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**Evaluation of the South  
West Forest and Forest  
Futures Projects**

**Final Report on South West  
Forest**

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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 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 in Cumbria. In March 2005, the Forestry Commission and the Countryside Agency commissioned PACEC to conduct an external evaluation of the projects themselves with a view to providing an evaluation of the project itself and to inform regional and national policy development. This is the report on the SWF. All key statistical information produced and utilised in the evaluation may be found in a summary in Appendix H.

### X2 Aims of the Evaluation

- X2.1 The specific objectives of the evaluation of SWF 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<sup>1</sup>.

### 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 SWF programme of activities
  - Interviews with stakeholders, managers and key partners
  - Beneficiary interviews
  - Wider interviews
  - Case studies of specific beneficiaries
  - Economic analysis

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<sup>1</sup> 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 SWF activities from 2002 to 2005 to allow a comparison with the evaluation of the Forest Futures project in Cumbria.
- 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 SWF 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.

## X4 Objectives of SWF

- X4.1 The SWF Development Plan 2001 provides details of the Vision for the SWF project:
- X4.2 'To revitalise the rural economy and environment of the area for the benefit of local people, by focusing on rural land based policies and activities. It aims to use new woodland planting, management and utilisation as a catalyst, along side other activities, for regeneration in the rural land-based sectors and communities, to secure integrated social, economic and environmental benefits.'
- X4.3 The 2001 SWF Development Plan analysed the issues and opportunities of the SWF area and generated a number of 'building blocks' required to stimulate rural regeneration and to meet the SWF Vision. Each building block had an objective, 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 SWF project is presented in Chapter 2.**

## X5 Immediate Impact: Beneficiary Survey

- X5.1 This section summarises the key findings from the survey undertaken with the SWF beneficiaries. **These data are fully presented in Chapter 4.**
- Over half of SWF beneficiaries reported a considerable impact on them and their businesses from the programme of initiatives and the vast majority met their aims through participation in the activities.
  - One third of beneficiaries believed their involvement had resulted in a quality of life or lifestyle improvement. Given the longer-term nature of this type of indicator, this is a notable outcome from SWF.
  - There is evidence of positive business performance effects for approximately one quarter of respondents.
  - Half of the SWF beneficiaries felt more confident about the future as a consequence of their involvement and many planned new or follow-up activities.
  - SWF has made a positive impact on the environment, from the perspective of the vast majority of beneficiaries.

- Most beneficiaries believe that SWF has been very successful and should continue.
- There is clear evidence of additionality in the programme and approximately half of the respondents are very unlikely to have done anything similar in the absence of SWF. Most were unaware of any alternative support available.
- Most beneficiaries found that their horizons had been broadened from this experience.

## **X6 Medium and Long-Term Impacts: Wider Survey**

**X6.1** This section summarises the key findings from the wider survey undertaken with the SWF indirect beneficiaries (i.e. people who were not recipients of SWF services but may have been exposed to the benefits in other ways). **These data are fully presented in Chapter 5.**

- Most respondents thought that the SWF work had benefited the region.
- Most believed that partnerships had arisen as a result of their work.
- A majority believed that the SWF had been responsible for a positive impact on the visibility and image of the area. They were also very positive about the impact of the SWF activity on the environment in the local area.
- Most believed that SWF had had a positive impact on businesses in the area.
- Respondents felt that people who live in the region were positively affected, in terms of their skills and knowledge.
- Evidence of additionality is present – respondents thought that improvements in visibility and image of the area and quality of the woodlands would not have happened without SWF. Respondents did not think beneficiaries would have been able to access alternative support. It was particularly thought that the positive impact (e.g. improved knowledge and skills, positive impact on businesses) on people in the area would not have happened.

## **X7 Case Studies**

**X7.1** Case studies were used to as a method to collect more in-depth qualitative data on the activities of SWF. 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 6.**

- Case studies for SWF indicate that a wide range of impacts have been felt by beneficiaries. These include impacts on businesses, as well as individuals and families.
- SWF has supported the development and continuity of businesses, ensuring the retention of some employment and creation of new employment.
- There has been an impact on family structures and family life as a consequence of the SWF support. The initiatives enabled people to stay on their land in situations where this would not otherwise have been possible. This has had the knock on effect of keeping cross-generation families intact. This, of course, had a further effect on the community in the region.

- Case studies provide further evidence of the soft impacts of the SWF initiatives. Beneficiaries were now more confident to move their businesses forward and were optimistic about the future.
- Environmental impacts and effects are in evidence from the work that has been done by SWF. Case study evidence shows that these effects would not have happened without SWF.

## X8 Environmental Analysis

X8.1 Environmental analysis was undertaken utilising data from the primary research above, as well as information provided by SWF. **This information is provided in full, in Chapter 7.**

- *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 low residential population density (21 people per km<sup>2</sup>) 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:* No specialist examination of schemes was undertaken as part of this work, although a number of surveys were consulted. These surveys indicated that the schemes (2) they examined had positive impacts on a range of national to locally important Biodiversity Action Plan species. New SWF woodland creation schemes scored highly across, on average, two out of the three biodiversity criteria in grant applications.
- *Other Environmental Impacts:* Whilst it was not possible to evaluate all of the wider environmental impacts, it was calculated that 13,988 tonnes of carbon were sequestered (based on approximately 1295.2 ha of new woodland created from 2002-2005) in SWF woodland during the study period. Carbon rights to approximately 200ha of new planting had been purchased by Future Forest and Treemiles and was of benefit to the owners providing a one-off payment of approximately £400/500 per ha.
- SWF 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 SWF. They were also very positive about the effect on land management and the environment in the local area. Case study evidence shows that these effects would not have happened without SWF.
- More broadleaf had been planted than conifer and the rate of conifer planting has slowed in the SWF project. The average size of new planting schemes was 13ha and they were well distributed across the SWF 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 SWF. **The full analysis is presented in Chapter 8.**

- 131 (Full Time Equivalent) local jobs (net of deadweight but not displacement – displacement effects have not been seen)) have been supported ('jobs supported' includes both jobs 'created' and 'safeguarded') through the SWF project.



- In the UK as a whole, we estimate that 197 jobs have been supported, at a cost of £3,080 per job supported excluding all grants (based on 60% of gross project costs) or at £9344 per job supported, including all grants (based on 60% 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 SWF, together with the return on investment and value for money of the outputs. **This is presented in Chapter 9.**

- SWF has made good progress towards achieving its objectives.
- SWF has been effective in achieving significant results and its outputs represent a good return on investment and good value for money. From the perspective of the funders of this project which produced a wide range of non-market impacts and supported 197 UK jobs, this has been a good investment. Within the project itself, the impressive range of impacts and outputs have been achieved at a (gross) project cost of £1,011362 with grants provided of £3.068m.
- Delivery of the project has been good and beneficiaries, stakeholders and partners all consider that SWF has been delivered effectively.

## 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 10.**

***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***

X11.2 SWF has made good progress against its stated aims and objectives which are described as 'Building Blocks' in the SWF 2001 Development Plan. A summary of progress in each Building Block is below. A full set of targets and outputs (based upon data from the SWF Project Director) against the aims are presented in Section 2.2.3, in Chapter 2. A full assessment by PACEC of progress against each specific aim is presented in Appendix F.

### ***Building Block 1***

X11.3 **Agricultural restructuring and woodland potential.** *Objective:* to help diversify the predominantly agricultural land-uses in the South West Forest area through woodland planting and management, in ways that support environmental and social structures and create sustained economic viability.

- X11.4 There were 9 aims identified in Building Block 1 which were all intended to meet this objective in different ways. Almost all targets and outputs were completely or partially met.

*Building Block 2*

- X11.5 **Development of the forestry industry.** *Objective:* to promote and encourage all aspects of the forestry industry within the South West Forest as an integral part of the rural economy

- X11.6 There were 11 aims identified in Building Block 2 which were all intended to meet this objective in different ways. In 8 out of 11 aims, almost all targets and outputs associated with those aims were completely or partially met. In 2 cases, no progress was made and in one case, the area had been explored but not taken further.

*Building Block 3*

- X11.7 **Training and business development.** *Objective:* to encourage the growth and expansion of the forestry industry in all aspects through demand-led training and business support for those in the industry and those seeking to diversify into it

- X11.8 There were 9 aims identified in Building Block 3 which were all intended to meet this objective in different ways. In 5 out of 9 cases, all targets or outputs were met while in 3 cases no progress had been made. One further area had been explored but not taken further.

