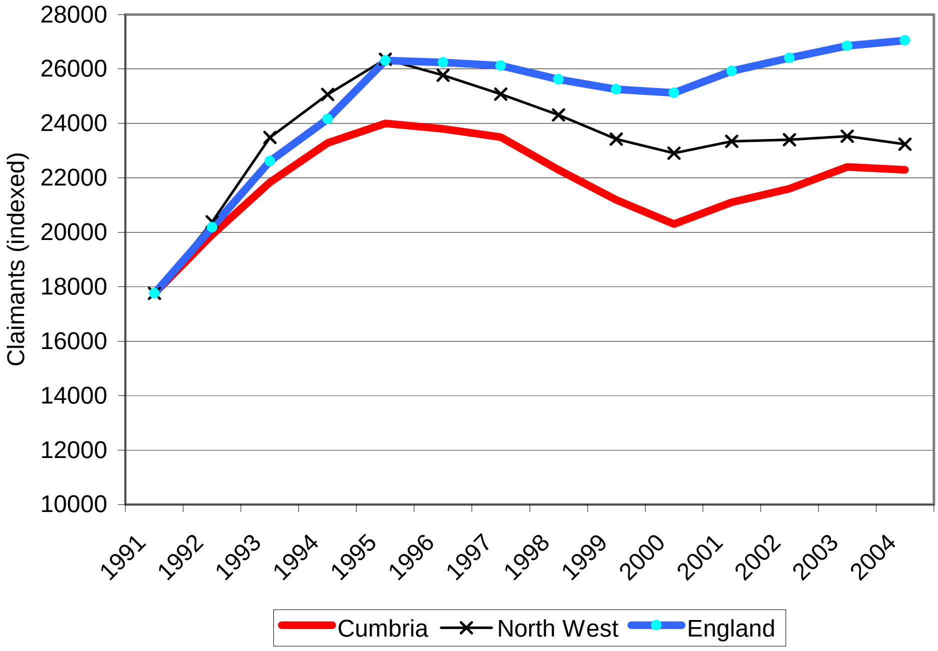
Source: ONS: Claimant Unemployment; PACEC

Table A8.12 Incapacity benefit (2004, 1991)

	Cumbria	North West	England
Population of working age (16-59/64)	293k	4.16m	31m
Incapacity benefit (May)	22,300	391k	1.92m
Incapacity benefit (May) rate	7.6%	9.4%	6.2%
Differential	0.0%	-1.8%	1.4%
Excess	0	-5,230	4,110
Indicator	0.00	0.66	-0.52
Growth	4,540	92,100	659k
Growth (%)	25.6%	30.9%	52.3%
Differential (%) growth	0.0%	-5.3%	-26.7%
Excess	0	-940	-4,750
Indicator	0.00	0.19	0.94
Change in rate (%)	1.6%	2.2%	1.9%
Differential change in rate (%)	0.0%	-0.6%	-0.4%
Differential change in rate (#)	0	-1,830	-1,030
Indicator	0.00	0.70	0.39

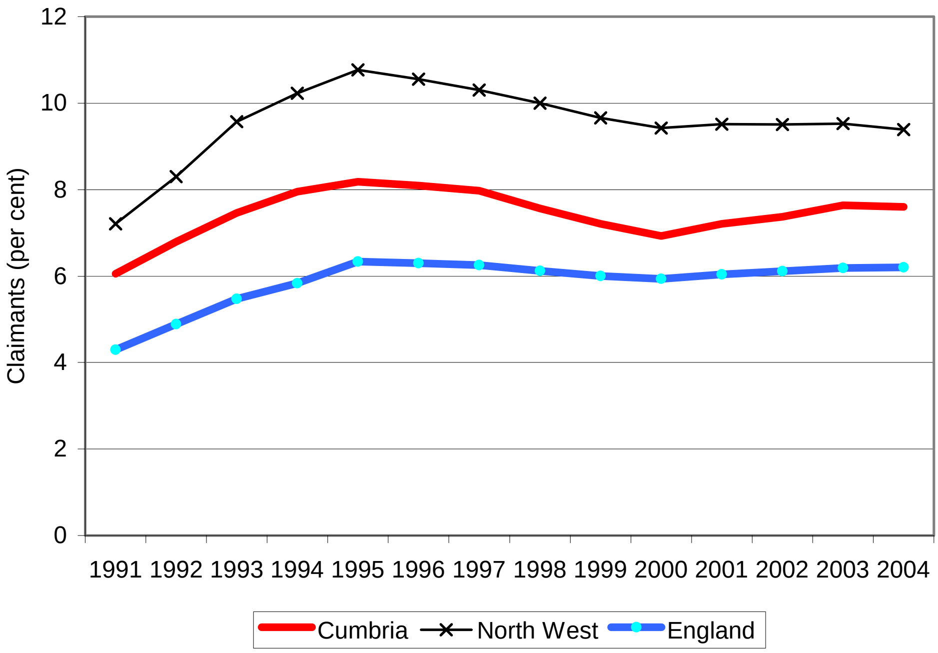
Cumbria is benchmarked against different areas
Source: DWP; PACEC

Figure A8.14 Incapacity benefit



Each area is benchmarked against Great Britain
Source: DWP; PACEC

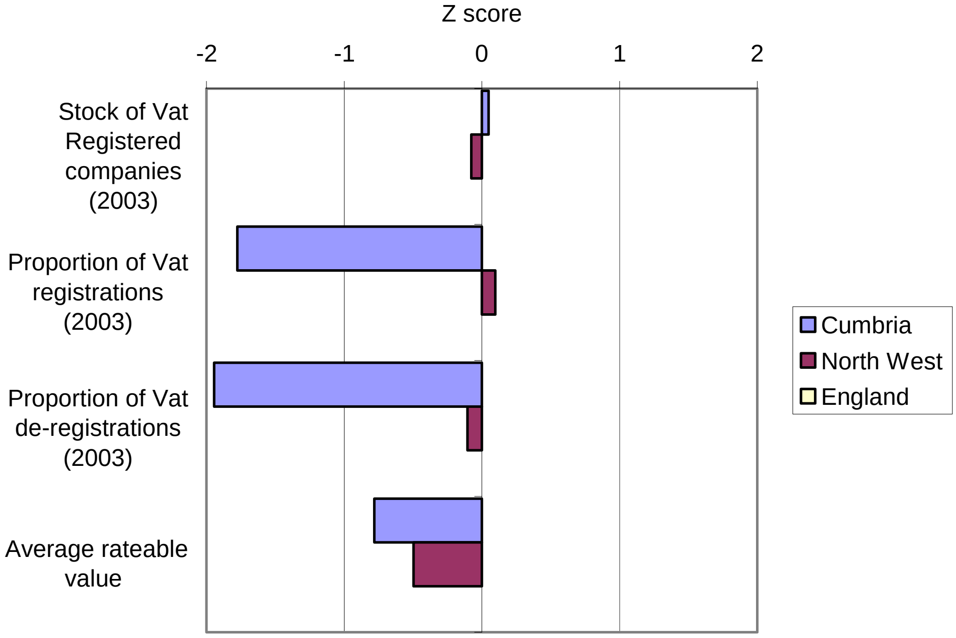
Figure A8.15 Incapacity benefit



Each area is benchmarked against Great Britain
Source: DWP; PACEC

A9 Competitiveness: Enterprise Development

Figure A9.16 Enterprise indicators



Source: ONS; PACEC

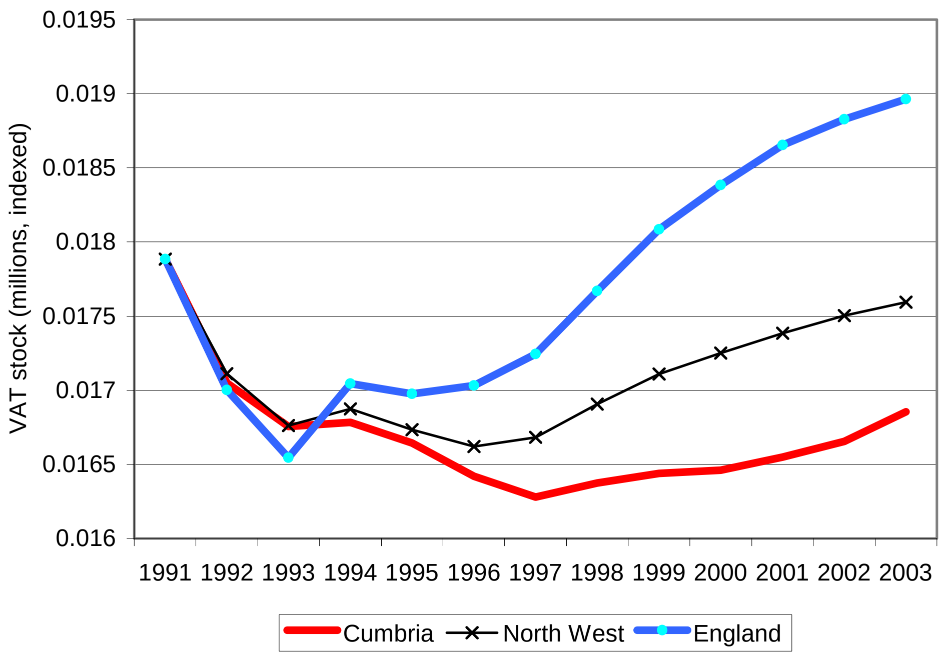
A10 Business Stock, 2003

Table A10.13 Stock of VAT registered businesses (2003, 1991)

	Cumbria	North West	England
1991	17,900	173k	1.44m
2003	16,900	170k	1.53m
Change	-1,030	-2,820	87,100
Benchmark (%)	-5.8%	-1.6%	6.0%
Differential (%)	0.0%	-4.1%	-11.8%
Excess	0	-738	-2,110
Indicator	0.00	-0.34	-0.96

Cumbria is benchmarked against different areas
Source: ONS: Vat registrations; PACEC

Figure A10.17 Stock of VAT registered businesses



Each area is benchmarked against Great Britain
Source: ONS: Vat registrations; PACEC

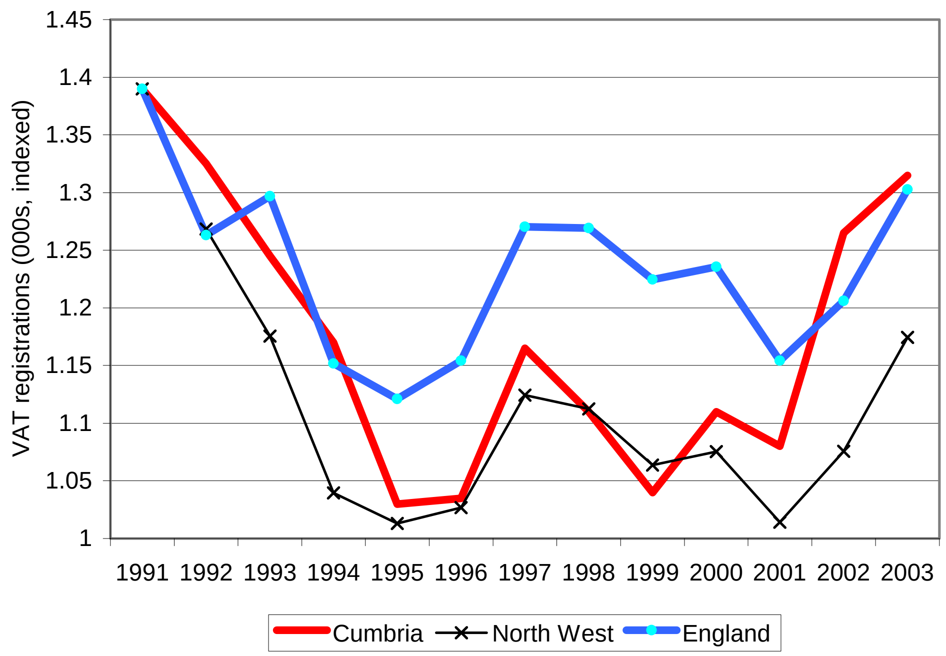
A11 Company Birth Rate

Table A11.14 VAT registration rate (2003)

	Cumbria	North West	England
Stock of Vat Registered companies	16,900	170k	1.53m
Vat registrations	1,320	18,800	167k
VAT registration rate	7.8%	11.1%	10.9%
Differential	0.0%	-3.3%	-3.1%
Excess	0	-555	-526
Indicator	0.00	-1.87	-1.77

Cumbria is benchmarked against different areas
Source: ONS: Vat registrations; PACEC

Figure A11.18 VAT registration rate



Each area is benchmarked against Great Britain
Source: ONS: Vat registrations; PACEC

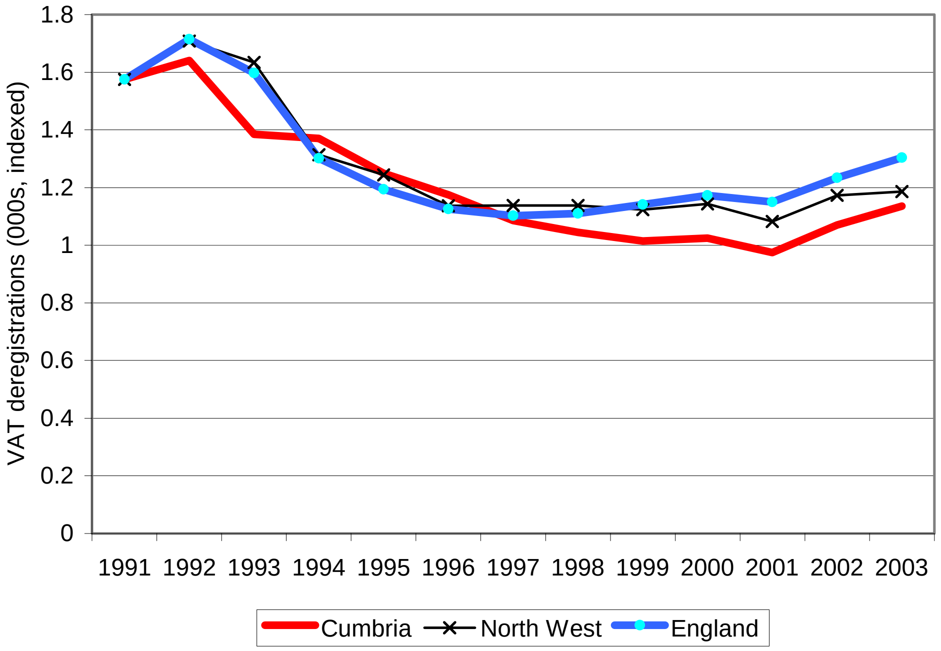
A12 Company Death Rate

Table A12.15 VAT deregistrations (2003)

	Cumbria	North West	England
Stock of Vat Registered companies	16,900	170k	1.53m
Vat de-registrations	1,140	16,600	152k
VAT deregistration rate	6.7%	9.8%	9.9%
Differential	0.0%	-3.0%	-3.2%
Excess	0	-510	-538
Indicator	0.00	-1.84	-1.95

Cumbria is benchmarked against different areas
Source: ONS: Vat registrations; PACEC

Figure A12.19 VAT deregistrations



Each area is benchmarked against Great Britain
Source: ONS: Vat registrations; PACEC

A13 Business types

A14 Floor space

Table A14.16 Average rateable value

	Cumbria	North West	England
Area of Rateable value (m2)	5.59m	85.9m	556m
Rateable value total (£)	£178m	£3.46bn	£30.6bn
Average rateable value	£32	£40	£55
Differential	£0	£-9	£-23
Excess	£0	£-47.8m	£-130m
Indicator	0.00	-0.29	-0.78

Cumbria is benchmarked against different areas
Source: ODPM: Commercial and Industrial Floor space; PACEC

Table A14.17 Rateable area per workplace job

	Cumbria	North West	England
Workplace jobs	247k	3.35m	25.5m
Area of Rateable value (m2)	5.59m	85.9m	556m
Rateable area per job	22.65	25.64	21.77
Differential	0.00	-2.99	0.89
Excess	0.00	-738,016.64	218,839.19
Indicator	0.00	-0.39	0.11

Cumbria is benchmarked against different areas
Source: ODPM: Commercial and Industrial Floor space; PACEC

A15 Competitiveness: Industrial Structure

A16 Industrial Structure, 2003

Table A16.18 Employment by 9 sectors (2003, 1995, GB LQ)