*Building Block 4*

- X11.9 **Protection and enhancement of the natural environment.** *Objective:* To increase the environmental capital of the South West Forest area and the full range of environmental benefits provided through woodland enhancement and management

- X11.10 There were 9 aims identified in Building Block 4 which were all intended to meet this objective in different ways. In all cases, good progress was made and in some cases this work was ongoing.

*Building Block 5*

- X11.11 **Recreation and tourism promotion.** *Objective:* to help promote appropriate opportunities for woodland-based tourism, recreation and leisure activities in ways which respect and invest in the natural assets of the area and provide income, both directly and indirectly, that stays within the local community

- X11.12 There were 8 aims identified in Building Block 5 which were all intended to meet this objective in different ways. In 5 out of 8 cases, targets were met and the work was completed as planned. In 3 cases, no progress was made.

### ***Building Block 6***

- X11.13 **Community networks, education and sustainable development.** *Objective:* to work with the wisdom of local people in developing approaches that foster community identity and networks, and demonstrate the relevance of woodlands to the sustainable future of the area (2001 SWF Development Plan)
- X11.14 There were 7 aims identified in Building Block 6 which were all intended to meet this objective in different ways. In 4 cases, the targets and outputs were achieved, as planned. In 2 cases no progress was made and in one case, partial progress was made.

### ***Building Blocks – Overall***

- X11.15 Good progress has been made in all of the Building Blocks. In cases where little progress has been made against aims, this is in the vast majority of cases, due to unsuccessful funding bids for that area of work. In a number of cases the situation evolved differently to how it was initially envisaged and the specific work area changed accordingly.

### ***Programmes of Activity***

- X11.16 Cutting across the six building blocks and associated objectives were four main programmes of activity:
- Advisory programme
  - Training programme
  - Community and education programme
  - Annual woodfair.
- X11.17 All outputs, outcomes and expenditure are mapped by SWF against these four programmes of activity. The expenditure within SWF was spread across these four programmes relatively evenly.

### ***Outputs***

- X11.18 The advisory programme has involved a total of 4130 hours of advisory time over the evaluation period which would be valued at £165,200 at commercial rates. The training programme has resulted in the inclusion of 998 beneficiaries in either training or best practise activities. The Community and Education programme includes a wide range of activities and has benefited almost 4000 school children, 150 health walkers and 143 members of their collaborative groups. The annual woodfair benefited over 5000 participants in 2005.

### **Outcomes**

- X11.19 The outcomes arising from these activities are summarised below. These outcomes are based upon evidence gathered during the primary research and from documentation provided by SWF.

#### **Advisory Programme**

- 1,295ha of new planting, 70% of which was broadleaved planting
- Community and social impacts – people enabled to stay on land (this related to a small number - less than 5% - of beneficiaries)
- Employment – 197 UK jobs and 131 local jobs supported

#### **Training and Best Practice**

- Development of knowledge and skill base of 998 local people
- Dissemination of best practice to other regions of the UK
- Social impacts – increased optimism and broadened horizons of participants  
- 33% of beneficiary survey respondents saw a quality of life/lifestyle improvement
- Improved outlook and attitude among beneficiaries - 50% of beneficiary survey respondents felt more confident about the future

#### **Community and Education**

- Stimulated interest in environmental matters among a large number of young people
- Provided useful educational context for school teachers
- Improved access for 150 people to healthy walking activities and in the long term, improved health and wellbeing of participants
- Access to new social network for walkers
- Opportunity to access new ideas by 143 collaborators

#### **Woodfair**

- Access to large market by 130 exhibitors/demonstrators
- Benefit of access to new ideas by 5000 attendees at woodfair
- Major social event in region offering opportunity to network and develop community interaction

### **Evaluation Aim 2: To identify and assess other unintended or wider rural development outcomes that have emerged over the lifetime of the projects**

- X11.20 In terms of wider rural development outcomes, the most notable areas within which to assess the effect of SWF have been the jobs supported (which include jobs created and protected together with knock-on employment) and the community effects.

***Employment***

- X11.21 In the UK as a whole, we estimate that 197 jobs have been supported by SWF, of which 130 arise in Devon, 43 in Cornwall and 23 in the rest of the SW area. Within the SWF local area itself, we estimate that 131 jobs have been supported, with 88 in Devon, 29 in Cornwall and 14 in the rest of the SW area

***Community Effects***

- X11.22 There has been an impact on family structures and family life as a consequence of the SWF activity. The initiatives have enabled people to stay on their land in situations where this would not otherwise have been possible. This had a knock on effect of keeping cross-generational families intact. This, of course, has had a further effect on the community and environment in the region. While the extent of this and the monetary value associated with it are difficult to measure, case study evidence clearly shows that this is taking place.

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

- X11.23 131 local jobs (net of deadweight but not displacement, since displacement effects were not observed during the evaluation) have been supported through the SWF project.
- X11.24 The project has generated notable economic effects. There is evidence of positive business performance effects for approximately one quarter of respondents to the beneficiary survey. Most of the participants in the wider survey believed that SWF had had a positive impact on businesses in the area.
- X11.25 Case study evidence suggested that SWF has enabled the development and continuity of businesses, ensuring the retention of some employment and creation of new employment.

***Social***

- X11.26 In terms of social effects, quality of life and/or lifestyle improvement is taking place among SWF beneficiaries. One third of beneficiaries believed their involvement had resulted in a quality of life or lifestyle improvement. Given the longer-term nature of this type of indicator, this is a notable outcome from SWF.
- X11.27 There were further positive results in terms of the improvement of outlook and attitude among people benefiting from the SWF activities. Half of the SWF beneficiaries felt more confident about the future as a consequence of their involvement and many planned new or follow-up activities. Most beneficiaries found that their horizons had been broadened from this experience.

### **Environmental**

- X11.28 The environmental impact of the South West Forest was reviewed in relation to Landscape and Visual Amenity, Biodiversity and Habitat Creation, and wider Environmental Services.
- X11.29 *Landscape and Visual Amenity:* Although it is believed that planting was sympathetic to the local landscape character, given the generally low residential population density (21 people per km<sup>2</sup>) 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.
- X11.30 *Biodiversity and Habitat Creation:* Review of two biodiversity surveys indicated that SWF has had positive impacts on a range of national to locally important Biodiversity Action Plan species. New SWF woodland creation schemes scored highly across, on average, two out of the three biodiversity criteria in grant applications.
- X11.31 *Other Environmental Impacts:* Whilst it was not possible to evaluate all of the wider environmental impacts, it was calculated that 13,988 tonnes of carbon were sequestered in SWF woodland during the study period (based on approximately 1295.2 ha of new woodland created from 2002-5. Carbon rights to approximately 200ha of new planting had been purchased by Future Forest and Treemiles and was of benefit to the owners providing a one-off payment of approximately £400/500 per ha.
- X11.32 More broadleaf has been planted than conifer and the rate of conifer planting has slowed during the SWF project timescale. The proportion of conifer planting has reduced from approximately 50% in 2000 to under 10% in 2005. The average size of new planting schemes was 13ha and they were well distributed across the SWF area. The nature of the planting has been varied due to the different types of activities undertaken by the SWF, including farm woodlands, community woodlands and domestic plantings. Most of the expenditure (approximately 97%) has been on new woodland creation rather than existing woodland management or improvement.
- X11.33 SWF 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 SWF. They were also very positive about the effects on land management and the environment in the local area. Case study evidence also shows that these effects would not have happened without SWF.

## **X12 Overall Observations**

- X12.1 SWF has made good progress against its objectives and has had wide ranging outcomes.

- X12.2 Looking across these outcomes from the SWF 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 SWF over the period of evaluation was £1,011,362 and the contribution of the Forestry Commission represented approximately 15% of this. Looking across the programmes of activity, the advisory programme utilised 28.1% of this gross figure, the training programme utilised 25.1% of this, the community and education programme utilised 27.5% of this and the annual woodfair utilised 19.3% of this figure. The outputs and outcomes from these programmes of activity have been in line with expectations as detailed above in paragraphs X11.18 and X11.19.
- X12.3 Rural development activity has been achieved, most notably through support for 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, training of large numbers of people living in the area, assisting with community development and contributing to the social and economic aspects of the area through the annual woodfair.
- X12.4 There is clear evidence of additionality in the programme. This project has filled a gap that would not otherwise have been filled.