	Workplace Jobs 2003	Share (%)	LQ	Excess	Change	Change (%)
Primary	10,200	4.1%	1.78	4,450	-6,450	-38.8%
Manufacturing	42,500	17.2%	1.45	13,100	-1,980	-4.5%
Construction	14,700	6.0%	0.92	-1,320	856	6.2%
Retail	39,800	16.1%	1.22	7,180	8,770	28.2%
Wholesale	7,870	3.2%	0.83	-1,600	2,630	50.1%
Leisure	39,300	15.9%	1.29	8,870	6,130	18.5%
Transport	13,300	5.4%	0.87	-2,030	2,020	17.9%
Finance and business	25,700	10.4%	0.52	-23,400	4,350	20.4%
Public service	53,700	21.7%	0.91	-5,270	9,020	20.2%
Total (by SIC)	247k	100.0%	1.00	0	25,300	11.4%

Cumbria is benchmarked against Great Britain
Source: Annual Business Inquiry, 2003; PACEC

Table A16.19 Establishments by 9 sectors (2003, 2001, GB LQ)

	Workplaces 2003	Share (%)	LQ	Excess	Change	Change (%)
Primary	334	1.7%	1.73	141	-15	-4.3%
Manufacturing	1,310	6.6%	0.85	-224	70	5.7%
Construction	2,030	10.3%	1.14	249	116	6.1%
Retail	3,900	19.7%	1.19	622	-24	-0.6%
Wholesale	812	4.1%	0.71	-328	25	3.2%
Leisure	3,600	18.2%	1.13	412	143	4.1%
Transport	1,070	5.4%	1.17	152	56	5.5%
Finance and business	4,560	23.1%	0.76	-1,460	1,010	28.6%
Public service	2,150	10.9%	1.25	436	-133	-5.8%
Total (by SIC)	19,800	100.0%	1.00	0	1,250	6.8%

Cumbria is benchmarked against Great Britain
Source: Annual Business Inquiry, 2003; PACEC

Table A16.20 Workplace employment by 9 sectors (2003, GB LQ)

	Cumbria	North West	England
Primary	1.78	0.64	0.88
Manufacturing	1.45	1.15	1.00
Construction	0.92	0.99	1.01
Retail	1.22	1.02	1.00
Wholesale	0.83	1.02	1.05
Leisure	1.29	0.96	1.00
Transport	0.87	1.05	1.02
Finance and business	0.52	0.89	1.03
Public service	0.91	1.05	0.97
Total (by SIC)	1.00	1.00	1.00

Each area is benchmarked against Great Britain
Source: Annual Business Inquiry, 2003; PACEC

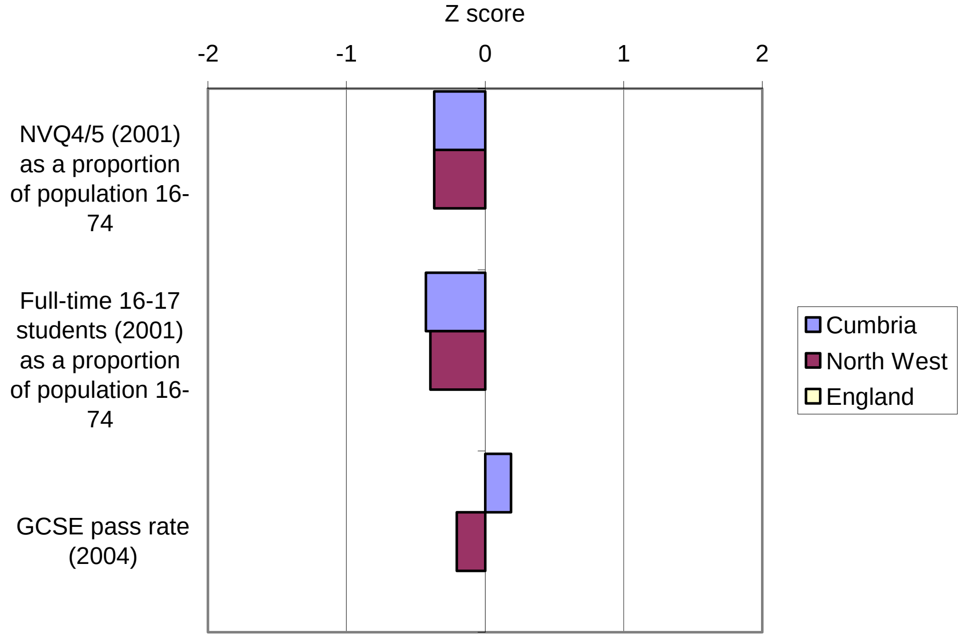
Table A16.21 Change in workplace employment 1995-2003 by 9 sectors

	Workplace Jobs 2003	Change	Change (%)	Benchmark (%)	Differential	Excess	Indicator
Primary	10,200	-6,450	-38.8%	-21.0%	-17.8%	-2,960	-0.33
Manufacturing	42,500	-1,980	-4.5%	-17.0%	12.6%	5,590	0.32
Construction	14,700	856	6.2%	10.1%	-4.0%	-551	-0.12
Retail	39,800	8,770	28.2%	15.4%	12.8%	3,980	0.60
Wholesale	7,870	2,630	50.1%	8.9%	41.3%	2,160	0.84
Leisure	39,300	6,130	18.5%	20.1%	-1.6%	-541	-0.07
Transport	13,300	2,020	17.9%	19.4%	-1.5%	-166	-0.04
Finance and business	25,700	4,350	20.4%	27.7%	-7.3%	-1,560	-0.18
Public service	53,700	9,020	20.2%	20.2%	0.0%	21	0.00
Total (by SIC)	247k	25,300	11.4%	12.4%	-0.9%	-2,080	-0.08

Cumbria is benchmarked against Great Britain
Source: Annual Business Inquiry, 2003; PACEC

A17 Competitiveness: Skills

Figure A17.20 Skills indicators



Source: ONS; PACEC

A18 Adult qualifications, 2001

Table A18.22 Qualifications (Census 2001)

	Cumbria	North West	England
16 - 74 Population	100.0%	100.0%	100.0%
NVQ0	30.8%	31.9%	28.9%
NVQ1	17.7%	16.7%	16.6%
NVQ2	20.3%	19.4%	19.4%
NVQ3	6.6%	7.7%	8.3%
NVQ4/5	17.2%	17.2%	19.9%
Missing	7.3%	7.1%	6.9%

Source: Census of Population, 2001; PACEC

A19 Students and qualifications

Table A19.23 Full-time students aged 16-17 (2001, 1991)

	Cumbria	North West	England
All people aged 16+	396k	5.34m	39.2m
Full-time 16-17 students	9,110	135k	955k
Share (%)	2.3%	2.5%	2.4%
Differential (%)	0.0%	-0.2%	-0.1%
Excess	0	-919	-525
Indicator	0.00	-0.79	-0.45
Growth	1,260	28,500	174k
Growth (%)	16.1%	26.7%	22.3%
Differential (%) growth	0.0%	-10.6%	-6.2%
Excess	0	-831	-487
Indicator	0.00	-0.61	-0.36
Change in rate (%)	0.3%	0.5%	0.4%
Differential change in rate (%)	0.0%	-0.2%	-0.1%
Differential change in rate (#)	0	-910	-235
Indicator	0.00	-0.70	-0.18

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A19.24 All full-time students (2001, 1991)

	Cumbria	North West	England
16 - 74 Population	354k	4.84m	35.5m
Full-time students	16,500	337k	2.5m
Share (%)	4.7%	7.0%	7.0%
Differential (%)	0.0%	-2.3%	-2.4%
Excess	0	-8,200	-8,430
Indicator	0.00	-0.81	-0.83
Growth	141	61,000	478k
Growth (%)	0.9%	22.1%	23.6%
Differential (%) growth	0.0%	-21.2%	-22.8%
Excess	0	-3,470	-3,720
Indicator	0.00	-0.77	-0.83
Change in rate (%)	0.1%	1.2%	1.0%
Differential change in rate (%)	0.0%	-1.1%	-0.9%
Differential change in rate (#)	0	-3,830	-3,280
Indicator	0.00	-0.69	-0.59

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A19.25 Population aged 16-17 (2001, 1991)

	Cumbria	North West	England
Population of all ages	488k	6.73m	49.1m
16 - 17 Population	12,100	179k	1.23m
Proportion aged 16-17	2.5%	2.7%	2.5%
Differential (%)	0.0%	-0.2%	0.0%
Excess	0	-891	-162
Indicator	0.00	-0.72	-0.13
Growth	-220	5,560	54,600
Growth (%)	-1.8%	3.2%	4.6%
Differential (%) growth	0.0%	-5.0%	-6.4%
Excess	0	-614	-790
Indicator	0.00	-0.44	-0.57
Change in rate (%)	-0.1%	0.1%	0.0%
Differential change in rate (%)	0.0%	-0.1%	-0.1%
Differential change in rate (#)	0	-730	-358
Indicator	0.00	-0.71	-0.35

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A19.26 Full-time students in 16-17 age group (2001, 1991)

	Cumbria	North West	England
16 - 17 Population	12,100	179k	1.23m
Full-time 16-17 students	9,110	135k	955k
Share (%)	75.5%	75.7%	77.6%
Differential (%)	0.0%	-0.1%	-2.0%
Excess	0	-17	-245
Indicator	0.00	-0.03	-0.43
Growth	1,260	28,500	174k
Growth (%)	16.1%	26.7%	22.3%
Differential (%) growth	0.0%	-10.6%	-6.2%
Excess	0	-831	-487
Indicator	0.00	-0.61	-0.36
Change in rate (%)	11.7%	14.0%	11.2%
Differential change in rate (%)	0.0%	-2.4%	0.4%
Differential change in rate (#)	0	-288	52
Indicator	0.00	-0.29	0.05

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

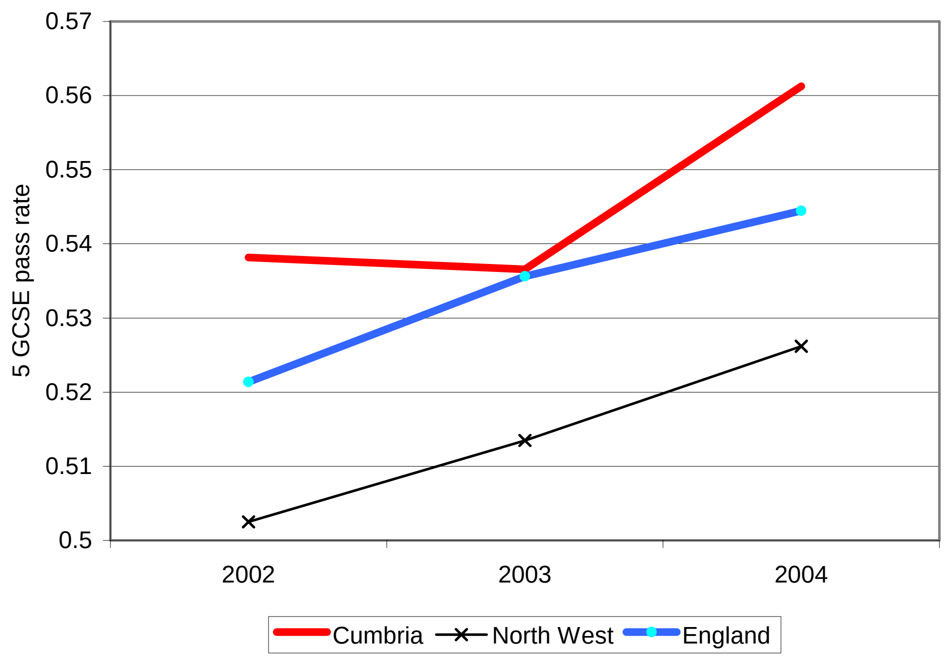
A20 GCSEs, 2004

Table A20.27 5 GCSEs A*-C pass rate

	Cumbria	North West	England
Number of GCSE students (aged 15)	6,440	92,900	634k
Number of students (aged 15) obtaining 5 GCSEs A* to C	3,610	48,900	345k
Proportion of students with 5 GCSE A*-C grades	56.1%	52.6%	54.4%
Differential	0.0%	3.5%	1.7%
Excess	0	226	108
Indicator	0.00	0.39	0.19
Change in rate (%)	2.5%	1.3%	0.9%
Differential change in rate (%)	0.0%	1.2%	1.6%
Differential change in rate (#)	0	77	102
Indicator	0.00	0.45	0.59

Cumbria is benchmarked against different areas
Source: DfES - Performance Tables; PACEC

Figure A20.21 5 GCSEs A*-C pass rate



Source: DfES - Performance Tables; PACEC

A21 Occupational structure, 2001

Table A21.28 SOC (Census 2001)

	Cumbria	North West	England
Managers and senior officials	12.9%	13.7%	15.3%
Professional occupations	9.1%	10.5%	11.2%
Associate professional and technical occupations	11.4%	12.8%	13.8%
Administrative and secretarial occupations	10.5%	13.1%	13.4%
Skilled trades occupations	16.3%	11.7%	11.5%
Personal service occupations	7.2%	7.6%	6.9%
Sales and customer service occupations	7.8%	8.3%	7.7%
Process; plant and machine operatives	10.9%	9.8%	8.4%
Elementary occupations	13.9%	12.5%	11.8%

Source: Census of Population, 2001; PACEC

A22 Competitiveness: Labour Market Balance

Figure A22.22 Labour indicators

Source: Census of Population 1991, 2001; PACEC

A23 Jobs balance sheet, 2001

Table A23.29 Workers (workplace-based)

	Cumbria	North West	England
Population of all ages	488k	6.73m	49.1m
Workplace workers	217k	2.9m	22.4m
Share (%)	44.4%	43.1%	45.5%
Differential (%)	0.0%	1.3%	-1.1%
Excess	0	6,360	-5,360
Indicator	0.00	0.01	0.00
Growth	-3,230	142k	2.08m
Growth (%)	-1.5%	5.2%	10.3%
Differential (%) growth	0.0%	-6.6%	-11.7%
Excess	0	-14,600	-25,800
Indicator	0.00	-0.70	-1.25
Change in rate (%)	-1.1%	2.1%	2.4%
Differential change in rate (%)	0.0%	-3.2%	-3.5%
Differential change in rate (#)	0	-15,500	-17,000
Indicator	0.00	-0.04	-0.04

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A23.30 Net in-commuting

	Cumbria	North West	England
All 16-74 residents in employment	220k	2.9m	22.4m
Net in-commuting	-3,230	2,750	-65,500
Share (%)	-1.5%	0.1%	-0.3%
Differential (%)	0.0%	-1.6%	-1.2%
Excess	0	-3,430	-2,580
Indicator	0.00	0.00	0.00
Growth	-8,500	-6,010	2,200
Growth (%)	-161.2%	-68.6%	-3.3%
Differential (%) growth	0.0%	-92.6%	-158.0%
Excess	0	-4,880	-8,320
Indicator	0.00	-0.05	-0.08
Change in rate (%)	-3.9%	-0.2%	0.0%
Differential change in rate (%)	0.0%	-3.6%	-3.9%
Differential change in rate (#)	0	-8,020	-8,580
Indicator	0.00	-0.02	-0.02

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A23.31 Resident workplace workers

	Cumbria	North West	England
All 16-74 residents in employment	220k	2.9m	22.4m
Res+Workplace workers	181k	1.82m	13.3m
Share (%)	82.4%	62.7%	59.5%
Differential (%)	0.0%	19.8%	23.0%
Excess	0	43,500	50,500
Indicator	0.00	1.40	1.62
Growth	-11,900	-88,600	118k
Growth (%)	-6.2%	-4.6%	0.9%
Differential (%) growth	0.0%	-1.5%	-7.0%
Excess	0	-2,910	-13,600
Indicator	0.00	-0.16	-0.73
Change in rate (%)	-5.4%	-5.5%	-4.8%
Differential change in rate (%)	0.0%	0.0%	-0.6%
Differential change in rate (#)	0	83	-1,360
Indicator	0.00	0.01	-0.15

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A23.32 Double jobbing

	Cumbria	North West	England
Workplace workers	217k	2.9m	22.4m
Double jobbing + adjustment	35,300	501k	3.6m
Share (%)	16.3%	17.2%	16.1%
Differential (%)	0.0%	-1.0%	0.2%
Excess	0	-2,090	383
Indicator	0.00	-0.09	0.02

Cumbria is benchmarked against different areas
Source: Census of Population 2001; PACEC

Table A23.33 Workplace-based employment

	Cumbria	North West	England
Population of all ages	488k	6.73m	49.1m
Workplace Jobs	252k	3.4m	26m
Share (%)	51.7%	50.6%	52.9%
Differential (%)	0.0%	1.1%	-1.2%
Excess	0	5,360	-5,840
Indicator	0.00	0.00	0.00
Growth	24,900	390k	3.58m
Growth (%)	10.9%	13.0%	16.0%
Differential (%) growth	0.0%	-2.0%	-5.1%
Excess	0	-4,560	-11,500
Indicator	0.00	-0.13	-0.33
Change in rate (%)	4.7%	5.8%	5.3%
Differential change in rate (%)	0.0%	-1.1%	-0.6%
Differential change in rate (#)	0	-5,420	-2,960
Indicator	0.00	-0.01	-0.01

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A23.34 Workers working long hours (49+/week)

	Cumbria	North West	England
All 16-74 residents in employment	220k	2.9m	22.4m
Working long hours (49+hours per week)	36,600	399k	3.65m
Proportion working long hours	16.6%	13.8%	16.3%
Differential (%)	0.0%	2.9%	0.4%
Excess	0	6,320	770
Indicator	0.00	-0.86	-0.10
Growth	19,600	255k	2.46m
Growth (%)	116.0%	176.6%	205.6%
Differential (%) growth	0.0%	-60.5%	-89.6%
Excess	0	-10,200	-15,200
Indicator	0.00	1.01	1.49
Change in rate (%)	8.9%	8.6%	10.5%
Differential change in rate (%)	0.0%	0.3%	-1.5%
Differential change in rate (#)	0	728	-3,390
Indicator	0.00	-0.15	0.68

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A23.35 Workers (residence-based)

	Cumbria	North West	England
Population of working age	292k	4.09m	30.2m
All 16-74 residents in employment	220k	2.9m	22.4m
Employment rate	75.2%	70.9%	74.2%
Differential (%)	0.0%	4.3%	1.0%
Excess	0	12,700	2,970
Indicator	0.00	0.71	0.17
Growth	108	104k	1.87m
Growth (%)	0.0%	3.7%	9.1%
Differential (%) growth	0.0%	-3.7%	-9.0%
Excess	0	-8,030	-19,900
Indicator	0.00	-0.42	-1.04
Change in rate (%)	0.4%	2.1%	2.9%
Differential change in rate (%)	0.0%	-1.8%	-2.5%
Differential change in rate (#)	0	-5,140	-7,220
Indicator	0.00	-0.72	-1.02

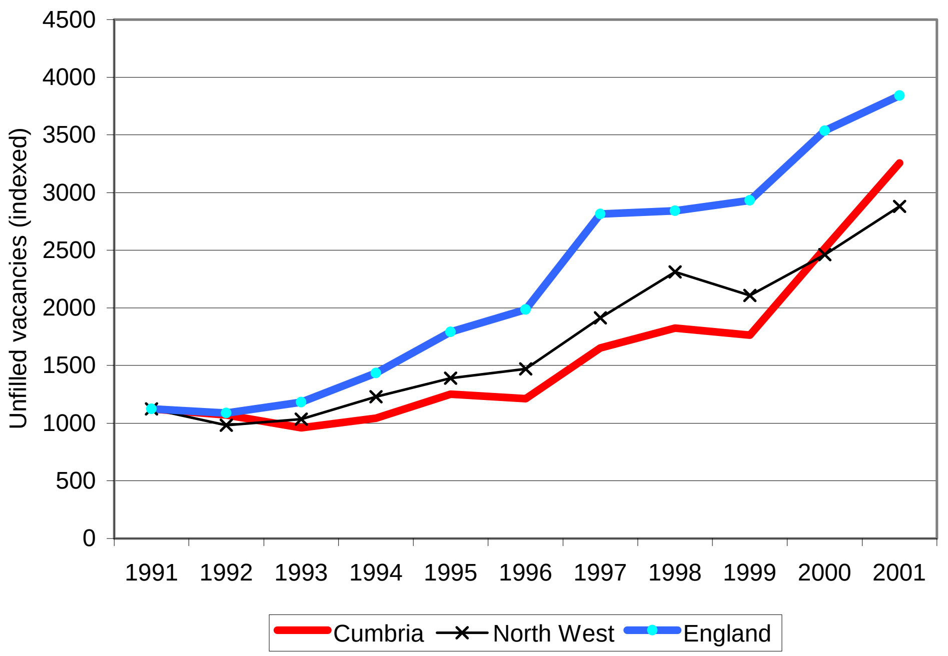
Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A23.36 Unfilled vacancies rate

	Cumbria	North West	England
Unfilled Vacancies	3,260	45,100	300k
Unemployment (ILO)	12,200	176k	1.19m
Unemployed per vacancy	3.73	3.89	3.97
Differential	0.00	-0.16	-0.23
Excess	0.00	-520.86	-762.65
Indicator	0.00	-0.01	-0.02

Cumbria is benchmarked against different areas
Source: Job Centre Vacancies, DWP; PACEC

Figure A23.23 Unfilled vacancies rate



Each area is benchmarked against RegCumbria
Source: Job Centre Vacancies, DWP; PACEC

Table A23.37 Unfilled vacancies rate

	Cumbria	North West	England
Workplace jobs	217k	3.21m	24.9m
Unfilled Vacancies	3,260	45,100	300k
Vacancies per job	0.01	0.01	0.01
Differential	0.00	0.00	0.00
Excess	0.00	196.99	641.59
Indicator	0.00	0.08	0.27

Cumbria is benchmarked against different areas
Source: Job Centre Vacancies, DWP; PACEC

Table A23.38 Notified vacancies rate

	Cumbria	North West	England
Workplace jobs	247k	3.35m	25.5m
Notified Vacancies	1,940	32,800	197k
Vacancies per job	0.01	0.01	0.01
Differential	0.00	0.00	0.00
Excess	0.00	-485.81	30.31
Indicator	0.00	-0.36	0.02

Cumbria is benchmarked against different areas
Source: Job Centre Vacancies, DWP; PACEC

Table A23.39 Self-employed

	Cumbria	North West	England
Workplace jobs	249k	3.37m	25.7m
Self Employed (wplace)	37,800	360k	3.26m
Self employment rate	0.15	0.11	0.13
Differential	0.00	0.04	0.02
Excess	0.00	11,147.48	6,105.92
Indicator	0.00	1.16	0.63

Cumbria is benchmarked against different areas
Source: Annual Business Inquiry to 2003, Labour Force Survey to 2004, Census of Population to 2001, ONS; PACEC

Table A23.40 Jobs balance

	Cumbria	North West	England
Workplace workers	44.4%	43.1%	45.5%
Net in-commuting	-1.5%	0.1%	-0.3%
Res+Workplace workers	82.4%	62.7%	59.5%
Double jobbing + adjustment	16.3%	17.2%	16.1%
Workplace Jobs	51.7%	50.6%	52.9%
Working long hours (49+hours per week)	16.6%	13.8%	16.3%
All 16-74 residents in employment	75.2%	70.9%	74.2%

Source: Census of Population, 2001; PACEC

A24 Labour market structure, 2001

Table A24.41 Population aged 16+

	Cumbria	North West	England
Population of all ages	488k	6.73m	49.1m
All people aged 16+	396k	5.34m	39.2m
Proportion aged 16+	81.1%	79.3%	79.8%
Differential (%)	0.0%	1.8%	1.3%
Excess	0	8,940	6,320
Indicator	0.00	1.07	0.76
Growth	3,970	12,500	1.62m
Growth (%)	1.0%	0.2%	4.3%
Differential (%) growth	0.0%	0.8%	-3.3%
Excess	0	3,050	-12,900
Indicator	0.00	0.13	-0.54
Change in rate (%)	0.1%	0.2%	-0.1%
Differential change in rate (%)	0.0%	-0.1%	0.2%
Differential change in rate (#)	0	-375	835
Indicator	0.00	-0.09	0.20

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A24.42 Population aged 16-74

	Cumbria	North West	England
Population of all ages	488k	6.73m	49.1m
16 - 74 Population	354k	4.84m	35.5m
Proportion aged 16 - 74	72.6%	71.9%	72.3%
Differential (%)	0.0%	0.7%	0.3%
Excess	0	3,520	1,600
Indicator	0.00	0.42	0.19
Growth	-5,690	57,100	1.82m
Growth (%)	-1.6%	1.2%	5.4%
Differential (%) growth	0.0%	-2.8%	-7.0%
Excess	0	-9,990	-25,100
Indicator	0.00	-0.41	-1.02
Change in rate (%)	-1.8%	0.8%	0.7%
Differential change in rate (%)	0.0%	-2.7%	-2.5%
Differential change in rate (#)	0	-13,000	-12,200
Indicator	0.00	-0.99	-0.93

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A24.43 Population of working age

	Cumbria	North West	England
Population of all ages	488k	6.73m	49.1m
Population of working age	292k	4.09m	30.2m
Pop of working age (% of total)	59.9%	60.8%	61.5%
Differential (%)	0.0%	-0.8%	-1.6%
Excess	0	-4,090	-7,740
Indicator	0.00	-0.28	-0.53
Growth	-1,350	23,100	1.41m
Growth (%)	-0.5%	0.6%	4.9%
Differential (%) growth	0.0%	-1.0%	-5.4%
Excess	0	-3,020	-15,700
Indicator	0.00	-0.14	-0.73
Change in rate (%)	-0.8%	0.3%	0.3%
Differential change in rate (%)	0.0%	-1.1%	-1.1%
Differential change in rate (#)	0	-5,600	-5,390
Indicator	0.00	-0.71	-0.68

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A24.44 Numbers economically active

	Cumbria	North West	England
Population of working age	292k	4.09m	30.2m
Economically Active	233k	3.09m	23.8m
Economic activity rate	79.7%	75.6%	78.6%
Differential (%)	0.0%	4.1%	1.1%
Excess	0	11,900	3,260
Indicator	0.00	0.84	0.23
Growth	-6,040	-81,200	643k
Growth (%)	-2.5%	-2.6%	2.8%
Differential (%) growth	0.0%	0.0%	-5.3%
Excess	0	71	-12,700
Indicator	0.00	0.00	-0.76
Change in rate (%)	-1.7%	-2.4%	-1.6%
Differential change in rate (%)	0.0%	0.7%	-0.1%
Differential change in rate (#)	0	2,150	-220
Indicator	0.00	0.26	-0.03

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A24.45 ILO unemployed

	Cumbria	North West	England
Economically Active	233k	3.09m	23.8m
Unemployed (ILO)	12,200	176k	1.19m
Unemployment rate	5.2%	5.7%	5.0%
Differential (%)	0.0%	-0.5%	0.2%
Excess	0	-1,060	499
Indicator	0.00	0.23	-0.11
Growth	-4,060	-161k	-919k
Growth (%)	-25.0%	-47.8%	-43.6%
Differential (%) growth	0.0%	22.8%	18.6%
Excess	0	3,700	3,010
Indicator	0.00	-2.50	-2.04
Change in rate (%)	-1.6%	-4.9%	-4.1%
Differential change in rate (%)	0.0%	3.4%	2.6%
Differential change in rate (#)	0	7,820	5,940
Indicator	0.00	-2.07	-1.57

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A24.46 Long term unemployment (ILO)

	Cumbria	North West	England
Economically Active	233k	3.09m	23.8m
Long Term unemployment (ILO)	3,910	55,600	360k
Long-term unemployment rate	1.7%	1.8%	1.5%
Differential (%)	0.0%	-0.1%	0.2%
Excess	0	-272	386
Indicator	0.00	0.15	-0.21

Cumbria is benchmarked against different areas
Source: Census of Population 2001; PACEC

Table A24.47 Long term sick

	Cumbria	North West	England
Population of working age	292k	4.09m	30.2m
Long term sick	22,600	375k	1.88m
Proportion of long-term sick	7.7%	9.2%	6.2%
Differential (%)	0.0%	-1.4%	1.5%
Excess	0	-4,190	4,380
Indicator	0.00	0.55	-0.58
Growth	7,640	80,200	472k
Growth (%)	51.0%	27.2%	33.4%
Differential (%) growth	0.0%	23.8%	17.6%
Excess	0	3,560	2,640
Indicator	0.00	-1.10	-0.81
Change in rate (%)	2.6%	1.9%	1.3%
Differential change in rate (%)	0.0%	0.7%	1.3%
Differential change in rate (#)	0	2,090	3,810
Indicator	0.00	-0.74	-1.34

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A24.48 Residential employment

	Cumbria	North West	England
Population of working age	292k	4.09m	30.2m
All 16-74 residents in employment	220k	2.9m	22.4m
Employment rate	75.2%	70.9%	74.2%
Differential (%)	0.0%	4.3%	1.0%
Excess	0	12,700	2,970
Indicator	0.00	0.71	0.17
Growth	108	104k	1.87m
Growth (%)	0.0%	3.7%	9.1%
Differential (%) growth	0.0%	-3.7%	-9.0%
Excess	0	-8,030	-19,900
Indicator	0.00	-0.42	-1.04
Change in rate (%)	0.4%	2.1%	2.9%
Differential change in rate (%)	0.0%	-1.8%	-2.5%
Differential change in rate (#)	0	-5,140	-7,220
Indicator	0.00	-0.72	-1.02

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A24.49 Population balance (Census 2001)

	Cumbria	North West	England
Population of all ages	100.9%	100.0%	104.4%
Population of working age	59.9%	60.8%	61.5%
Long term sick	7.7%	9.2%	6.2%
Economically Active	79.7%	75.6%	78.6%
Unemployed (ILO)	5.2%	5.7%	5.0%
All 16-74 residents in employment	75.2%	70.9%	74.2%
Workplace workers	44.4%	43.1%	45.5%
Workplace Jobs	51.7%	50.6%	52.9%

Source: Census of Population, 2001; PACEC

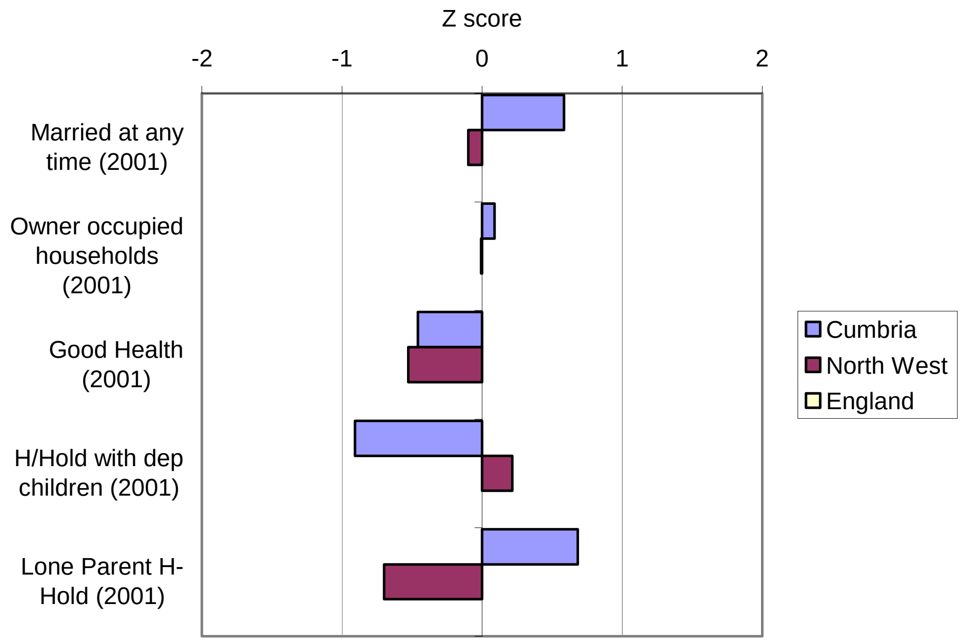
Table A24.50 Population balance over time in Cumbria