# 1 Introduction

## 1.1 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 in Cumbria. The SWF is a multi-faceted integrated rural development project. It was established in 1997 with the aim of supporting livelihoods in an area suffering from a declining farming economy and low incomes. SWF seeks to reinforce the links between people and land and to find new ways to utilise woodland and woodland related activities, to regenerate and revitalise the region.
- 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 SWF 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 The specific objectives of the evaluation of SWF 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.

## 1.3 Methodology

- 1.3.1 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?

- 1.3.2 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 SWF programme of activities
  - Interviews with stakeholders, managers and key partners
  - Beneficiary interviews
  - Wider interviews
  - Case studies of specific beneficiaries
  - Economic analysis
- 1.3.3 The evaluation has focused on the period of SWF activities from 2002 to 2005 to allow a comparison with a similar evaluation of the Forest Futures project in Cumbria.
- 1.3.4 The details of each methodological approach utilised in the course of the evaluation are reported within each of the relevant chapters.
- 1.3.5 The document is organised to report in logical sequence the key findings of the evaluation. Chapter 3 sets out the background to SWF, Chapter 4 details the economic context within which SWF is set. Chapter 5 provides full detail of the findings of the SWF beneficiary survey. Chapter 6 sets out the results from the wider survey. Chapter 7 details the case studies developed for the evaluation. Chapter 8 presents the environmental analysis and Chapter 9 details the economic analysis. Finally, Chapter 10 sets out the overall conclusions of the evaluation. Appendix A provides a local economic profiling report on the SWF area. As much as possible, particularly detailed parts of the analysis have been presented in appendices, following the main body of the text.
- 1.3.6 All key statistical information produced and utilised in the evaluation may be found in a summary in Appendix H.

## 2 Background to SWF

### 2.1 The Context for the SWF

- 2.1.1 The South West Forest (SWF) project is a forestry-based initiative to promote integrated rural development and regeneration. The SWF was developed in 1997 in response to the Rural White Paper (DETR, MAFF, 1995) and as a way to meet the needs of rural North Devon and North Cornwall. The Rural White Paper set out ambitious targets to double the woodland cover in the UK by 2050 and identified woodland creation as a way to bring a range of economic, social and environmental benefits to rural communities and businesses as well as a way to diversify and support the agricultural sector. The SWF project has taken on the challenges laid out in the Rural White Paper and is recognised as a national pilot for rural development (DETR, MAFF, *Our Countryside: the Future*, 2000).
- 2.1.2 The project was developed to explore the range of benefits that the creation and management of woodland, and associated activities, could provide and how these benefits might fit with other land use, development and policy objectives. Woodland creation is a significant part of the project as it provides an alternative land use for farmers to allow them to diversify their businesses and help them face and manage structural changes in agriculture.
- 2.1.3 The project is focused on 300,000 hectares of North Devon and North Cornwall, shown in Figure 2.1 below. The SWF area has been shaped and defined by a variety of socio-economic and physical characteristics. This area suffers from severe rural deprivation. The SWF area was initially devised to include land inside the boundaries of Bodmin Moor, Dartmoor and Exmoor and within the EU Objective 5b area for the southwest and has been more recently been extended to include a number of adjacent parishes.

**Figure 2.1 The South West Forest core project area**



Source: South West Forest Partnership, Delivery Plan (June 2005 to June 2008), with amendments.

- 2.1.4 *Physical characteristics:* The SWF area is characterised by land that forms a broad plateau between the moors and has parts of the catchments of the Tamar, Taw and Torridge Rivers across it. The SWF area has a temperate climate with relatively high rainfall (1,200mm to 1,400mm rainfall per annum). This climate combined with its underlying geology (Carboniferous Culm Measures) and gley soils make for challenging agricultural conditions, with much of the overlying land seasonally waterlogged.
- 2.1.5 *Socio-economic characteristics:* the physical conditions have dictated that pastoral farming is the prevalent land use, mostly undertaken by small family livestock farms (44% of farms less than 20ha in size<sup>2</sup>). The continuing decline in returns and income to farmers from farming have been in part due to agricultural restructuring and have been recently exacerbated by the impact of the Foot and Mouth outbreak in 2001. The SWF area is mainly populated by hamlets and a few small market towns and has been described as 'one of the most deeply rooted agricultural areas in England' with 'increasing rural poverty' ... 'exacerbated by: isolation and difficulty of access to advice and services, an aging population, a fragile economy, and limited opportunities for rural regeneration'<sup>3</sup>. The socio-economic characteristics are further described in the next chapter.
- 2.1.6 *History of the SWF:* The project concept and SWF partnership was developed in 1997 with core funding from EU and other sources. During the initial evolution of the project from 1997 to July 2001 the project team and Cookworthy Forest Centre were

<sup>2</sup> South West Forest Development Plan, January 2001.

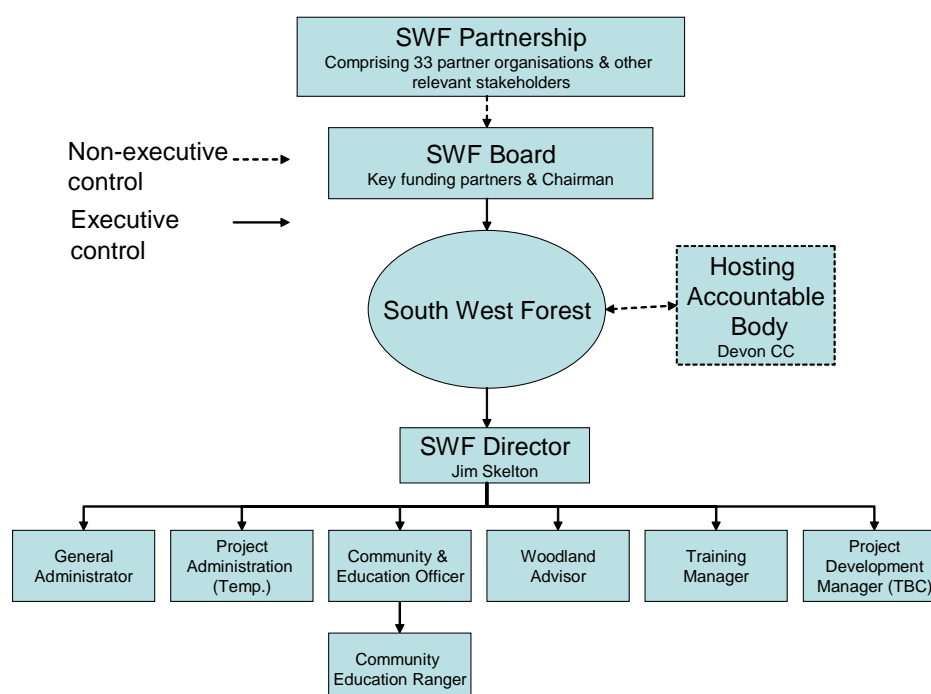
<sup>3</sup> South West Forest Development Plan, January 2001.

put in place and the nature of the partnership and funding consolidated. At this time there were efforts to promote the project at national and local levels as well as to undertake woodland planting and management advice. Full implementation of the project commenced, and has been ongoing, from 2001. The implementation of the project, including the structure, objectives, etc., was set out in the January 2001 SWF Development Plan.

2.1.7 The aim of the project initially focused on increasing the proportion of woodland cover to stimulate the forestry industry. Subsequently the objectives and activities of SWF have become more diverse, partially reflecting changing policy, to promote sustainable (and therefore wider) rural development aims, such as promotion of recreation, tourism and associated small businesses as well as the wider involvement of local people education and training.

2.1.8 *Organisation of the SWF:* The SWF is an independent Partnership Programme that is owned and partly funded by members of the Partnership. The South West Forest acts independently with the Executive Director taking guidance on strategy and delivery of services from the SWF Board which is made up of key members of the Partnership. One of those key members is Devon County Council which acts as accountable body for the South West Forest. This has proved effective in allowing all members of the South West Forest team to focus on services to beneficiaries. The organisational structure of SWF is shown in **Figure 2.2**, below:

**Figure 2.2 The Organisational Structure of South West Forest**



Source: South West Forest Partnership, Delivery Plan (June 2005 to June 2008), with amendments.