	Census 1981	Census 1991	Census 2001
Population of working age	59.4%	60.8%	59.9%
Economically Active	78.6%	81.4%	79.7%
Unemployed (ILO)	7.7%	6.8%	5.2%
Res+Workplace workers	89.4%	87.9%	82.4%
Net in-commuting	-9.2%	2.4%	-1.5%
Gross Out commuting	10.6%	12.1%	17.6%
Gross In Commuting	1.4%	14.5%	16.1%

Source: Census of Population 1981, 1991, 2001; PACEC

A25 Social Well-being: People

Figure A25.24 People indicators



Source: Census of Population 1991, 2001; PACEC

A26 Social structure

Table A26.51 Living arrangements (2001)

	Cumbria	North West	England
All 16+ in households	80.2%	77.7%	81.6%
Living as a couple	63.8%	59.0%	60.6%
Divorced at any time, or separated	27.5%	29.6%	29.2%
Married at any time	65.0%	60.9%	61.5%

Source: Census of Population, 2001; PACEC

Table A26.52 Those over 16 and living as a couple (2001, 1991)

	Cumbria	North West	England
All 16+ in households	388k	5.23m	38.4m
Living as a couple	247k	3.09m	23.3m
Proportion of couples	63.8%	59.0%	60.6%
Differential (%)	0.0%	4.8%	3.2%
Excess	0	18,400	12,400
Indicator	0.00	0.73	0.49
Growth	145k	1.75m	13.4m
Growth (%)	142.4%	131.1%	137.1%
Differential (%) growth	0.0%	11.4%	5.3%
Excess	0	11,600	5,460
Indicator	0.00	0.64	0.30
Change in rate (%)	38.0%	33.6%	34.1%
Differential change in rate (%)	0.0%	4.5%	4.0%
Differential change in rate (#)	0	17,300	15,300
Indicator	0.00	0.85	0.76

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A26.53 Those over 16 and married (2001, 1991)

	Cumbria	North West	England
All people aged 16+	396k	5.34m	39.2m
Married at any time	257k	3.25m	24.1m
Proportion ever married	65.0%	60.9%	61.5%
Differential (%)	0.0%	4.2%	3.6%
Excess	0	16,500	14,100
Indicator	0.00	0.68	0.59
Growth	20,400	190k	2.19m
Growth (%)	8.6%	6.2%	10.0%
Differential (%) growth	0.0%	2.4%	-1.4%
Excess	0	5,640	-3,230
Indicator	0.00	0.37	-0.21
Change in rate (%)	4.5%	3.4%	3.2%
Differential change in rate (%)	0.0%	1.1%	1.4%
Differential change in rate (#)	0	4,410	5,460
Indicator	0.00	0.64	0.79

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A26.54 Those divorced or separated (2001, 1991)

	Cumbria	North West	England
Married at any time	257k	3.25m	24.1m
Divorced at any time, or separated	70,800	962k	7.05m
Proportion of divorced to married	27.5%	29.6%	29.2%
Differential (%)	0.0%	-2.1%	-1.7%
Excess	0	-5,440	-4,440
Indicator	0.00	0.62	0.51

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A26.55 Owner-occupation (2001, 1991)

	Cumbria	North West	England
All household spaces	226k	2.95m	21.3m
Owner occupied households	151k	1.95m	14.1m
Share (%)	66.9%	66.0%	66.1%
Differential (%)	0.0%	0.9%	0.8%
Excess	0	2,060	1,910
Indicator	0.00	0.10	0.09
Growth	16,200	140k	1.43m
Growth (%)	12.0%	7.8%	11.3%
Differential (%) growth	0.0%	4.2%	0.7%
Excess	0	5,710	925
Indicator	0.00	0.46	0.07
Change in rate (%)	3.3%	2.0%	2.8%
Differential change in rate (%)	0.0%	1.4%	0.6%
Differential change in rate (#)	0	3,110	1,290
Indicator	0.00	0.59	0.24

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A26.56 Lone parent households (2001, 1991)

	Cumbria	North West	England
All households	209k	2.81m	20.5m
Lone parent households	11,400	216k	1.31m
Share (%)	5.5%	7.7%	6.4%
Differential (%)	0.0%	-2.2%	-0.9%
Excess	0	-4,590	-1,980
Indicator	0.00	1.31	0.57
Growth	5,570	94,800	621k
Growth (%)	95.0%	78.4%	89.8%
Differential (%) growth	0.0%	16.5%	5.2%
Excess	0	969	305
Indicator	0.00	-0.40	-0.13
Change in rate (%)	2.4%	3.1%	2.7%
Differential change in rate (%)	0.0%	-0.7%	-0.3%
Differential change in rate (#)	0	-1,420	-599
Indicator	0.00	0.99	0.42

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A26.57 Single person households (2001, 1991)

	Cumbria	North West	England
All households	209k	2.81m	20.5m
Single person households	62,800	870k	6.15m
Share (%)	30.1%	30.9%	30.1%
Differential (%)	0.0%	-0.9%	0.0%
Excess	0	-1,850	-36
Indicator	0.00	0.21	0.00
Growth	11,700	148k	1.14m
Growth (%)	22.8%	20.5%	22.9%
Differential (%) growth	0.0%	2.3%	0.0%
Excess	0	1,170	-20
Indicator	0.00	-0.24	0.00
Change in rate (%)	3.7%	3.8%	3.4%
Differential change in rate (%)	0.0%	-0.1%	0.3%
Differential change in rate (#)	0	-284	581
Indicator	0.00	0.12	-0.24

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A26.58 Households with dependent children (2001, 1991)

	Cumbria	North West	England
All households	209k	2.81m	20.5m
Households with dependent children	57,400	856k	6.02m
Share (%)	27.5%	30.4%	29.4%
Differential (%)	0.0%	-3.0%	-2.0%
Excess	0	-6,230	-4,160
Indicator	0.00	0.98	0.66
Growth	1,570	24,700	407k
Growth (%)	2.8%	3.0%	7.2%
Differential (%) growth	0.0%	-0.2%	-4.4%
Excess	0	-87	-2,480
Indicator	0.00	0.02	0.44
Change in rate (%)	-1.3%	-0.8%	-0.5%
Differential change in rate (%)	0.0%	-0.5%	-0.9%
Differential change in rate (#)	0	-1,100	-1,790
Indicator	0.00	0.38	0.62

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

A27 Health

Table A27.59 Those in good health (2001)

	Cumbria	North West	England
Population of all ages	488k	6.73m	49.1m
Good Health	327k	4.5m	33.8m
Proportion with Good Health	67.1%	66.9%	68.8%
Differential (%)	0.0%	0.2%	-1.6%
Excess	0	1,180	-7,960
Indicator	0.00	0.07	-0.46

Cumbria is benchmarked against different areas
Source: Census of Population, 2001; PACEC

Table A27.60 Those not in good health (2001)

	Cumbria	North West	England
Population of all ages	488k	6.73m	49.1m
Not Good Health	48,600	737k	4.44m
Proportion with Not Good Health	10.0%	11.0%	9.0%
Differential (%)	0.0%	-1.0%	0.9%
Excess	0	-4,820	4,570
Indicator	0.00	0.48	-0.46

Cumbria is benchmarked against different areas
Source: Census of Population, 2001; PACEC

Table A27.61 Unpaid carers (2001)

	Cumbria	North West	England
16 - 74 Population	354k	4.84m	35.5m
Unpaid carers	51,700	725k	4.88m
Proportion of Unpaid carers	14.6%	15.0%	13.7%
Differential (%)	0.0%	-0.4%	0.9%
Excess	0	-1,340	3,090
Indicator	0.00	-0.23	0.53

Cumbria is benchmarked against different areas
Source: Census of Population, 2001; PACEC

Table A27.62 Limiting long-term illness (2001, 1991)

	Cumbria	North West	England
Population of all ages	488k	6.73m	49.1m
Limiting long-term illness	97,700	1.39m	8.81m
Proportion with limiting long-term illness	20.0%	20.7%	17.9%
Differential (%)	0.0%	-0.7%	2.1%
Excess	0	-3,340	10,300
Indicator	0.00	0.21	-0.64
Growth	36,000	432k	3m
Growth (%)	58.4%	44.9%	51.6%
Differential (%) growth	0.0%	13.5%	6.8%
Excess	0	8,310	4,200
Indicator	0.00	-1.09	-0.55
Change in rate (%)	7.3%	6.4%	5.6%
Differential change in rate (%)	0.0%	0.9%	1.7%
Differential change in rate (#)	0	4,160	8,260
Indicator	0.00	-0.63	-1.25

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A27.63 Limiting long term illness (working age) (2001, 1991)

	Cumbria	North West	England
Population of working age	292k	4.09m	30.2m
Limiting long-term illness of working age	43,900	670k	4.01m
Proportion with Limiting long-term illness of working age	15.0%	16.4%	13.3%
Differential (%)	0.0%	-1.4%	1.8%
Excess	0	-3,950	5,130
Indicator	0.00	0.43	-0.55
Growth	19,400	242k	1.63m
Growth (%)	79.1%	56.7%	68.1%
Differential (%) growth	0.0%	22.4%	10.9%
Excess	0	5,490	2,690
Indicator	0.00	-1.24	-0.61
Change in rate (%)	6.7%	5.9%	5.0%
Differential change in rate (%)	0.0%	0.8%	1.7%
Differential change in rate (#)	0	2,360	4,920
Indicator	0.00	-0.62	-1.29

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A27.64 Long-term sick (economically inactive) (2001, 1991)

	Cumbria	North West	England
Population of working age	292k	4.09m	30.2m
Long term sick	22,600	375k	1.88m
Proportion of long-term sick	7.7%	9.2%	6.2%
Differential (%)	0.0%	-1.4%	1.5%
Excess	0	-4,190	4,380
Indicator	0.00	0.55	-0.58
Growth	7,640	80,200	472k
Growth (%)	51.0%	27.2%	33.4%
Differential (%) growth	0.0%	23.8%	17.6%
Excess	0	3,560	2,640
Indicator	0.00	-1.10	-0.81
Change in rate (%)	2.6%	1.9%	1.3%
Differential change in rate (%)	0.0%	0.7%	1.3%
Differential change in rate (#)	0	2,090	3,810
Indicator	0.00	-0.74	-1.34

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

A28 Crime

Table A28.65 Total crime Z score

	Cumbria	North West	England
Recorded crimes (2004)	0.93	-0.17	0.00
Violent crime (2004)	0.47	-0.09	0.00
Sexual crime (2004)	0.91	0.00	0.00
Robbery (2004)	0.92	0.00	0.00
Burglary (2004)	1.06	-0.53	0.00
Theft of a motor vehicle (2004)	1.13	-0.30	0.00
Theft from a motor vehicle (2004)	0.95	0.05	0.00

Source: Home Office - Recorded Crime Statistics; PACEC

Table A28.66 Total crime (2004, 2000)

	Cumbria	North West	England
Population	492k	6.83m	50.1m
Recorded crimes	13,200	335k	2.28m
Recorded crimes rate	2.7%	4.9%	4.6%
Differential	0.0%	-2.2%	-1.9%
Excess	0	-10,900	-9,230
Indicator	0.00	1.11	0.93
Growth	1,720	16,200	254k
Growth (%)	15.0%	5.1%	12.5%
Differential (%) growth	0.0%	9.9%	2.5%
Excess	0	1,140	284
Indicator	0.00	-0.40	-0.10
Change in rate (%)	0.3%	0.2%	0.4%
Differential change in rate (%)	0.0%	0.1%	-0.1%
Differential change in rate (#)	0	626	-540
Indicator	0.00	-0.18	0.16

Cumbria is benchmarked against different areas
Source: Home Office - Recorded Crime Statistics; PACEC

Table A28.67 Types of crime in Cumbria (2004, 2000)

	Recorded crimes	Violent crime	Sexual crime	Robbery	Burglary	Theft of a motor vehicle	Theft from a motor vehicle
Population	492k	492k	492k	492k	492k	492k	492k
**na	13,200	6,870	293	124	1,800	1,060	3,050
Rate	2.7%	1.4%	0.1%	0.0%	0.4%	0.2%	0.6%
Differential	-1.9%	-0.4%	0.0%	-0.2%	-0.4%	-0.3%	-0.5%
Excess	-9,230	-1,990	-197	-858	-2,020	-1,640	-2,530
Indicator	0.93	0.47	0.91	0.92	1.06	1.13	0.95
Growth	1,720	2,500	91	33	-288	-206	-406
Change (%)	15.0%	57.1%	45.0%	36.3%	-13.8%	-16.3%	-11.7%
Differential (%) growth	2.5%	-7.9%	4.6%	24.5%	-9.9%	2.8%	-4.3%
Excess	284	-348	9	22	-206	35	-148
Indicator	-0.10	0.12	-0.07	-0.25	0.24	-0.10	0.18
Change in rate (%)	0.3%	0.5%	0.0%	0.0%	-0.1%	0.0%	-0.1%
Differential change in rate (%)	-0.1%	-0.2%	0.0%	0.0%	0.0%	0.1%	0.0%
Differential change in rate (#)	-540	-943	-46	-56	-83	473	116
Indicator	0.16	0.41	0.38	0.18	0.09	-0.51	-0.09

Source: Home Office - Recorded Crime Statistics; PACEC

Table A28.68 Crime rates by year in Cumbria

	2000	2001	2002	2003	2004
Recorded crimes	2.4%	2.2%	2.5%	2.6%	2.7%
Violent crime	0.9%	0.8%	1.1%	1.2%	1.4%
Sexual crime	0.0%	0.0%	0.0%	0.0%	0.1%
Robbery	0.0%	0.0%	0.0%	0.0%	0.0%
Burglary	0.4%	0.4%	0.4%	0.4%	0.4%
Theft of a motor vehicle	0.3%	0.2%	0.2%	0.3%	0.2%
Theft from a motor vehicle	0.7%	0.6%	0.7%	0.7%	0.6%

Source: Home Office - Recorded Crime Statistics; PACEC

Table A28.69 Types of crime by area (rates)

	Recorded crimes	Violent crime	Sexual crime	Robbery	Burglary	Theft of a motor vehicle	Theft from a motor vehicle
Cumbria	2.7%	1.4%	0.1%	0.0%	0.4%	0.2%	0.6%
North West	4.9%	1.9%	0.1%	0.2%	1.0%	0.6%	1.1%
England	4.6%	1.8%	0.1%	0.2%	0.8%	0.5%	1.1%

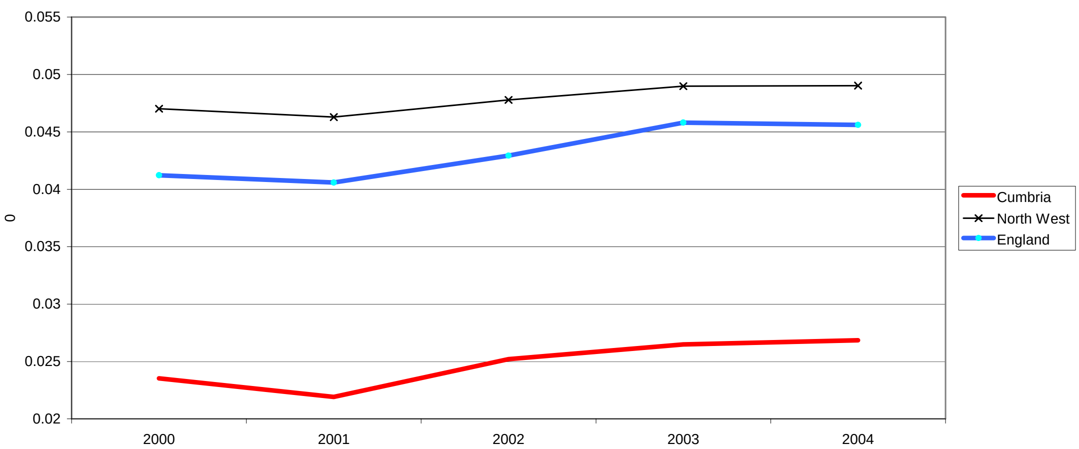
Source: Home Office - Recorded Crime Statistics; PACEC

Table A28.70 Annual crime rates

	2000	2001	2002	2003	2004
Cumbria	2.4%	2.2%	2.5%	2.6%	2.7%
North West	4.7%	4.6%	4.8%	4.9%	4.9%
England	4.1%	4.1%	4.3%	4.6%	4.6%

Source: Home Office - Recorded Crime Statistics; PACEC

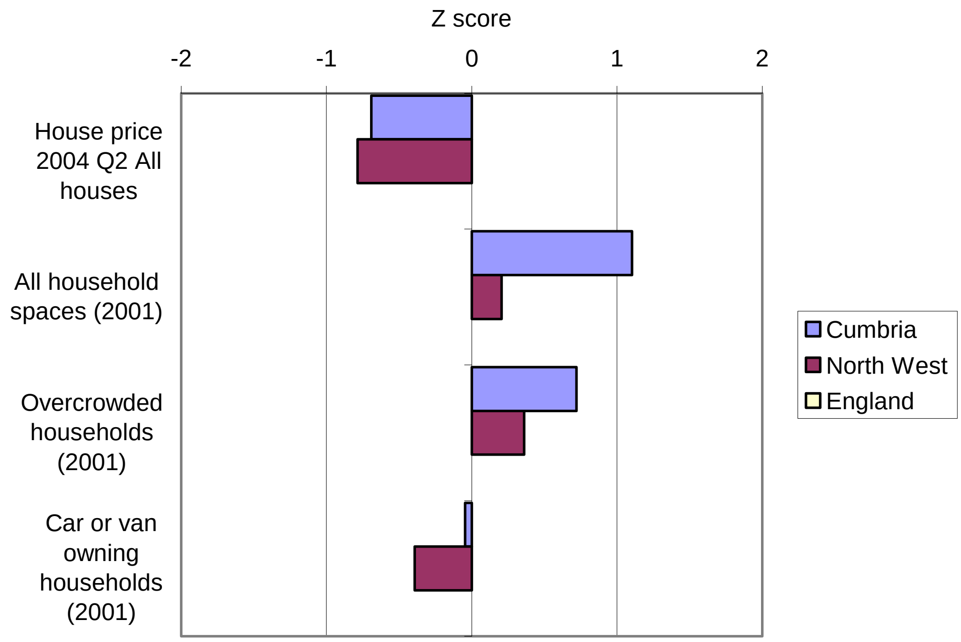
Figure A28.25 Crime rates



Source: Home Office - Recorded Crime Statistics; PACEC

A29 Social Well-being: Environment

Figure A29.26 Environment indicators



Source: Residential Property Prices, HM Land Registry; Census 2001; PACEC

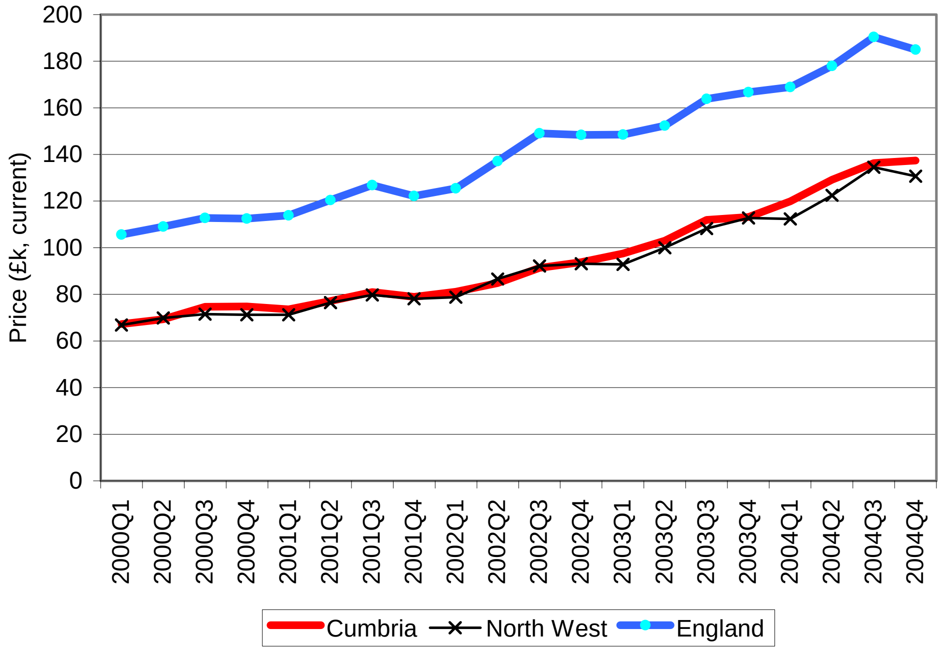
A30 House prices, 2004

Table A30.71 Housing market (overall)

	Cumbria	North West	England
Sales (Overall)	2,370	30,500	220k
Value (Overall)	£326m	£3.99bn	£40.7bn
Average house price (overall)	£137k	£131k	£185k
Differential	£98,600	£105k	£51,100
Excess	£38.1m	£40.6m	£19.7m
Indicator	1.42	1.51	0.73
Growth	£122m	£1.53bn	£11bn
Growth (%)	60.0%	62.0%	36.9%
Differential (%) growth	-31.7%	-33.7%	-8.6%
Excess	£-22.5m	£-23.9m	£-6.08m
Indicator	0.48	0.62	0.03

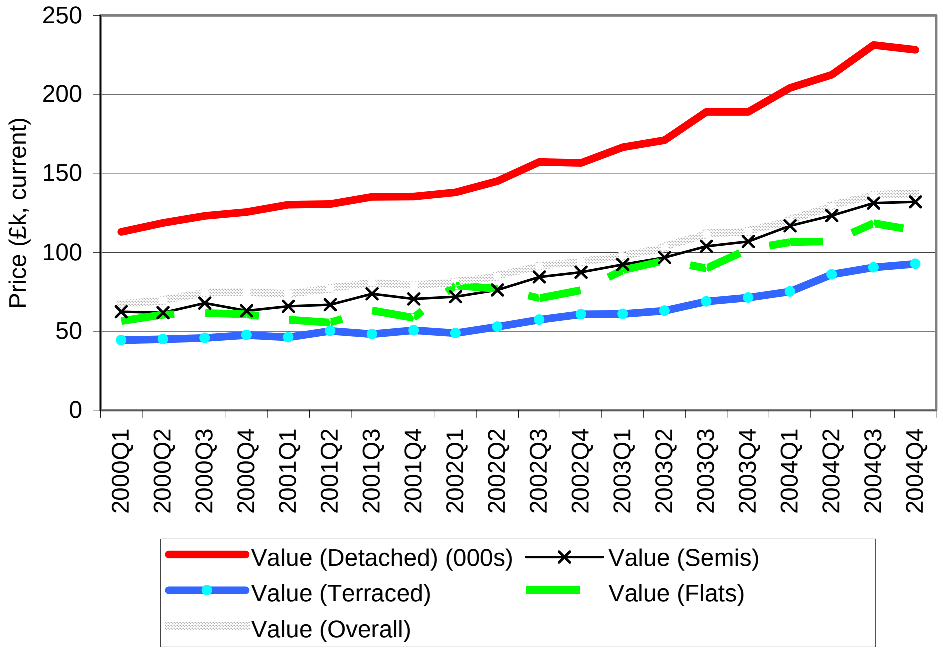
Cumbria is benchmarked against different areas
Source: Residential Property Prices, HM Land Registry; PACEC

Figure A30.27 Average house price (overall)



Source: Residential Property Prices, HM Land Registry; PACEC

Figure A30.28 House prices by type



Source: Residential Property Prices, HM Land Registry; PACEC

A31 Household structure (2001)

Table A31.72 Households (2001)

	Cumbria	North West	England
Population of all ages	100.9%	100.0%	104.4%
All household spaces	46.3%	43.8%	43.3%
Vacant household spaces	4.2%	4.2%	3.2%
Second residence / holiday accommodation	3.3%	0.4%	0.6%
Car or van owning households	69.9%	66.5%	70.4%
Owner occupied households	66.9%	66.0%	66.1%
Overcrowded households	3.5%	5.2%	6.9%
Households with basic amenities	80.8%	83.8%	87.7%
Lone parent households	5.5%	7.7%	6.4%
Single person households	30.1%	30.9%	30.1%
Households with dependent children	27.5%	30.4%	29.4%

Source: Census of Population, 2001; PACEC

Table A31.73 Household spaces (2001, 1991)

	Cumbria	North West	England
All household spaces	226k	2.95m	21.3m
Total population	488k	6.73m	49.1m
Average household size	2.16	2.28	2.31
Differential (%)	0.00	-0.12	-0.15
Excess	0.00	-27,563.39	-34,323.18
Indicator	0.00	0.96	1.19
Growth	4,440	2,900	2.08m
Growth (%)	0.01	0.00	0.04
Differential (%) growth	0.00	0.01	-0.04
Excess	0	4,240	-17,000
Indicator	0.00	-0.14	0.57
Change in rate (%)	-0.12	-0.10	-0.05
Differential change in rate (%)	0.0%	-1.4%	-6.8%
Differential change in rate (#)	0	-3,240	-15,400
Indicator	0.00	0.18	0.87

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A31.74 Vacant household spaces (2001, 2991)

	Cumbria	North West	England
All household spaces	226k	2.95m	21.3m
Vacant household spaces	9,440	125k	676k
Share (%)	4.2%	4.2%	3.2%
Differential (%)	0.0%	0.0%	1.0%
Excess	0	-95	2,260
Indicator	0.00	0.04	-0.92
Growth	-324	-9,100	-254k
Growth (%)	-3.3%	-6.8%	-27.3%
Differential (%) growth	0.0%	3.5%	24.0%
Excess	0	340	2,340
Indicator	0.00	-0.14	-1.00
Change in rate (%)	-0.4%	-0.5%	-1.5%
Differential change in rate (%)	0.0%	0.1%	1.1%
Differential change in rate (#)	0	213	2,400
Indicator	0.00	-0.07	-0.82

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A31.75 Second residence / holiday accommodation (2001, 1991)

	Cumbria	North West	England
All household spaces	226k	2.95m	21.3m
Second residence / holiday accommodation	7,370	12,900	135k
Share (%)	3.3%	0.4%	0.6%
Differential (%)	0.0%	2.8%	2.6%
Excess	0	6,390	5,940
Indicator	0.00	-1.43	-1.33
Growth	1,440	640	7,670
Growth (%)	24.3%	5.2%	6.0%
Differential (%) growth	0.0%	19.0%	18.3%
Excess	0	1,130	1,080
Indicator	0.00	-0.25	-0.24
Change in rate (%)	0.5%	0.0%	0.0%
Differential change in rate (%)	0.0%	0.5%	0.5%
Differential change in rate (#)	0	1,050	1,070
Indicator	0.00	-1.03	-1.04

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A31.76 Overcrowded households (2001, 1991)

	Cumbria	North West	England
All household spaces	226k	2.95m	21.3m
Overcrowded households	7,850	152k	1.46m
Overcrowding rate	3.5%	5.2%	6.9%
Differential (%)	0.0%	-1.7%	-3.4%
Excess	0	-3,800	-7,630
Indicator	0.00	0.36	0.72
Growth	5,460	101k	1.06m
Growth (%)	228.5%	196.9%	267.7%
Differential (%) growth	0.0%	31.6%	-39.2%
Excess	0	756	-937
Indicator	0.00	-0.16	0.20
Change in rate (%)	2.4%	3.3%	4.9%
Differential change in rate (%)	0.0%	-1.0%	-2.5%
Differential change in rate (#)	0	-2,240	-5,680
Indicator	0.00	0.26	0.66

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A31.77 Households with basic amenities (2001, 1991)

	Cumbria	North West	England
All household spaces	226k	2.95m	21.3m
Households with basic amenities	183k	2.47m	18.6m
Share (%)	80.8%	83.8%	87.7%
Differential (%)	0.0%	-3.0%	-6.8%
Excess	0	-6,800	-15,400
Indicator	0.00	-0.52	-1.17
Growth	40,000	474k	3.45m
Growth (%)	28.1%	23.7%	22.7%
Differential (%) growth	0.0%	4.4%	5.4%
Excess	0	6,220	7,680
Indicator	0.00	0.49	0.60
Change in rate (%)	13.7%	13.0%	11.5%
Differential change in rate (%)	0.0%	0.7%	2.2%
Differential change in rate (#)	0	1,570	5,000
Indicator	0.00	0.18	0.58

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

Table A31.78 Households owning cars (2001, 1991)

	Cumbria	North West	England
All household spaces	226k	2.95m	21.3m
Car or van owning households	158k	1.96m	15m
Share (%)	69.9%	66.5%	70.4%
Differential (%)	0.0%	3.4%	-0.4%
Excess	0	7,690	-974
Indicator	0.00	0.35	-0.04
Growth	23,700	296k	2.28m
Growth (%)	17.7%	17.8%	18.0%
Differential (%) growth	0.0%	-0.1%	-0.3%
Excess	0	-147	-433
Indicator	0.00	-0.02	-0.07
Change in rate (%)	6.7%	7.5%	6.8%
Differential change in rate (%)	0.0%	-0.8%	-0.1%
Differential change in rate (#)	0	-1,740	-166
Indicator	0.00	-0.48	-0.05

Cumbria is benchmarked against different areas
Source: Census of Population 1991, 2001; PACEC

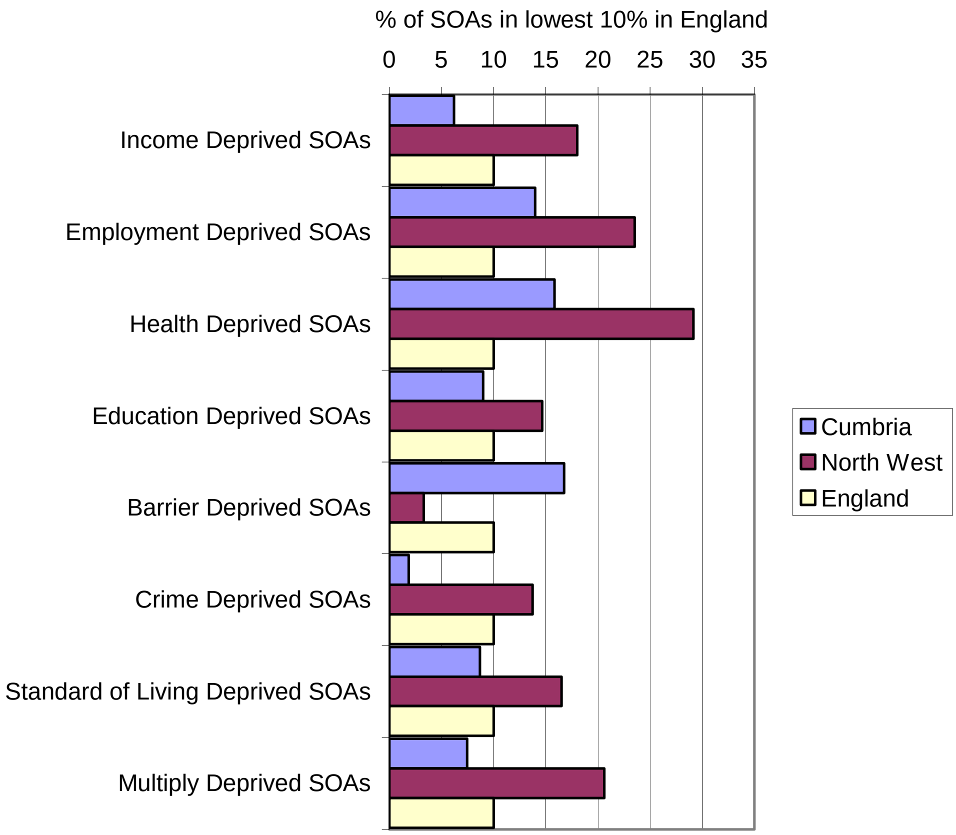
9.3 Social Well-being: Access

Table A31.79 Percentage of SOAs in the lowest 10% in England

	Cumbria	North West	England
Income Deprived SOAs	6.2%	18.0%	10.0%
Employment Deprived SOAs	14.0%	23.5%	10.0%
Health Deprived SOAs	15.8%	29.2%	10.0%
Education Deprived SOAs	9.0%	14.7%	10.0%
Barrier Deprived SOAs	16.8%	3.3%	10.0%
Crime Deprived SOAs	1.9%	13.7%	10.0%
Standard of Living Deprived SOAs	8.7%	16.5%	10.0%
Multiply Deprived SOAs	7.5%	20.6%	10.0%

SOAs are Super Output Areas, as defined by Census 2001
Source: Index of Deprivation 2004; PACEC

Figure A31.29 Percentage of SOAs in the lowest 10% in England



SOAs are Super Output Areas, as defined by Census 2001
Source: Index of Deprivation 2004; PACEC

Appendix B Sampling Strategy for FF Beneficiaries

	Farmers/Other Landowners	***Trainee***	***Trainer***	***Collaboration Partner***	***Woodland Consultant /Contractor***	***Woodfair Beneficiary***	***Tourist/ Participant in Local Activities***	***Community Project Beneficiary***	***Teacher***	***Health Walker***	***Business Start-up/ Growing Firm***	***Total***
FF	50 (88)	-	-	-	20 (26)	-	-	-	-	-	50 (127)	*120*

Appendix C Beneficiary Questionnaire

Beneficiaries of SWF and FF projects

Section 1: General Section

Introduction

Q1 Name ______________________

Q2 Name of your organisation/ group ______________________

Q3 If part of an organisation, do you operate as an independent organisation or as part of a larger group? *(Please tick one)*

Independent organisation [ ] 1 Part of a larger group [ ] 2 N/A [ ] 3

(Questions 4-6 NOT for Agents working for Farmers)

Q4 Where do you currently live? ______________________

Q5 How long have lived in this county? ______ years

Q6 Where did you live prior to this? ______________________

Q7 Have you been involved with either: *(Please tick one)*

SWF? [ ] 1 FF? [ ] 2

Q8 Can you describe what you think SWF / FF was set up to do?