2.1.9 The SWF team are directly responsible for the project's delivery and currently consists of four full time staff; two who work four days a week, and one who works

three days per week: Jim Skelton is the Director of the SWF project; David Rickwood is the Woodland Advisor responsible for running the advisory service, developing woodland opportunities, providing management advice and monitoring support to areas of new woodland; Jim White the Community and Education Officer (supported by Kate Dixon the Community Education Ranger); Kathy Lewington the Training Manager; and a General Administrator, Maureen Ellis. The 2005 to 2008 SWF Delivery Plan envisages the creation of a Project Development Manager (to work with partners to develop new programmes) and that the administration roles and that of the Community Education Ranger become full time posts.

- 2.1.10 The SWF is a formalised partnership programme with thirty three members and managed in a two-tier system. The South West Forest Partnership is the overarching advisory body for SWF and exists to monitor and evaluate progress, provide advice on the strategic direction and other support where relevant. Partner organisations and other stakeholders who have an interest in the implementation of the SWF project are part of the partnership. Details of the membership of the SWF Partnership are shown in Table 2.1, together with details of the SWF Board:

**Table 2.1 Membership of the South West Forest Partnership and Board**

Management tier	South West Forest Partnership	South West Forest Board
Meetings	Minimum 2 times per year	Minimum 3 times per year - one meeting forming an AGM
Membership	<b>Private sector</b> (Country Landowners & Business Associations, NFU, Forestry Contracting Association, Farmers Representative, Business Representative, Silvanus Trust), <b>Voluntary sector</b> (County Wildlife Trusts, South West Lakes Trust, County Community Councils, Woodland Trust, RSPB), <b>Public bodies</b> (Local Authorities, Countryside Agency, DEFRA, English Nature, Environment Agency, Forestry Commission, Forest Enterprise, South West Tourism) [33 members].	<b>Major funders</b> (Forestry Commission, DEFRA, Countryside Agency, SWRDA), <b>Hosting authority, Private sector representative, Environmental sector representative, Chairman and Director</b> [7+2 members]

Source: PACEC, from SWF Partnership Delivery Plan 2005 - 2008

- 2.1.11 Representatives from the partnership form the SWF Board which is kept to a manageable size by restricting places to a representative section of the wider partnership. The SWF Board:

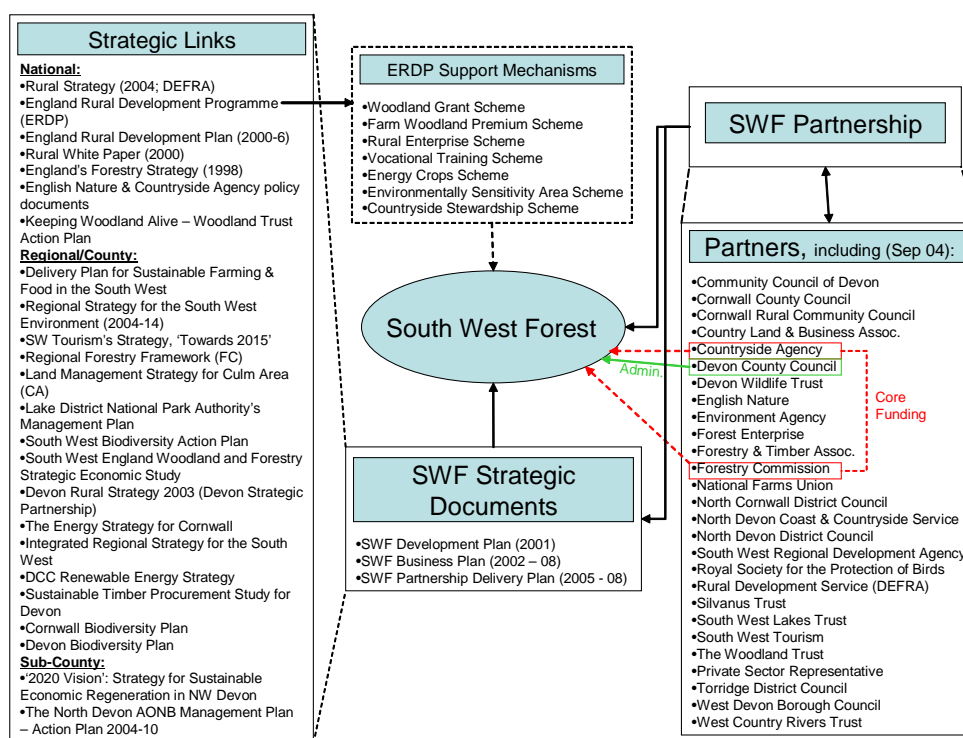
1. is responsible for the overall strategic direction of the South West Forest as a National Pilot for Rural Development Forestry
2. is responsible for the framework for financial and administrative probity and control
3. acts in an advisory capacity and as a sounding board for the Director
4. formulates policy with regard to SWF

5. decides membership of the SWF Partnership and appoints the Chairman and Director

The SWF Board can co-opt additional members on an *ad hoc* basis as required to further the aims of the project.

- 2.1.12 Day to day executive management of the SWF is devolved to Director who reports to the SWF Board. The Chairman of the Board is: responsible for championing the SWF initiative (locally and nationally); ensuring it is objective, independent and accountable for and to the partnership.
- 2.1.13 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. External forestry and business advisers are also employed when required.
- 2.1.14 The SWF also links with other sub-county, regional and national strategies and has strong parallels with the Forest Futures rural development project in Cumbria. The following diagram illustrates how the SWF project sits within the context of its strategies and those of related organisations and a range of strategies at all levels.

**Figure 2.3 Setting the strategic context for the South West Forest project**



Source: PACEC

## 2.2 Vision and Objectives

- 2.2.1 The SWF Development Plan 2001 provides details of the Vision for the SWF project:

*'To revitalise the rural economy and environment of the area for the benefit of local people, by focusing on rural land based policies and activities. It aims to use new woodland planting, management and utilisation as a catalyst, along side other activities, for regeneration in the rural land-based sectors and communities, to secure integrated social, economic and environmental benefits.'*

2.2.2 The 2001 SWF Development Plan analysed the issues and opportunities of the SWF area and generated a number of 'building blocks' required to stimulate rural regeneration and to meet the SWF Vision. Each building block had an objective, a clear set of aims, actions and targets/outputs. The building blocks were (taken from the 2001 SWF Development Plan):

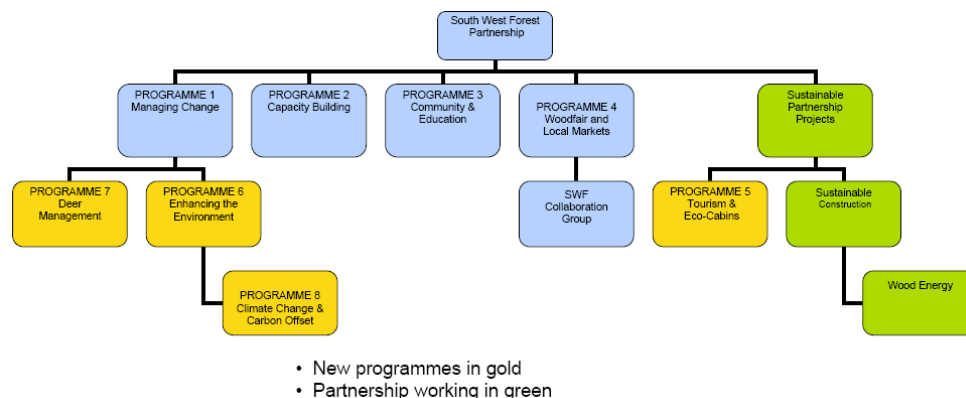
- **Agricultural restructuring and woodland potential.** *Objective:* to help diversify the predominantly agricultural land-uses in the South West Forest area through woodland planting and management, in ways that support environmental and social structures and create sustained economic viability.
- **Development of the forestry industry.** *Objective:* to promote and encourage all aspects of the forestry industry within the South West Forest as an integral part of the rural economy.
- **Training and business development.** *Objective:* to encourage the growth and expansion of the forestry industry in all aspects through demand-led training and business support for those in the industry and those seeking to diversify into it.
- **Protection and enhancement of the natural environment.** *Objective:* To increase the environmental capital of the South West Forest area and the full range of environmental benefits provided through woodland enhancement and management.
- **Recreation and tourism promotion.** *Objective:* to help promote appropriate opportunities for woodland-based tourism, recreation and leisure activities in ways which respect and invest in the natural assets of the area and provide income, both directly and indirectly, that stays within the local community.
- **Community networks, education and sustainable development.** *Objective:* to work with the wisdom of local people in developing approaches that foster community identity and networks, and demonstrate the relevance of woodlands to the sustainable future of the area.