____

____

____

Q9 Are you a: *(Please tick as many as apply)*

Farmer / landowner?	1
Trainee?	2
Member of a collaborative initiative?	3
Recipient of Business Support?	4
Teacher?	5
Health Walker?	6
Woodland Consultant and Contractor	7
Woodfair Beneficiary	8
Community Project beneficiary	9
Trainer	10
Tourist / Participant in Local Activities	11
Other *(Please specify below)*	12

Q10 How would you rate the quality of the service you received from SWF/FF? *(Please tick one)*

Excellent	1	Good	2	Average	3
Below Average	4	Poor	5	Don't know	6

For FF beneficiaries only

Q11 Do you understand the grants and services offered in:

	Yes		No	
Woodland Management *(please tick one)*	Yes	1	No	2
Woodland Creation *(please tick one)*	Yes	1	No	2
Business Support *(please tick one)*	Yes	1	No	2

Q12 Did you access grants and/or services offered in:

	Yes		No	
Woodland Management *(please tick one)*	Yes	1	No	2
Woodland Creation *(please tick one)*	Yes	1	No	2
Business Support *(please tick one)*	Yes	1	No	2

Overall Impact

Q13 How would you rate the impact on you or your business as a result of this service? *(Please tick one)*

High	1	Quite high	2	Average	3
Low	4	None	6	Don't know	6

Please describe this impact

Q14 How did you become involved with SWF / FF, e.g. how did you hear of them? *(Please give details)*

Q15 How would you rate the ease with which you engaged with SWF/FF? *(Please tick one)*

Extremely easy	1	Quite easy	2	Average	3
Below average	4	Not at all easy	6	Don't know	6

Q16 Have there been any unforeseen impacts or other consequences as a result of your interaction with SWF/FF? *(Please give details)*

Q17 To what extent were your aims met? *(Please tick one)*

Fully	1	Mostly	2	To a certain extent	3
To a small extent	4	Not at all	6	Don't know	6

If to a small extent or not at all, please give details

Q18 Had you tried to seek this support from any other sources prior to SWF/FF? *(Please tick one)*

Yes [ ] 1 No [ ] 2

If yes, from whom? *(Please tick as many as apply)*

Private sector	
Forestry Commission	
Farming and Wildlife Advisory Group (FWAG)	
Wildlife Trust	
Rural Development Service (RDS)	
Areas of Outstanding Natural Beauty (AONB) teams	
Other local initiative *(Please specify below)*	

And with what result?

Q19 Has there been any impact on your lifestyle or quality of life since you received this support? *(Please tick one)*

Yes [ ] 1 No [ ] 2

If yes, please give details

Q20 Have you seen a difference overall on your household since this support was provided? *(Please tick one)*

Yes [ ] 1 No [ ] 2

If yes, please give details

Q21 What other sources of support have you used in addition to the SWF/FF support? *(Please give details)*

Depending on Background, please complete all relevant sections:

Farmer/ landowner – SECTION 2
Member of a Collaborative Initiative – SECTION 3
Trainee – SECTION 4
Trainer – SECTION 5
Teacher (in a school that organises educational visits) – SECTION 6
Woodland Consultant or Contractor – SECTION 7
Woodfair Beneficiary – SECTION 8
Health Walker – SECTION 9
Tourist or Participant in Local Activities – SECTION 10
Community Project Beneficiary – SECTION 11
Business Start-Up or Growing Firm – SECTION 12

Section 2: Farmers / Landowners

Q22 What has been the impact on you as a result of this service? *(Probe fully) (Please tick as many as apply)*

Diversification	☐	Improved incomes	☐
Developed woodlands	☐	Increased value of assets	☐
		Other *(Please specify below)*	☐

Q23 Do you currently use any of your land in any of the following ways? *(Please tick as many as apply)*

Woodland	☐
Tourist accommodation	☐
Creating and selling woodland products	☐
Shooting	☐
Managed retirement	☐
Attracting visitors	☐
Other *(Please specify below)*	☐

Q24 Do / did you intend to diversify the use of your land in any of the following ways? *(Please tick as many as apply)*

To woodland	
To develop tourist accommodation	
To create and sell woodland products	
For shooting	
For managed retirement	
To attract visitors	
Other *(Please specify below)*	

Q25 Which of the following did you receive: *(Please tick as many as apply)*

Advice [1] A Grant [2] A Loan [3] Ongoing support [4] Other *(Please specify below)* [5]

Q26 *If advice*, describe the nature of the advice you received (i.e. relating to plantation, woodland management etc) *(Please give details)*

Q27 *If a grant*

How much did you receive as a grant? £

Or relating to how many hectares? Ha

SWF Beneficiaries

Was this grant provided by….. *(Please tick one)*

Woodland Grant Scheme?	1
Farm Woodland Premium Scheme?	2
Countryside Stewardship Scheme?	3
Other *(Please specify below)*	4

FF / CW Beneficiaries

Was this grant a … *(Please tick one)*

FF new planting grant? [1]
FF woodland improvement grant? [2]
FF Business Support? [3]
Other *(Please specify below)* [4]

How well do these three types of grants interact in your opinion? *(Please tick one)*

Very well [1] Average [2] Not well [3]

What do you/did you aim to do with the grant funds you received? *(Please give details)*

Were there any other sources that you could have applied to for this grant? *(Please give details)*

Q28 Was the grant you received used to lever in additional resources for: *(Please tick as many as apply)*

Woodland development
Developing tourist accommodation
Creating and selling woodland products
Attracting visitors
Other *(Please specify below)*

Q29 Has this grant had an impact on your annual income level? *(Please tick one)*

Yes [1] No [2] Don't know [3]

If yes, please describe the impact? *(Please give details)*

£0-500 [1] £500-1,000 [2] £1,000-2,000 [3]
£2,000-5,000 [4] £5,000+ [5]

Q30 Did the receipt of this grant benefit you in other ways (apart from financial)? *(Please tick one)*

Yes [1] No [2] Don't know [3]

If yes, please describe below (e.g.: helped to manage a change)? *(Please give details)*

Q31 What was your experience of the wider aspects of receiving this support (e.g. community consultation, or allowing access where relevant)? *(Please give details)*

Q32 What improvements would you suggest for this grant or support? *(Please tick one and give details)*

Delivery process [1] Scale / scope of benefits [2]

Section 3: Members of Collaborative Initiatives

Q33 What has been the impact on you as a result of this service? *(Probe fully) (Please tick as many as apply)*

Wider network [ ] New ideas [ ]

Economic improvement [ ] Other *(Please specify below)* [ ]

Q34 What is your current job? ______________________________

What aspects of your current work enable you to make a contribution to this initiative? *(Please give details)*

____

____

____

Which aspects of the collaboration provided you with most value for your work? *(Please give details)*

____

____

____

Q35 How did this collaboration come about? *(Please give details)*

____

____

____

Q36 In what ways does this collaboration benefit you? *(Please give details)*

____

____

____

Q37 *Please describe this collaboration:*

What was the **aim** of the collaboration?

____

____

What were the **types** of organisations / individuals involved?

____

____

Was the collaboration of fixed **length,** or ongoing? *(Please tick one)*

Fixed length [ ] 1 Ongoing [ ] 2

If the length was fixed, what was it? [ ] Months

Q38 How useful have you found this collaboration? *(Please tick one)*

Excellent	1	Good	2	Average	5
Below Average	4	Poor	5	Don't know	6

Q39 Will this collaboration continue in the future? *(Please tick one)*

Yes [ ] 1 No [ ] 2 Possibly [ ] 3 Don't know [ ] 4

Q40 Has this collaborative initiative resulted in the forestry agenda progressing, in your view? *(Please tick one)*

Yes [ ] 1 No [ ] 2

If yes, please give details

____

____

____

If no, why not?

____

____

____

Q41 What improvements would you suggest for this scheme? *(Please give details)*

Delivery processes [ ] 1 Scale / scope of benefits offered [ ] 2

____

____

____

Section 4: Trainees

Q42 What has been the impact on you as a result of this service? *(Probe fully) (Please tick as many as apply)*

Improved skills ☐ Increased employment options ☐
Started a business ☐ Improved decision making ☐
Other *(Please specify below)* ☐

Q43 What type of training have you had prior to SWF? *(Please give brief details)*

Q44 What type of training did you receive? *(Please tick as many as apply)*

Learning a skill ☐ Gaining knowledge ☐ Other ☐

(Please give details)

Q45 What was the aim of the training? *(Please give details)*

Q46 Which organisation provided the training?

Q47 How long was the training course?

Q48 What was the cost (to you) of the training course? £

Q49 Have you been able to make use of the skills or knowledge that you gained on the training course? *(Please tick one)*

Yes ☐ 1 No ☐ 2

If yes, please describe how

Q50 In what ways have you benefited **up to now** from the training you have received? *(Please tick as many as apply)*

Improved wages	
Increased responsibility	
Job promotion	
Increased confidence	
Attitude to job / work	
Leadership / team working	
Job mobility	
Other *(Please specify below)*	

If wages increased, by what percentage? %

Q51 In what ways will you be able to benefit **in the future** from the training that you received? *(Please give details)*

Q52 Has this training highlighted your need for further training in other areas? *(Please tick one)*

Yes [1] No [2]

If yes, in what skills? *(Please give details)*

If yes, who will it be delivered by? *(Please tick as many as apply)*

Private sector
FE
Agricultural sector
Other *(Please specify below)*

Q53 Do you have improved understanding of the broader aspects of public benefit forestry as a result of this training? *(Please tick one)*

Yes [1] No [2]

Please give details

Q54 What improvements would you suggest for this scheme? *(Please give tick one and details)*

Delivery processes [1] Scale / scope of benefits offered [2]

SECTION 5: Trainer

Q55 What has been the impact on you as a result of this service? *(Probe fully) (Please tick as many as apply)*

Additional work opportunities ☐ Improved network of contacts ☐

Other *(Please specify below)* ☐

Q56 What type of training did you provide? *(Please tick one and give details)*

Skill-Based ☐ 1 Knowledge-Based ☐ 2

What was the aim of the training?

What was the length of the training course?

How frequently do you deliver this training programme?

How is it delivered?

Q57 Has this work made an impact on your income? *(Please tick one)*

Yes ☐ 1 No ☐ 2

If yes, please give details

Q58 Are you planning on providing additional training? *(Please tick one)*

Yes ☐ 1 No ☐ 2

If yes, please give details

Q59 What improvements would you suggest for this scheme? *(Please give details)*

Section 6: Teachers (in schools)

Q60 Do you teach in a primary or secondary school? *(Please tick one)*

Primary [1] Secondary [2]

Q61 What has been the impact on you as a result of this service? *(Probe fully) (Please tick as many as apply)*

Improved learning opportunities for students [ ] New ideas for curriculum development [ ]

Other *(Please specify below)* [ ]

Q62 *Please describe the activities that you have been involved in with SWF:*

What was the **aim** of the activity?

What **types** of organisations / individuals were involved in the activity?

What was the **length** of the activity? Months

Q63 What is the location of your school relative to the SWF forestry schemes? *(Please tick one)*

Close proximity [1] Relatively near [2] Not near [3]

Q64 Have you considered using this site due to grant aid provided by SWF? *(Please tick one)*

Yes [1] No [2] Don't know [3]

Q65 What was the benefit of this activity?

To **you**, as a teacher: *(Please tick one)*

Educational / vocational [1]
Stimulated students [2]
Other *(Please give details below)* [3]

To your **students**:

Learned about woodland [1]
Knowledge of rural economy [2]
Understanding of job opportunities in rural sector [3]
Developed skills [4]
Other *(Please give details below)* [5]

Q66 As a consequence of this activity have you developed any educational links with local landowners?*(Please tick one)*

Yes *(please give details)* [1] No [2]
Would like to in future *(please give details)* [3] Not interested [4]

Q67 What impact did this activity have on the learning processes of the students, in your opinion? *(Please tick one)*

High [1] Quite high [2] Average [3]
Low [4] None [6] Don't know [6]

Q68 How interested were the students in this / these activities? *(Please tick one)*

Extremely [1] Quite interested [2] Average [3]
Below average [4] Not at all interested [6] Don't know [6]

Q69 Do you plan to get involved in this type of activity again in the future? *(Please tick one)*

Yes [1] No [2] Possibly [3] Don't know [4]

If no, please explain why not

Q70 What are the benefits of this type of activity? *(Please give details)*

Q71 Does this activity feed into curriculum development / learning frameworks? *(Please tick one)*

Yes [1] No [2]

If yes, please give details

Q72 Did this activity stimulate any additional learning for students? *(Please tick one)*

Yes [1] No [2]

If yes, please give details

Q73 What improvements would you suggest for this scheme? *(Please give details)*

Delivery processes [1] Scale / scope of benefits offered [2]

SECTION 7: Woodland Consultant and Contractor

Q74 What has been the impact on you as a result of this service? *(Probe fully) (Please tick as many as apply)*

Additional work opportunities [ ] Improved network of contact [ ]

Other *(Please specify below)* [ ]

Q75 Please describe the consulting/contracting work that you provided:

Type of work that your provided

Duration of the work

Aim of work

How frequently have you provided this type of work before?

Q76 Has this work made an impact on your income? *(Please tick one)*

Yes [1] No [2]

If yes, please give details

Q77 Are you planning on providing additional consultancy/contract work? *(Please tick one)*

Yes [1] No [2]

If yes, please give details

Q78 What is your view about how well the grant schemes fit together? *(Please give details)*

Q79 What improvements would you suggest for this scheme? *(Please give details)*

SECTION 8: Woodfair Beneficiary

Q80 What has been the impact on you as a result of this service? *(Probe fully) (Please tick as many as apply)*

Wider network ☐ New ideas ☐

Other *(Please specify below)* ☐

Q81 What is your current employment situation?

Q82 When did you attend a woodfair?

Q83 Please describe your experience at the woodfair. *(Please give details)*

Q84 Did your attendance at this woodfair make an impact on your work? *(Please tick one)*

Yes ☐ 1 No ☐ 2

If yes, please give details

Q85 What improvements would you suggest for the woodfair? *(Please give details)*

Section 9: Health Walkers

Q86 What has been the impact on you as a result of this service? *(Probe fully) (Please tick as many as apply)*

Improved health and well-being ☐ Increased social network ☐

Other *(Please specify below)* ☐

Q87 Was your health walking…. *(Please tick as many as apply)*

A pre-emptive / general well being activity ☐ 1
Post-operative activity ☐ 2
Other *(Please specify below)* ☐ 3

____

Q88 Please describe walking activity that you have been involved in:

Type of excursion

____

Distance covered	miles/km
Length of time involved	hrs
Location	
Who participated?	