2.2.3 The extent to which progress has been made against these objectives has been tracked by the SWF project director and is detailed in Appendix A. We return to this issue of progress against objectives in Chapter 9 when we consider the effectiveness and value for money of the project. Full details of the PACEC assessment of progress against building blocks, aims and objectives are presented in Appendix F and for brevity are not repeated here.

2.2.4 The actions and objectives described in six original 'building blocks' in the 2001 SWF Development Plan necessarily focussed its outputs on the requirements of previous funding (European Structural Funds) and the SWF has developed and refocused some of its activities. The SWF is developing its contribution to: woodland management and wood product utilisation; recreation, access and tourism; capacity building and revitalisation/support for rural networks; and developing further and establishing the model it provides for potential transfer to other rural areas. New activities have been developed (particularly developing the scope of forestry education activities) and the SWF Board concluded in July 2004 that the development

model could change to allow eight new programmes with greater scope with discrete funding profiles, etc. These new programmes share many of the original objectives of the 2001 SWF Development Plan, where they were grouped as building blocks. Figure 2.4 illustrates the 2005 – 2008 SWF Delivery Programme, with the four new programmes in gold:

**Figure 2.4 Overview of South West Forest's 2005 – 2008 Delivery Programmes**



Source: SWF Partnership; 2005 – 2008 SWF Delivery Plan

## 2.3 Delivery of the South West Forest project

2.3.1 The SWF project was designated as the vehicle through which independent and 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 SWF or they were signposted by SWF to other sources of support. In addition, SWF facilitate and develop new projects often in partnership to meet its objectives and those of its partners. The SWF Staff have specific and wide ranging responsibilities for the delivery of the SWF Development Plan and commonly work across a number of different programme areas. The key feature of the SWF project is that staff are able to deliver at a local level and have considerable face to face contact with clients, partners and other stakeholders. SWF staff aim to build relationships and develop 'trust' with local communities and farmers to help in the delivery of support. Staff sit on committees and local interest groups and are representatives of societies that are outside of their working focus. The main features of SWF's activities are described below:

### *Cookworthy Forest Centre*

2.3.2 The Cookworthy Forest Centre is the base for SWF staff and provides offices and meeting rooms/training facilities. The centre also acts as a resource for local businesses and visitors and also has educational facilities. A number of central resources, some of which are held as a GIS database, are available and include a technical library and other such sources of information. The SWF have also



developed a range of publicity and information materials including a regular newsletter, website and guidance notes to help with the dissemination of advice and best practice.

### *Woodland Opportunities, Management and Monitoring*

- 2.3.3 The advisory service provides free advice to those considering the creation of new woodland (woodland opportunities) and those seeking to manage their existing woodland (woodland management). The service undertakes an average of 125 advisory visits and 60 monitoring visits per year. SWF are responsible for evaluating and assessing the variable rate South West Forest Supplement on woodland creation sites. This locational supplement is in addition to a suite of grants available from the Forestry Commission to those creating woodland throughout England. Supplements are variable and aim to provide more funding to schemes that are 'robust in design and reflective of the overall targets and ethos of the SWF'. A point scoring system is used to allocate the SWF Supplement to the normal planting grant and, where appropriate, the SWF Rural Development Forestry Advisor confirms the result in a report to applicant. The scoring system considers a number of features about the proposed woodland, including; 'quality' of timber, sufficient protection, environmental & biodiversity impacts, improvement to access, involvement of the community, access to researchers, links to other schemes or innovation. Later grant applications (commenced in 2003) have required a mandatory advisory visit and report from SWF to be able to qualify for the SWF Supplement. Eligibility requires that the proposed woodland; is located within the SWF area, the applicant agrees to annual monitoring and that the proposed area to be 'contiguous area of 5 hectares or more'.
- 2.3.4 SWF Advisors help design new woodlands with potential applicants and provide guidance on maximising biodiversity and landscape impacts. New woodland opportunities can be broken into the following categories:
- native woodlands
  - mixed productive woodlands
  - new community woodlands (all native)
- 2.3.5 New native woodland creation contributes well to local biodiversity plans and in many cases offers farmers future development opportunities for recreational uses. The mixed productive woodlands contain a substantial element of conifers. SWF 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.
- 2.3.6 SWF management advice is provided to owners of existing woodlands, many of which are small farms or are owned by or near communities. Managing woodlands is crucial to the continuing productivity and public enjoyment of the resource. SWF Management advice often involved the provision of facilities for access, recreation and tourism.

- 2.3.7 SWF are committed to monitor any new woodlands during their 1<sup>st</sup>, 3<sup>rd</sup> and 7<sup>th</sup> growing season. Monitoring and management visits are logged and reported and act as a way to continue the provision of advice, support and in some cases generate enthusiasm to beneficiaries.

### *Countryside Clinics*

- 2.3.8 The clinics provided a one stop shop for advice, and included the main grant funding and advisory organisations working in the SWF area. Farmers and landowners who used the service benefited greatly from the diverse range of support available. These services may well have ultimately been provided by each organisation but over a significantly longer time frame and in isolation, offering little cohesion to the advice and grant support provided. Unfortunately, insufficient numbers of beneficiaries used the service in order to justify the ongoing time and cost commitment of the participating organisations. The reasons for the poor uptake were varied, but included, the poor choice of name i.e. clinic, which too many potential users implied a medical need. Another discouragement was a suspicion of over burdening prescription from the statutory organisations who attended the clinics. These issues were also overlaid by the significant changes to agriculture support, and regrettably, the conflicting information being provided about the single farm payment system and environmental stewardship schemes. One positive legacy of the clinics is the closer co-operation and mutual understanding of the advisory organisations involved.

### *Training*

- 2.3.9 SWF provides subsidised training in a range of forestry-related skills, including management best practice, maintenance, planting and woodland crafts using either SWF in-house or external providers. The training is open to farmers and growers, owners or principals of forestry holdings and others deriving a direct income from farming or woodland activities.

### *Community and Education*

- 2.3.10 The SWF have been active in creating links with local schools and colleges to develop educational activities to suit the national curriculum. SWF staff provide schools with materials, take part in classes or arrange educational visits. The SWF have been pioneering a number of other educational activities including the development of Forest Schools which extends learning into woodland crafts and the cultural aspects of forestry. The SWF work with a number of partners, such as Ruby Country to promote the need for improved access to the countryside for local people. The SWF help parishes and villages with the preparation of parish or village appraisals. Woodland Walking for Health has been developed in partnership with a number of providers to promote mental and physical well being to participants.

### *SWF Woodfairs and Agricultural Shows*

- 2.3.11 The SWF attends around twelve agricultural shows each year at which it promotes its advisory, training and other services.
- 2.3.12 The South West Forest Woodfair has been run by the South West Forest working in partnership with the South West Lakes Trust over the last five years. From around 90 exhibitors and 2000 visitors in 2001, the event has grown to 146 exhibitors and demonstrators and over 5000 visitors in 2005. The Woodfair is a celebration of the South West's woodland and the products and services it supports. It is also a showcase for the crafts, skills and food that stem from the region, bringing together everyone from the woodland sector and related industries. With a focus on bringing together forestry and woodland professionals, crafts people and the general public, it is the premier event of its kind in the South West. The success of this year's event has prompted investigations into expanding the Woodfair in order to capitalise on new opportunities and potential new partnerships.

### *Collaboration Group - Forestry industry and supply chain*

- 2.3.13 The SWF have set up the SWF Collaboration Group aiming to make an impact on local networking, improving the markets and supply chains for businesses related to forestry. These include: mills, source materials (small and large areas of woodlands & coppice) contractors, artisans (in crafts and woodland skills) and associated companies. SWF also hold a list of approved contractors, many of which are local businesses.

## **2.4 The running costs and funding of SWF**

- 2.4.1 For the period from 2002 to 2005 the gross SWF project expenditure was £1,011,362. This represents an average expenditure of £337,120 per year. The current stream of funding for SWF was formalised in 2002 when the SWF was adopted as a national pilot by the Forestry Commission and the Countryside Agency (the two main funders). The Forestry Commission also provides support in kind in terms of staff time and training programmes and the SWF Supplement. This supplement is on top of the existing Forestry Commission Woodland Grant Scheme and the Farm Woodland Premium Scheme. The Forestry Commission (£50K) and Countryside Agency (£25K) funding supports about 22% of the management budget.
- 2.4.2 The majority of funding (70%) from July 2002 to June 2005 for management costs came from an integrated weave of Objective 1, Vocational Training Scheme and Rural Enterprise Scheme monies. Other financial support came from the local authorities (approximately £9K - £10K each) and landfill tax via SWEET (UK) Ltd (Private Sector funding). It should be noted that this description of the funding position relates to phase 2 of the SWF (from July 2002 to June 2005).
- 2.4.3 The SWF Delivery Plan (2005 – 2008) estimates that the project costs for 2005 (taken as Year 1) are £512,690, of which: £251,690 (49%) are salaries plus on costs;

£225,300 are operational costs (including, SWF Woodfair, publicity costs, consultancy costs); and £44,700 are overheads. It is not likely that all of the new programmes in the Delivery Plan will obtain immediate funding and a likely scenario for the project will be to grow gradually from current operational activity of £340K per annum to nearer to £500K per annum over the next three years.

2.4.4 The SWF are in the process of securing additional funding for the four new programme areas. Figure 2.4 highlights a number of programme areas will be delivered in partnership with other organisations.

2.4.5 The SWF Delivery Plan (2005 – 2008) estimates that the project management funding will lever an additional £1.2m to the local economy from a number of sources:

- ERDP (Forestry Commission) £500K per annum in EWGS
- ERDP (DEFRA) £600K per annum rising to £1.2m per annum after 10 years from FWPS
- ERDP £45K to £50K per annum from VTS

## 2.5 SWF Expenditure and Planting Data

2.5.1 Data on areas receiving grant aid were extracted from the WGS database in September 2006 (Table 2.2). Funding to the SWF has been divided by two periods of funding by the Forestry Commission that relate to the flat rate and variable rate payments made; 'SWF' (flat rate) and 'SWF2' (variable). It should be noted that the data extracted is for the entire length of the project from inception to date and thus does not relate to the study evaluation period (2002 to 2005)<sup>4</sup>.

2.5.2 The total area planted under the two schemes (SWF and SWF2) was 3,107 ha, 64% of which was related to broadleaved planting. These figures may underestimate the total planting slightly since some recent information may have yet to be entered into the WGS database, and some owners will have had grant aid approved but trees are not yet planted. They may of course choose not to plant. The data relates to new planting. 974 ha of existing woodland was also grant aided, a third of which was for annual management grants on one estate.

**Table 2.2 Areas of new planting in SWF on which grant has been paid (ha)**

Scheme	Conifers	Broadleaves	Total
SWF	1,102	1,856	2,958
SWF2	16	133	149
<b>Total</b>	<b>1,118</b>	<b>1,988</b>	<b>3,107</b>

Source:FC/CJC Consulting

2.5.3 In terms of expenditure on grant aid related to this planting, Table 2.3 shows that total WGS payments to date are £6.9m. These include the basic planting grant, which

<sup>4</sup> Some information relating to the level of grants made between 2002 and 2005 have been provided by SWF and are further described elsewhere.

accounts for almost £2.4m of the total and all supplements including challenge funding. The total grant aid payable will be considerably higher than this because FWPS payments to farmers are not included nor is the second tranche of planting grant (30%).

- 2.5.4 Grants for the management of existing woodlands only amounted to £194,000 in total and were not a significant part of the support for the SWF.

**Table 2.3 South West Forest: Grant aid payments for new planting to August 2005 (£'000)**

Type of payment	Conifers	Broadleaves	Total
SWF planting grant	540	1,486	2,026
SWF supplement	1772	2699	4,471
SWF2 planting grant	8	115	123
SWF2 supplement	36	239	275
Total	2,356	4,539	6,895

Source: FC/CJC Consulting

- 2.5.5 It was not possible to break down the management payment in relation to the public goods that they may deliver. This reflected the fact that under challenge funding top-up payments are made for a composite proposal offered by the owner. This might include new access but here is no specific payment line attached to this. It is not therefore possible to separately identify the cost of purchasing specific benefits under the programme.

### *Discussion*

- 2.5.6 The focus of expenditure in the SWF area had been on new woodland creation. Payments have been almost entirely for new planting, with only 2.8% of the public expenditure was for the management or improvement of existing woodlands.
- 2.5.7 The average rate of support on new planting was £2,219 per ha. We can approximately derive the total payment per ha in Present Value (PV) terms. The second planting grant instalment would add £645,000 (PV at 3.5%=£543,000), and this converts to £175 per ha. The FWPS payments depend on land quality and the proportion of conifers in the planting. Most of the SWF is improved land either non-LFA or DA. The rates of payment are either £200 or £260 per ha over 10 –15 years depending on species. The range of possible NPVs discounted at 3.5% is £1,644-2,880 per ha. Thus the total mean payment per ha lies between £4,038 and £5,254 per ha.
- 2.5.8 For the scheme as a whole the total payments made to owners, including management grants, lie between £12.7m and £16.3m (in PV terms). These are gross payments and do not account for the EU contribution within the ERDP or the possible

savings to the exchequer in CAP support payments where forestry displaces agriculture (CJC Consulting, 2003).

- 2.5.9 The level of grant aid per ha may appear high in relation to land values but the grant aid has to cover planting costs and compensate the owners for loss of farm earnings (reflected in the loss of agricultural value of the land). In two somewhat similar challenge schemes in Scotland the total levels of grant aid were similar to those in the SWF (see Table 2.4) (£4,430 and £4,475 per ha). In the Scottish schemes planting costs were estimated at around £3,500 per ha and the residual was broadly a payment needed to cover the loss of agricultural value, including loss of agricultural support.

**Table 2.4 Net present value to owners of 'average' challenge woodland investment excluding agriculture (£ per ha at 3.5%)**

	Grant aid (£ per ha) 1	Costs (£ per ha) 2	Income from timber, sport and exit value (£ per ha) 3	Net return to woodland owner (£ per ha) 4 =(1+2+3)
<b>Grampian</b>	+4,430	-3,586	+1,204	+2,048
<b>Central Scotland</b>	+4.475	-3,536	+1,034	+1,973

Note: The net return to woodland owners does not account for the loss of agricultural or other income from the land.

Source CJC Consulting

## **3 Economic Context for the South West Forest**

### **3.1 Introduction**

- 3.1.1 This chapter provides a short economic context within which SWF has been undertaking its wide range of activities and initiatives. This further illustrates some of the socio-economic features of the SWF area described in the previous Chapter (Section 2.1.5). The full analysis upon which this summary is based is presented in Appendix A.
- 3.1.2 It has not been possible to link some of the trends and indicators used in this chapter to the activities of SWF, mostly as a result of the age of the project and scale of outputs to date (note that the specific economic impacts arising as a result of SWF are described in Chapter 8). However, some of the indicators described may be useful in subsequent evaluations of the SWF project.
- 3.1.3 For this analysis, the whole SWF area is assessed and includes Torridge, North Devon, 41.9% of West Devon, 40% of Mid-Devon and 46% of North Cornwall.