Q89 How useful did you find this activity? *(Please tick one)*

Excellent	1	Good	2	Average	3
Below Average	4	Poor	5	Don't know	6

Q90 Have you undertaken similar organised walks previously? *(Please tick one)*

Yes ☐ 1 No ☐ 2

If yes, please provide details, e.g.: who organised, location, duration etc

____

____

____

Q91 How does the SWF activity compare with other similar activities you have been involved in? *(Please tick one)*

Superior	1	A little better	2	Same	3
Not quite as good	4	Much inferior	5	Don't know	6

Q92 Did this activity stimulate any additional walking? *(Please tick one)*

Yes ☐ 1 No ☐ 2

If yes, please give details

____

____

____

Q93 What improvements would you suggest for this scheme? *(Please give details)*

Delivery processes [1] Scale / scope of benefits offered [2]

SECTION 10: Tourist / Participant in Local Activities

Q94 What has been the impact on you as a result of this service? *(Probe fully) (Please tick as many as apply)*

Improved health and well-being [ ] Increased social network [ ]

Other *(Please specify below)* [ ]

Q95 What were your aims in participating in this activity? *(Please tick as many as apply)*

Health/well-being [ ]

Educational [ ]

Social [ ]

See the local area [ ]

Other *(Please specify below)* [ ]

Q96 Please describe the activity that you have been involved in:

Type of excursion *(Please tick one)*

Walking [1]

Cycling [2]

Equestrian [3]

Other *(Please specify below)* [4]

Length of time involved ______ hrs

Location ______

Who participated? ______

Q97 How useful did you find this activity? *(Please tick one)*

Excellent [1] Good [2] Average [3]

Below average [4] Poor [5] Don't know [6]

Q98 Have you undertaken similar organised activities previously? *(Please tick one)*

Yes [1] No [2]

If yes, please provide details (organised by who, location, duration etc)

Q99 How does the SWF / FF activity compare with support offered elsewhere, in your opinion? *(Please tick one)*

Superior [1] A little better [2] Same [3]

Not quite as good [4] Inferior [5] Don't know [6]

Q100 Did this activity stimulate any additional activities? *(Please tick one)*

Yes [1] No [2]

If yes, please give details

Q101 What improvements would you suggest for this scheme? *(Please give details)*

SECTION 11: Community Project Beneficiary

Q102 What has been the impact on you as a result of this service? *(Probe fully) (Please tick as many as apply)*

Economic improvement Wider network

Other *(Please specify below)*

Q103 What is your current employment situation?

Q104 When were you involved in a community project?

Q105 What community project were you

involved in? ______

Q106 What was your role? ______

Q107 Please describe your experience at the community project. *(Please give details)*

______

______

______

Q108 Did your participation in this community project make an impact on your work? *(Please tick one)*

Yes [ ] 1 No [ ] 2

If yes, please give details

______

______

______

Q109 What improvements would you suggest for the community project? *(Please give details)*

______

______

______

Section 12: Business Support

Q110 What has been the impact on you as a result of this service? *(Probe fully) (Please tick as many as apply)*

Started business [ ]
Network of contacts [ ]
Improved decision making [ ]
Clear business strategy [ ]
Economic improvement [ ]
Other *(Please specify below)* [ ]

______

Q111 Do you have: *(Please tick one)*

An established business? [ ] 1 A new business [ ] 2 A business idea [ ] 3

Q112 Please describe (in one or two sentences) what your business (or business idea) is about.

Q113 When did you get support (advice/grant) from SWF / FF (Cumbria Woodlands)? *(Please give year/month)*

Year [ ] Month [ ]

Q114 What type of assistance did you receive? *(Please tick as many as apply)*

- General Business Advice [ ]
- A Grant [ ]
- Technical advice / expert Consultation [ ]
- Directed to other advisory services [ ]
- Assistance gaining grants from other agencies [ ]
- Other *(please describe below)* [ ]

If a grant, for how much £

Q115 Did you start your business as a result of the advice or other support that you received? *(Please tick one)*

Yes [ ] No [ ]

Q116 **Before** you received this support, what stage was your business at? *(Please give details)*

Annual Turnover (gross sales/ receipts)	£
Profit	£
Number of staff	
Direct	
Sub contracted	
Connected family employment	
Status of business (sole trader, partnership, plc etc)	
Gross annual cost to you of running the business	
Premises	
Wages	
Insurance	
Equipment and other capital expenses	
Running costs	
Other *(please give details)*	
Projected rate of growth (% per annum)	%

Q117 **<u>Today</u>**, what stage is your business at? *(Please give details)*

Annual Turnover (gross sales/ receipts)	£
Profit	£
Number of staff	
Direct	
Sub contracted	
Connected family employment	
Status of business (sole trader, partnership, plc etc)	
Gross annual cost to you of running the business	
Premises	
Wages	
Insurance	
Equipment and other capital expenses	
Running costs	
Other *(please give details)*	
Projected rate of growth (% per annum)	%

Q118 Did this support help you to advance your business? *(Please tick one)*

Yes ☐ 1 No ☐ 2

If yes, please describe how

Q119 Did this support have an impact on how you feel about running this business? *(Please tick one)*

Yes ☐ 1 No ☐ 2

If yes, please describe *(Please tick one)*

Optimistic	1
Confident	2
Focused	3
Clear direction	4
Other *(Please give details)*	5

Q120 Have you received any similar support from elsewhere? *(Please tick one)*

Yes [1] No [2]

If yes,, what? *(Please tick as many as apply)*

- General Business Advice
- A Grant
- Expert Consultation
- Other *(please describe below)*

If a grant, for how much £

If yes, from which organisations? *(Please tick as many as apply)*

Business Link Organisations	1
Private consultant	2
Enterprise Agency	3
FE College	4
Other *(Please specify below)*	5

Q121 How does the support you received from FF (Cumbria Woodlands) or SWF compare with support offered elsewhere, in your opinion? *(Please tick one)*

Superior	1	A little better	2	Same	3
Not quite as good	4	Inferior	5	Don't know	6

Q122 What improvements would you suggest for this scheme? *(Please give details)*

Delivery processes [1] Scale / scope of benefits offered [2]

SECTION 13: Counterfactual

Q123 Would you have taken steps to achieve the same outcomes we have been talking about, if you had not been able to participate in this initiative? *(Please tick one)*

Definitely	Probably	Possibly	Possibly not	Definitely not
1	2	3	4	5

Q124 *If definitely or probably to question above*, would you have achieved these effects at the same time and on the same scope and scale? *(Please tick one)*

Timing	Sooner 1	Later 2	Same 3
Scope	Greater 1	Smaller 2	Same 3
Scale	Greater 1	Smaller 2	Same 3

Q125 What methods would you have used? *(Please tick as many as apply)*

- Approached a management consultancy
- Approached a training provider
- Approached Business Link
- Approached local LSC
- Forestry Commission
- Management Company
- Institute of Charted Foresters
- Small Woodlands Association
- Forestry and Timber Association
- Other *(Please specify below)*

Q126 Were you aware of any alternative sources of support or courses of action before you became involved in the project? *(Tick one)*

Yes 1 No) 2 Don't know 3

Q127 Did you actively seek any alternatives? *(Tick one)*

Yes 1 No 2 Don't know 3

If yes, why were these alternative methods not ultimately used? *(Please give details)*

Q128 Have your horizons been broadened by your involvement? *(Please give details)*

Yes [1] No [2]

____

____

____

SECTION 14: Business Performance Effects

Q129 Which, if any, of the following have been the business performance effects of SWF/FF support *(Read all. Tick Yes or No in each row)* ?

Your organisations / farm has:

	Yes	No
Become sustainable and helped to stay on land	1	2
Diversified farm and other income	1	2
Increased farm and other income	1	2
Increased its sales in existing domestic markets	1	2
Opened up new domestic markets	1	2
Started exporting or increased its export sales	1	2
Increased its sales overall	1	2
Increased its employment	1	2
Increased its profit margin on sales	1	2
Increased productivity	1	2
Increased the value of its assets	1	2
Increased the overall value of the organisation	1	2

Q130 How well did this support fit with other support you received from other sources?*(Please tick one)*

Very well [1] Reasonably [2]

Not well [3] Don't know [4]

Q131 Have these changes made an impact on your confidence for the future? *(Please tick one and give details)*

Yes [1] No [2] Don't know [3]

____

____

____

Q132 Has your quality of life improved after receiving this help from SWF / FF? *(Please tick one)*

Yes [ ]1 No [ ]2

If yes, please give details

Q133 Are you planning any new activities following this support from SWF / FF? *(Please tick one)*

Yes [ ]1 No [ ]2

If yes, please give details

Next two questions not for Business Support respondents

Q134 How has the performance of your business changes as a result of the support it received from SWF/FF ? *(Please tick once for each aspect of performance and enter £ or number of jobs, as appropriate)*

Direction of change (Tick one)				**Size of change**
	Increase	No change	Decrease	(Show number)
Turnover				£ ,000

Direction of change (Tick one)				**Size of change**
	Increase	No change	Decrease	(Show number)
No of employees				

Q135 To what extent would these changes have happened anyway (i.e. without the support of SWF/FF? *(Please tick once for each aspect of performance **and** enter £ or number of jobs, as appropriate)*

Direction of change (Tick one)				**Size of change**
	Increase	No change	Decrease	(Show number)
Turnover				£ ,000

Direction of change (Tick one)				**Size of change**
	Increase	No change	Decrease	(Show number)
No of employees				

Q136 Do you have any competitors in your local area (i.e. radius of 20 miles) ? *(Please tick one)*

Yes [ ]1 No [ ]2 Don't know [ ]3

Q137 If you were to cease trading or operating tomorrow, what proportion of your business would be taken by competitors? *(Enter %. Take rough estimate, if necessary.)*

In your local area (20 mile radius) [%] In the UK as a whole [%]

Q138 Do you have any major suppliers in your local area? *(Please tick one)*

Yes [1] No [2] Don't know [3]

Q139 Excluding labour, what proportion of the goods and services you buy in are purchased? *(Enter %. Take rough estimate, if necessary.)*

In your local area (20 mile radius) [%] In the UK as a whole [%]

Q140 Have you increased your usage of local timber in your business? *(Please tick one)*

Yes [1] No [2]

If yes, by how much per annum?	%
Total amount used before	
Total amount used now	
Predicted usage nest year	

Q141 Since receiving SWF/FF support, to what extent have your local purchases changed? *(Please tick one)*

Large increase [1] Some increase [2] Stayed the same [3] Declined [4] Don't know [5]

Q142 Does your firm/do you participate in any local/regional networks to explore best practice and exchange ideas? *(Please tick one)*

Farmers groups etc	1
University/FE/agriculture groups	2
Sector/cluster based networks	3
Sub regional / local business partnerships	4
Commercial / industrial associations	5
Other *(Please specify below)*	6

Q143 Has this generally decreased/increased as a result of SWF/FF support? *(Please tick one)*

Increased [1] Stayed the same [2] decreased [3]

SECTION 15: Wider Effects

Q144 What wider impacts of SWF / FF are you aware of? *(Please tick as many as apply)*

Attracting investment to the area	
Tourism	
Interest in the environment	
Image / visibility of the area	
Community and social issues (collaboration / networking)	
Improve environment	
Improve leisure opportunities	
Impact on the general business environment	
Impact on the business training infrastructure	
Impact on other public sector projects (e.g.: LSC, RDA)	
Impact on the rural economy	
Other *(Please specify below)*	

Q145 Have there been any environmental impacts from the work done in SWF / FF? *(Please tick one)*

Yes [ ] 1 No [ ] 2

If yes, please give details

Q146Have there been any negative impacts? *(Please tick one))*

Yes [ ] 1 No [ ] 2

f yes, (Please give details)

Q147 Do you have any other comments on the initiatives? *(Please give details)*

END OF QUESTIONNAIRE. THANK YOU FOR YOUR HELP.

Appendix D Wider Survey Questionnaire

Forestry Commission. Evaluation of SWF and FF Projects
Wider Interviews

For Partners, Community Groups, Businesses, Public Sector Agencies.

We would like to talk to you briefly to review your awareness of the South West Forest/Forest Futures projects in your area.

Section 1: General

Introduction

Q1 Name ____________________

Q2 Name of your organisation/ group ____________________

Q3 If part of an organisation, do you operate as an independent organisation or as part of a larger group? *(Please tick one)*

Independent organisation ☐ 1 Part of a larger group ☐ 2 N/A ☐ 3

Q4 Where do you currently live? ____________________

Q5 How long have lived in this county? ______ years

Q6 Where did you live prior to this? ____________________

Section 2: Awareness of SWF/FF

Q7 Have you heard of SWF/FF? *(Please tick one)*

Yes ☐ 1 No ☐ 2

If NO, End of Questionnaire

Q8 Have you been involved with either: *(Please tick as appropriate)*

SWF? ☐ 1 FF? ☐ 2

Section 3: Involvement with SWF/FF

Q9 Can you describe what you think SWF / FF was set up to do?

Q10 Have you had any direct involvement with SWF/FF? *(Please tick one)*

No	1
Participated on a training programme	2
Attended an organised event	3
Spoken with people who work there	4
Other *(Please specify below)*	5

Q11 Have you had any indirect involvement with SWF/FF? *(Please tick one)*

No	1
Utilised new amenities	2
Observed new planting activity	3
Utilised a business who received support from SWF/FF	4
Other *(Please specify below)*	5

Q12 *(If yes to either of the last two questions).* How would you rate the quality of the interaction with SWF/FF? *(Please tick one)*

Very good	1	Good	2
Poor	3	Don't know	4

Q13 How would you rate the quality of work done by SWF/FF in your opinion? *(Please tick one)*

Very high	1	High	2
Low	3	Don't know	4

Q14 How would you rate the impact made by SWF/FF? *(Please tick one)*

Very high	1	High	2
Low	3	Don't know	4

Section 4: Views on the benefits of SWF/FF

Q15 In what ways has the work of SWF/FF benefited this region? *(Please give details)*

Q16 Has the work of SWF/FF enabled the development of any partnerships or other beneficial relations, in your opinion? *(Please tick one)*

Yes [1] No [2] Don't know [3]

Q17 If yes? *(Please give details)*

Q18 Has there been any impact on the visibility and image of the area as a result of the work of SWF/FF? *(Please tick one)*

Yes [1] No [2] Don't know [3]

Q19 If yes? *(Please give details)*

Q20 What has been the impact of the work of SWF/FF on the woodland in this area? *(Please tick one)*

Don't know [1]
Improved scale of woodland [2]
Greater diversity of woodland [3]
Improved access to woodland [4]
Improved woodland amenities [5]
Other *(Please specify below)* [6]

Q21 What has been the impact on firms in this area? *(Please tick one)*

Don't know [1]
Improved business practices [2]
Improved skills [3]
Greater opportunities [4]
Other *(Please specify below)* [5]

Q22 What has been the impact on land and the environment in this area? *(Please tick one)*

- Don't know [1]
- Cleaner land [2]
- Improved ecosystem (greater number and variety of birds/insects etc) [3]
- Better use of land [4]
- Improved balance between woodland and other land uses [5]
- *Other (Please specify* below) [6]

____

Q23 What has been the impact on people in this area? *(Please tick one)*

- Don't know [1]
- Greater value derived from local amenities [2]
- Increased enjoyment of natural environment [3]
- Improved skills/knowledge [4]
- Improved health [5]
- *Other (Please specify* below) [6]

____

Section 5: Added value

Q24 Would the visibility and image of the area be the same, without the work of SWF/FF? *(Please tick one)*

Yes [1] No [2] Don't know [3]

Please give details

____

____

____

Q25 Would this area have had an improvement in the quality of their woodlands without SWF/FF? *(Please tick one)*

Yes [1] No [2] Don't know [3]

Please give details

____

____

____

Q26 Would the businesses in this area have managed to source this support elsewhere in the absence of SWF/FF? *(Please tick one)*

Yes [1] No [2] Don't know [3]

If yes, please give details

Q27 Would the impacts on people in the area have happened in any case? *(Please tick one)*

Yes [1] No [2] Don't know [3]

If yes, please give details

Section 6: Suggestions for Improvement

Q28 What do you think works particularly well at SWF/FF? *(Please give details)*

Q29 What do you think needs improvement at SWF/FF? *(Please give details)*

END OF QUESTIONNAIRE. THANK YOU FOR YOUR HELP.