### **3.2 Performance Indicators**

- 3.2.1 Gross Value Added (GVA) results indicated underperformance in the South West Forest area. GVA did show an increase between 1991 and 2001, rising from £2bn to £2.45bn. The overall rate for the South West Forest area was significantly lower than the regional average. Additionally, the proportion of GVA in the South West Forest area as a proportion of regional GVA fell from 3.6% in 1991 to 3.3% in 2001. The proportion of GVA per head stood at £10,600 in the South West Forest area, compared to £15,200 in the South West as a whole.
- 3.2.2 Productivity in the South West Forest area, defined as GVA per job, lagged behind the South West by a substantial amount (£23,700 compared to £30,700) and was also behind the English average (which was £32,600). Mean gross weekly earning in the South West Forest area was £325 in 2004, which was £50 a week less than the regional average and £102 a week short of national mean weekly earnings.
- 3.2.3 The South West Forest area had a population of 237,000 in 2003. The area provided enough workplace jobs for 44.8% of its resident population. Overall, however, the area under evaluation provided a smaller share of jobs for its residents than the regional (50.5%) or national average (50.8%). There was a growth in workplace jobs in the South West Forest area between 1991 and 2003 by 5.9%. This figure was well below the impressive regional growth rate of 15.5%, which even outperformed the English rate of 13.7%.
- 3.2.4 Unemployment in the South West Forest area fell by 67.4% over the time period. However the rate of fall in employment over the aggregate regional area was greater in the South West as a whole (74.2%) and compared well to the national average



(62.7%). In 2004, the South West Forest area had around 7,870 people who were claiming incapacity benefit, translating to 5.6% of the population. Overall, the rate for South West Forest area was lower than the regional average of 5.3% and the national average of 6.7%.

### 3.3 Competitiveness

3.3.1 The South West Forest area saw a modest fall in the stock of VAT registered businesses between 1991 and 2003. Altogether, there was a reduction of 864 businesses over this period, translating to a fall of 7.2%. This figure does not compare favourably against a regional growth of 1.4% and an overall national increase of 5.0% in VAT registered businesses.

3.3.2 The VAT registration rate for businesses in the South West Forest area was 7.8%, slightly below the regional figure of 9.7% and the national rate of 10.7%. VAT registration rates were uneven throughout the 1990s, accentuating the peaks and troughs taking place in England as a whole.

3.3.3 The South West Forest area has 1.95m m<sup>2</sup> worth of rateable floor space, which is valued at £63.2m. Average rateable value is £32, which is less than the regional figure of £45 or the national rate of £55. The rateable value per workplace job is £18.37 in the South West Forest area, which closely mirrors the regional average (£18.95, but is below the overall national rate of £21.77).

### 3.4 Industrial Structure

3.4.1 In 2003 there were around 9,960 businesses in the South West Forest area. There were particular concentrations of organisations in retail (19.6%), leisure (19%) and finance and business (20%). Almost one in ten organisations was from public services. 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 local concentrations in primary industry, which had twice the average proportion of businesses. This finding for the primary sector is offset to some extent by the loss of 2,390 jobs in the sector between 1995 and 2003. Construction, retail, leisure and public services all scored LQs greater than 1. The data also shows that between 2001 and 2003, there was growth in the number of finance and business organisations and an increase in the number of leisure related businesses. The data also shows a concentration of employment in public services, leisure retail and manufacturing, which together provided employment for around 43% of the local workforce. The Primary sector employed three times as many people compared to the sector in GB as a whole, which is an encouraging finding for this research. Construction had an LQ of 1.32 and manufacturing and retail came out a little over 1.

3.4.2 The occupational structure of the South West Forest area largely reflected the wider economy. Elementary occupations were also relatively high (14%) compared to 12.2% across the region. There was a tendency for the area to have lower levels of



managerial, professional and administrative jobs, compared to the region and nation as a whole.

- 3.4.3 Areas of occupational growth between 1995 and 2003 were in wholesale (35.8%) and construction (27.2%), retail (21.6%) and finance and business (25.3%).

### 3.5 Adult qualifications

- 3.5.1 Overall, qualifications attainment in the South West Forest area compared well with the regional and national trends. Attainment at NVQ level 2 was 21.5%, which was in keeping with the regional average and slightly above the England mean (19.4%). There was a small deficiency at level 3 (7% compared to 8.6% in the South West and 8.3% in England). The proportion holding level 4 or 5 NVQ was 15.3% in the area under study, which was a little further behind the regional rate of 18.8% and national mean of 19.9%

- 3.5.2 In total, the South West Forest area had 4380 full-time students, translating to 2.3% of all those over the age of 16. This figure was in keeping with the regional and national averages. The growth rate of students between 1991 and 2001 was 10.8%, which, although encouraging, was behind the regional growth rate of 14.4% and the national rate of 22.3%. In total, in 78% of the 16 to 17-year-old population were in full-time education, which was in keeping with the regional and national rates. GCSE results were good for the South West Forest area and slightly ahead of the national average (54.6% compared to 54.4% of students achieving five A\*-.C grade). However, the results were slightly short of the regional mark of 57.2%

### 3.6 Conclusions

- 3.6.1 These data set out the broad background within which SWF 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 SWF activity. Specific economic impacts arising as a result of SWF are presented in Chapter 8.

## **4 Immediate Impact: Beneficiary Survey**

### **4.1 Introduction**

4.1.1 The purpose of this part of the evaluation was to get the closest insight possible into the impact of the SWF 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 SWF Project Director. These beneficiaries were made up of people involved with woodland activities for whom the project had provided some service or otherwise supported from 2002 to 2005. Therefore, the beneficiary group represents those with whom the projects had a significant relationship (as opposed to those they simply had some contact with).

4.1.2 PACEC received contact details from the Project Director for 1667 beneficiaries across 9 beneficiary categories (the total populations of these beneficiary groups). In addition, PACEC received contact details for 558 beneficiaries of the SWF Woodfair which has a total population of 5,300 beneficiaries. The sampling plan for interviews with each of these groups of beneficiaries is provided in Appendix C. Of these, interviews were undertaken with 238 direct beneficiaries across all beneficiary groups. We believe that this is a representative cross-section of beneficiaries.

4.1.3 These interviews followed a structured questionnaire using the following list of headings:

- Overall impact
- Farmers/Landowners<sup>5</sup>
- Members of Collaborative Initiatives
- Trainees
- Trainer
- Teachers
- Woodland Consultant and Contractor
- Woodfair Beneficiary
- Health Walkers
- Tourist / Participant in Local Activities
- Community Project Beneficiary
- Business Support Beneficiary
- Counterfactual
- Business Performance Effects
- Wider Effects

This questionnaire is provided in Appendix D

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<sup>5</sup> Not all types of Beneficiaries were relevant for SWF – Business Support Beneficiaries were not included as part of the SWF programme.

4.1.4 The 247 beneficiaries who were interviewed were distributed as follows:

- Farmers – 59
- Trainees – 51
- Woodfair beneficiaries – 42
- Members of Collaborative Initiatives – 27
- Teachers – 14
- Health Walkers – 13
- Community Project Beneficiaries – 11
- Tourists / Participants in Local Activities – 11
- Woodland Consultant and Contractors – 10
- Trainers – 10
- Other - 9<sup>6</sup>

## 4.2 Background

4.2.1 The vast majority of beneficiaries – 94% (232) - live in the Devon and Cornwall areas with the remainder living in surrounding counties. Beneficiaries were asked what they thought SWF was set up to do. The most common reasons included 30% (75) who said that SWF was set up to assist with the renewal and regeneration of forestry and woodland; 19% (47) who it was set up to manage woodland, 16% (40) who thought that it was established to assist with environmental improvement and 15% (38) who stated that it was to promote forestry. The complete list of responses to this question is shown below in Table 4.5.

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<sup>6</sup> These beneficiary numbers exceed the total number of beneficiaries interviewed as some beneficiaries fitted into more than one category.

**Table 4.5 Can you describe what you think SWF was set up to do?**

	Total
Renewal / regeneration of forestry / woodland	75
Manage woodland	47
Environmental Improvements / assistance	40
Forestry promotion	38
Encourage tree planting	34
Conservation	30
Provide grants	12
Re-train people working in forestry	12
Offer advice	12
Sustainability	9
Increase awareness	9
Regenerate the area after Foot and Mouth outbreak	7
Aid diversification / innovation	7
Set up new businesses	4
Enable access to the countryside	4
General forestry issues	5
Expanding the business	2
Teach marksmen to cull deer	1
Improve quality of life	1
To aid small businesses	1
To help farmers	1
Don't know / don't want to say	21
<i>Number of respondents</i>	<b>239</b>

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)

- 4.2.2 Beneficiaries became involved with SWF through a wide variety of channels. The primary way in which people connected with SWF was through word of mouth where they were advised to contact SWF by someone who had already utilised their services. Other commonly cited sources included the Forestry Commission, the local press and marketing material (i.e. leaflets) from SWF. The full range of ways that beneficiaries became involved is provided below in Table 4.6.