Appendix E FF Business Plan (April 2002) Evaluation Matrix

FF Business Plan (April 2002):			Limitations:		Evidence available to suggest:				
Objectives	**Actions**	***Core* Target/Output**	**Aspect not specifically examined as part of study**	**No evidence available to assess**	**Targets /actions *exceeded***	**Targets/actions *met***	***Some progress* towards targets/actions**	***No progress* towards targets/actions**	***Comments***
1. Facilitate Cumbria Rural Action Zone FF woodland expansion and management programme within ethos of the Cumbria Woodland Vision and Local Biodiversity and Habitat action plans.	1.1 Facilitate FF woodland creation and management schemes by providing advisory visits and detailed reports	Develop a report structure and site visit procedures Site visits by Cumbria Woodlands staff commenced by 6.2002 Site visits by auditors/consultants commenced by 6.2002 50 woodland creation reports generated per annum by CW team 40 woodland management reports generated per annum by CW team					•		
	1.2 Appoint approved contracted advisors to deliver site visits and reports	Approved agent, advisor and contractor lists in place together with rules of engagement 6.2002 50 woodland creation reports generated per annum by contractor advisors 40 woodland management reports generated per annum by contactor advisors					•		
	1.3 Provide follow up support through an approved list of agents, advisors and contractors to deliver FF WGS applications and implementation subject to agreed qualifications and rules of engagement	Publish list of approved agents, advisors and contractors on website Monitor performance Pool of agents, advisors and contractors established 2002					•		Database on woodland planting available, no information on potential contribution to agricultural economy
	1.4 Provide follow up support through applicant tender packs and impartial advice throughout the WGS application and implementation phases	Develop an applicant's tender pack 150 enquiries dealt with					•		
	1.5 Promote FF woodland creation and management schemes	Develop promotional literature and guidance with the FC 6.2002					•		
		Develop a promotional strategy of mail shots, press releases and attendance at trade and publicity events					•		

FF Business Plan (April 2002):			Limitations:		Evidence available to suggest:				
Objectives	**Actions**	***Core* Target/Output**	**Aspect not specifically examined as part of study**	**No evidence available to assess**	**Targets /actions *exceeded***	**Targets/actions *met***	***Some progress* towards targets/actions**	***No progress* towards targets/actions**	***Comments***
		Promotional literature produced and distributed					•		
		3 shows attended per year		•					
	1.6 Continue the Cumbria Farm Link partnership to provide an advisory and sign posting service to farmers and landowners to the FF programmes	Appoint internal woodland rural development advisor		•					
		Establish a database of relevant support services and funding mechanisms to be used for sign-posting Generate 30 enquiries per annum from year 1 Facilitate 2 workshops/training courses per annum from year 2		•					
	1.7 With partners, develop and facilitate advice on where and how woodlands can contribute to delivery of Local Biodiversity (BAPs) and Habitat Action Plan (HAPs) targets	Re-launch Native Woodland Accord Group year 1 Prepare information on best practice and relevant information sources Organise workshops/training course to promote relevant BAP activity and best practice Set up and maintain database 12.2002 2 workshops/NWAG meetings organised per year		•					
	1.8 Develop a database of the Cumbrian woodland resource by woodland type and ownership for use as a key marketing tool to target farmers and woodland owners	Develop a mail shot strategy		•					
		Answer 25 enquiries using database per annum		•					
	1.9 Signpost applicants to other grant support mechanisms and related advisors and utilise these to support smaller woodland creation and management schemes and other tree and biomass related schemes	Establish/revise/update an information base of all relevant sources of support services (e.g. through partner agencies), funding mechanisms to be used for signposting purposes – year 1 Disseminate information base when required					•		
	1.10 Carry out a field based monitoring survey and audit of the performance and outcomes of the FF woodland creation and management schemes	Develop survey/audit criteria and methodology						•	
		Draw up schedule and procedures for survey/audit/monitoring visits, reporting and follow up actions						•	

FF Business Plan (April 2002):			Limitations:		Evidence available to suggest:				
Objectives	Actions	*Core* Target/Output	Aspect not specifically examined as part of study	No evidence available to assess	Targets /actions *exceeded*	Targets/actions *met*	*Some progress* towards targets/actions	*No progress* towards targets/actions	***Comments***
		Devise system for provide feedback to customers and funding bodies						•	
		Provide annual report on all schemes surveyed/audited						•	
		Evaluate/audit 50% of all schemes on a rolling basis from end of year 1 of commencement of scheme/business plan						•	
	1.11 With partners, develop advice and information on where and how new planting can safeguard and enhance the landscape, water quality and assist with soil protection measures	Publish, signpost and disseminate information by hard copy and via website. Develop programme of best practice workshops from year 2 25 information packs distributed 1 workshop pa organised					•		
2. Facilitate and deliver the Cumbria Rural Action Zone Forest Futures woodland related Business Development Programme through support, advice and a targeted grant aid programme to deliver business restructuring and diversification	1.12 Facilitate the FF Business Development Programme (FFBDP)	Appoint internal Woodland Rural Development Advisor by 7.2002 Develop the BDP with application packs and promotional literature in partnership with the FC			•				
	1.13 Carry out a benchmarking survey of Cumbria's woodland-related SMEs and micro businesses in order to best target facilitation of the BD support services	Carry out survey and use results to draw up a strategy by 12.2002 Publish baseline data; priorities identified		•					
	1.14 Update and develop an electronic and paper directory of business support services, advisors and suppliers.	Compile database and directory Generate 40 business enquiries pa from year 1		•					

FF Business Plan (April 2002):			Limitations:		Evidence available to suggest:				
Objectives	**Actions**	***Core* Target/Output**	**Aspect not specifically examined as part of study**	**No evidence available to assess**	**Targets /actions *exceeded***	**Targets/actions *met***	***Some progress* towards targets/actions**	***No progress* towards targets/actions**	***Comments***
		Assist 25 SMEs and micro businesses pa.							
	1.15 Promote the FFBDP	Develop promotional literature and guidance with the FC by 7.2002 Develop a promotional strategy of mail shots, press releases and attendance at trade and publicity events 10 press releases to local and national press 6 publicity events Generate 50+ business enquiries pa from year 1					•		
	1.16 Deliver BD plans and capital grants to woodland related SMEs through the FFBDP	Facilitate the delivery of BD plans through outsourced advisors (Cumbria Farm Business Link and FBAS) Generate 20-25 Business plans pa Approve 10 to 15 capital grants pa				•			
	1.17 Carry out continued monitoring and audit of the performance and outcomes of the FFBDP	Set up a grant award panel from local stakeholders to approve capital grants Prepare summary approval reports from the Business Plans Provide annual report of all the schemes surveyed and audited						•	
	1.18 With partners, develop and e-commerce support and facilitation service	Develop survey and audit criteria and methodology by 2003 Devise system of reporting and feedback to customers and funding bodies by 2003 30 business assisted from year 1		•					
3. To facilitate a rejuvenated woodland culture through the delivery of needs-led and locally based woodland skills training to those currently in the land-based	1.19 Provide a programme of practical skills training courses for farmers and other land owners undertaking woodland creation and management	Organise 3 training events pa from year 1 Facilitate VTS applications 75 training days pa 10 SMEs a 5 micro-businesses assisted pa	•						

FF Business Plan (April 2002):			Limitations:		Evidence available to suggest:				
Objectives	**Actions**	***Core* Target/Output**	**Aspect not specifically examined as part of study**	**No evidence available to assess**	**Targets /actions *exceeded***	**Targets/actions *met***	***Some progress* towards targets/actions**	***No progress* towards targets/actions**	***Comments***
sector and to potential new entrants to the forestry industry									
	1.20 With partners, explore opportunities for facilitating a system of mentoring and informal work placements for new entrants to the woodland based sector	Organise 3 main training events pa from year 2. Organise 12 other practical courses pa Assist with delivery of the Wood Education Programme 10 new entrants pa from year 2 12 other courses	•						
	1.21 With partners, carry out ongoing analysis of training needs at the county level, with regular target surveys	Carry out bi-annual training needs analysis from year 2 Regularly updated and objective basis for ongoing training programmes established	•						
4. To work with partners in creating new flagship projects that demonstrate the potential for woodland to be developed and managed as an integral part of local recreation, access and tourism projects	1.22 Work with partners to identify gaps in provision of woodland related recreation, access and tourism developments linked to FF, ERDP and other relevant support mechanisms	Commission study year 1 Develop strategy and action plan to address recommendations from report for implementation in year 2 Publication of comprehensive woodland tourism and recreation information resource – commenced year 1		•					
	1.23 Investigate the potential for establishing a pilot project as a demonstration site or case study for recreational uses of woodland	Identify possible sites/case study areas by year 2 Organise 2 demonstrations pa from year 2. Promote the health benefits of forest recreation through pilot projects and literature Report with recommendations on opportunities for new woodland related tourism and recreation developments in Cumbria Woodland recreation/tourism development action plan in place by					•		

FF Business Plan (April 2002):			Limitations:		Evidence available to suggest:				*Comments*
Objectives	Actions	*Core* Target/Output	Aspect not specifically examined as part of study	No evidence available to assess	Targets /actions *exceeded*	Targets/actions *met*	*Some progress* towards targets/actions	*No progress* towards targets/actions	
		year 2 Case study/pilot project(s) established 4 new woodland recreation/tourism projects set up in Cumbria from year 2							
	1.24 Work with partners to assimilate all available information on existing woodland-based recreation and tourism providers and facilities in Cumbria	Carry out survey, collate data and publish on Cumbria Woodlands web site from year 1 Prepare specific woodland tourism and recreation 'information source' for Cumbria by year 2 Publication of comprehensive woodland tourism and recreation information resource – commenced year 1		•					
5. To facilitate opportunities for collaboration between small scale woodland owners and producers that might provide enhanced business viability and competitiveness	1.25 Investigate opportunities for developing locally based cooperative marketing and the scope for improved market penetration through local branding, especially for the craft-based sector	Commission study year 2. From recommendations of study develop strategy and action plan in year 2 10 businesses assisted Marketing actions plan in place from year 2		•					
	1.26 Assist the private sector in developing a locally based nursery to collect seed for the supply of local origin or provenance tree stock to support new native woodland planting schemes.	Support two local nurseries Promote through web site and other CW media 2 nursery businesses supported from year 2	•						
6. To help develop and promote the development of local markets for local wood, wood-related products and woodfuel	1.27 Work with businesses and other initiatives to identify innovative ways to improve access to existing and new markets for locally produced woodland related products.	Establish partnership with local initiatives Set up annual wood product competition from year 2 15 businesses assisted 5 new market outlets established and promoted	•						
	1.28 Explore with partners the feasibility of locating community-based combined heat and power or wood energy plants near market	Assimilate current information from year 1. Commission further feasibility study by	•						

FF Business Plan (April 2002):			Limitations:		Evidence available to suggest:				
Objectives	**Actions**	***Core* Target/Output**	**Aspect not specifically examined as part of study**	**No evidence available to assess**	**Targets /actions *exceeded***	**Targets/actions *met***	***Some progress* towards targets/actions**	***No progress* towards targets/actions**	***Comments***
	towns in Cumbria. Identify knowledge gaps and commission further feasibility study, as appropriate.	year 2. Subject to outcome of study, identify a case study/demonstration site. Prepare promotional material. Organise 1 demonstration or workshop pa. 1 demonstration site established							
	1.29 Continue to disseminate information on timber markets and related information e.g. through the website and CW newsletter	2 newsletters pa Website operational in year 1					•		
7. To foster greater public understanding and appreciation of the role of Cumbria's woodlands and woodland-related products and businesses in contributing to sustainable development and the quality of life both in Cumbria and wider NW region and to further develop links with existing partners within both the formal education system and elsewhere	1.30 Produce bi-annual newsletter from year 1 onwards Distribute 250 copies						•		
	1.31 Develop a programme of targeted measures and attendance at local county shows and events to foster greater public understanding of the roles of woodland in Cumbria and woodland based business development opportunities	Produce new CW exhibition display, promotional material and information packs by year 1 Facilitate SMEs and micro-businesses to promote products at shows an events Attendance at 3 key shows and events pa for year 2		•					

FF Business Plan (April 2002):			**Limitations:**		**Evidence available to suggest:**				
Objectives	**Actions**	***Core* Target/Output**	**Aspect not specifically examined as part of study**	**No evidence available to assess**	**Targets /actions *exceeded***	**Targets/actions *met***	***Some progress* towards targets/actions**	***No progress* towards targets/actions**	***Comments***
		20 SMEs and 5 micro-businesses assisted from year 2 Facilitate 5 certification advisory visits pa from year 2 1 annual wood fair event from year 2							
	1.32 Provide information on the issues an best practice associated with meeting the requirements of the UK Forestry Standard and the UK Woodland Assurance Standard	Produce guidance notes and sign-posting material regarding certification Hold an information seminar/workshop Commission feasibility study.	•						
	1.33 Investigate the feasibility of staging a Cumbria Wood Fair	Set up and organise Cumbria/MW Region Wood Fair event from year 2						•	

Appendix F Summary: Forest Futures Evaluation

	Forest Futures
Project Objectives	• Woodland expansion and management programme • Facilitation and delivery of the Business Development Programme • Facilitation of a rejuvenated woodland culture • Work with partners to create new flagship projects that demonstrate the potential for woodland • Facilitation of opportunities for collaboration between small-scale woodland owners and producers • Help with the development and promotion of markets for local wood and wood-related products and woodfuel • Fostering of greater public understanding and appreciation of the role of Cumbria's woodlands and woodland-related products and businesses
Total Gross Project Cost (cumulative 2002-2005)	£415,554
Average Gross Project Cost per annum	£138,519
Total Core Funding Provided by FC (cumulative 2002-2005)	£150,000
Total Woodland Management and Improvement Grants (and no. of ha) 2002-2005	£526,925 (1008.17ha)
Total Woodland Creation Grants (and no. of Ha) 2002-2005	£338,222 (404.4 ha)
Total Business Support Grants (and no. of applicants/people advised)	£227,570 (144 people)
Reports Generated on Woodland Management and Improvement	88

Reports Generated on Woodland Creation	74
Business Development Assistance Provided	144
Total Hours Involved in Reports and Assistance	2,448
Commercial Value of Advice Provided *(assuming £40 ph)*	£97,920
Community Impact	• Impact on communities through development of community woodlands • Impact on family structures and family life – provided additional work opportunities, thereby safeguarding livelihoods (less than 5% of beneficiaries)
Financial Effects	• Employment impacts (above) • Major economic improvement (increased business security and efficiency) for Business Support beneficiaries. (79% were able to advance their business and a further 10% started a business as a result of FF help)
Social Effects	• Quality of life/lifestyle improvement (26% of beneficiaries survey respondents saw this) • Improved outlook and attitude among beneficiaries (53% felt more confident about the future)
Environmental Effects	• Low impact on visual amenities • New FF woodland creation schemes scored highly across biodiversity criteria in grant applications with almost 70% achieving maximum points for potential contribution to Cumbria Woodlands HAP targets • Half of the applications for woodland management grants contributed to the renovation of managed woodlands and contributed to the protection of Ancient Woodland and HAP/SAP targets • Approximately 3,033 tonnes of carbon sequestered in woodland created during the 2002-2005 period

Total Employment Impact	100 **local** jobs (net of deadweight but not displacement, as no displacement seen) 145 jobs supported in the **UK**
Employment Impact of Business Development Support Programme	Of the 145 UK jobs supported, 46 of these were direct employment arising from the Business development support (in addition, a proportion of the indirect, induced and knock-on jobs were a result of Business development support)
Sustainable Total Employment Impact *('sustainable' defined as the job likely to be still in place in the absence of grant support)*	65 sustainable **local** jobs 95 sustainable jobs supported in the **UK**
Beneficiary Groups Included in Employment Impacts Metric	• 88 Farmers/landowners • 127 Business support recipients • 26 Woodland consultants and contractors
Beneficiary Groups NOT Included in Employment Impacts Metric	• None
Gross Cost Per UK Job Supported (i.e. retained or created) *(based on gross project costs, EXCLUDING all grants)*	£2866 per job (based on 100% of gross project costs, EXCLUDING all grants) supported
Gross Cost Per UK Job Supported (i.e. retained or created) *(based on gross project costs, INCLUDING all grants)*	£10,401 per job supported (based on 100% of gross project costs, INCLUDING all grants)