**Table 4.6**      **How did you become involved with SWF, eg how did you hear of them? (Please give details)**

	Total
Word of mouth / grapevine	44
Local press	27
Via Forestry Commission	26
Always known	17
Visited by SWF representative	16
SWF leaflet	16
Business Link	14
Live near an SWF office	11
County / district Council	8
Members of SWF steering Group	8
By respondent planting trees	5
Wildlife trust	5
Cumbria Woodland	3
DEFRA	3
Attended seminar/meeting	3
Woodfair exhibitions	3
National Trust	2
Internet search	2
Became an approved contractor	2
RSPB	2
Landlord	1
Country show	1
Don't know / don't want to say	21
<i>Number of respondents</i>	<b>222</b>

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)

- 4.2.3 Beneficiaries were asked to rate the ease with which they engaged with SWF. The vast majority - 88% (212) - considered their engagement with SWF to be extremely easy (127) or quite easy (85). Only a very small minority of 3% (8) believed it to be not at all easy or below average. This is shown below in Table 4.7.

**Table 4.7**      **How would you rate the ease with which you engaged with SWF? (Please tick one)**

	Total
Extremely easy	127
Quite easy	85
Average	9
Not at all easy	5
Below average	3
Don't know	11
<i>Number of respondents</i>	<b>240</b>

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)

### 4.3 Overall Views

- 4.3.1 In order to assess the overall views of beneficiaries about the service provided by SWF, respondents were asked their views on the quality of the service and the impact that it made on them. Looking firstly at the quality of the service, respondents were again very positive in their responses. The vast majority - 87% (192) - considered the quality of the service they received to be excellent or good. This is shown below in Table 4.8.

**Table 4.8**      **How would you rate the quality of the service you received from SWF? (Please tick one)**

	Total
Excellent	116
Good	76
Average	8
Poor	6
Below Average	1
Don't know	13
<i>Number of respondents</i>	<b>220</b>

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 (Q10)

- 4.3.2 When asked to rate the impact of the SWF service on them or their business, 52% (121/232) of respondents stated that the impact was high or quite high. A significant proportion; 21% (49), stated that they did not know the impact that SWF had made on them. Of the remainder 13% (30) considered the impact to be average, 6% (15) considered it to be low and 7% (17) thought it had no impact. Looking across the beneficiary types, the group which felt the greatest impact was the trainees who attended programmes organised by SWF. The beneficiary group of farmers found it difficult to measure the rate of impact and were the largest group who did not know the impact. This distribution of responses is shown below in Table 4.9.

**Table 4.9** How would you rate the impact on you or your business as a result of this service?

	Total	Farmers	Trainees	Collaborative	Teachers	Health Workers	Woodland consultant	Woodfair beneficiary	Community Project Beneficiary	Trainer	Tourist	Other
High	72	<b>5</b>	<b>22</b>	12	<b>8</b>	4	3	<b>12</b>	<b>0</b>	2	4	1
Quite high	49	<b>2</b>	11	<b>5</b>	2	5	1	<b>12</b>	5	2	<b>6</b>	2
Average	30	8	5	5	0	2	2	<b>1</b>	2	3	1	2
Low	15	<b>6</b>	1	0	0	1	2	<b>1</b>	1	2	0	2
None	17	<b>9</b>	4	1	0	0	1	<b>1</b>	1	0	0	1
Don't know	49	<b>26</b>	<b>4</b>	4	1	0	1	<b>13</b>	2	0	0	0
<i>Number of respondents</i>	232	56	47	27	11	12	10	<b>40</b>	11	9	11	8

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)

- 4.3.3 When respondents were probed further to provide some details of what impacts the SWF service made, a wide range of responses were provided. In particular, 29% (46/158) believed that they had gained knowledge from their interaction with SWF (this is consistent with the particularly positive views of the trainees above). Other impacts described by respondents included recreational enjoyment, good advice for their land or other woodland activity, assistance with forestry management and environmental benefits.
- 4.3.4 Beneficiaries were then asked if they had experienced any unforeseen impacts or consequences (positive or negative) as a result of their interaction with SWF. For 71% (100/142) of respondents, this was not the case. For 5% (7) of people, they believed that they had acquired new business contacts, 4% (6) pointed to raised awareness of woodland needs and a further 4% (5) believed it had helped to generate new ideas. A small number of people identified some negative impacts including 2% (3) who said that their incomes dropped significantly when funds (i.e. grants) were reduced, 2% (3) who considered that grants were too small and 1% (2) who stated that the work that was underway had lost focus.
- 4.3.5 Beneficiaries were asked to what extent their aims were met through their interaction and work with SWF. A very positive response resulted from this with 73% (171) of respondents stating that their aims were met fully or mostly. A further 8% (19) of people did not know, 9% (21) said that their aims were met to a certain extent and 5% (12) to a small extent. The remaining 4% (10) of respondents believed that their aims were not met at all. This is shown below in Table 4.10.

**Table 4.10 To what extent were your aims met?**

	Total
Fully	112
Mostly	59
To a certain extent	21
To a small extent	12
Not at all	10
Don't know	19
<i>Number of respondents</i>	233

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)

- 4.3.6 Those who responded to a small extent or not at all were probed further to explain in what ways their aims were not met. The main explanations for their responses were 19% (12) who said that that grants were not provided, 13% (8) who stated that they had needed further information and 3% (2) who stated that they were held up by planning regulations (this is obviously outside the control of SWF).
- 4.3.7 A further question on impact asked the beneficiaries if they had seen any impact on their lifestyle and/or quality of life. A majority – 64% (147) - reported that there had been no impact on their lifestyle or quality of life while 36% (81) stated that they had seen some impact in this regard. Those that responded positively to the question were asked to provide further detail about how it had affected them. The most common explanations provided were 24% (19) who pointed to a greater interest in various aspects of their life, 12% (9) who had acquired a new recreational activity and 10% (8) who had a new interest/hobby. A further 11% (9) said their business had grown and another 5% (4) thought their work was busier as a result. In addition, 8% (6) said that it has made them more physically active.
- 4.3.8 In a related question, beneficiaries were asked if they had seen a difference overall on their household since this support was provided. The vast majority – 89% (199) believed that they had not seen a difference with only 11% (25) indicating that this was the case. Those that had seen an impact on their household provided wide-ranging reasons for saying this. Explanations given included 16% (5) who indicated that they had increased income, 10% (3) who pointed to more business confidence, 10% (3) who said they had improved health, 10% (3) who had experienced an increased interest in life and 6% (2) who had seen increased employment.
- 4.3.9 As an overall measure of additionality, respondents were asked if they had tried to seek support from any other sources prior to SWF. A large majority – 80% (179) - indicated that they had not tried to find other support. Of the 20% (45) respondents that said that they had sought other support, the largest single group of beneficiaries was the farmers (14) followed closely by members of collaborative initiatives (14), with the remainder spread across all groups. When questioned where they had sought this prior support, the most common source they had pursued they cited was 55% (26) who pointed to the Forestry Commission (who obviously re-directed people



back to SWF) together with other local initiatives. Full details of these are presented below in Table 4.11 and Table 4.12.

**Table 4.11 If yes, from whom?**

	Total
Forestry Commission	26
Other local initiative (Please specify below)	21
Wildlife Trust	10
Farming and Wildlife Advisory Group (FWAG)	7
Private sector	6
Rural Development Service (RDS)	6
Areas of Outstanding Natural Beauty (AONB) teams	3
<i>Number of respondents</i>	<b>47</b>

Source: PACEC Survey (Q18B)

**Table 4.12 Other local initiatives**

	Total
Silvanus Trust	3
Landscape for education	2
SW Rivers	2
Working Woodlands	2
National Trust	1
DEFRA	1
Business Link	1
NPTC	1
Walking for Health	1
National Farmers Union	1
Dartington Trust	1
RSPB	1
Veteran Tree Forum	1
Farming Co-operative	1
<i>Number of respondents</i>	<b>18</b>

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 (Q18C)

- 4.3.10 In terms of the results from these prior applications, most indicated that they did receive information or advice but not support similar to that provided by the SWF. Main outcomes from the applications included 22% (7) who received information, 22% (7) who received advice or assistance, 25% (8) who were refused a grant and 16% (5) who received a grant.

## 4.4 Beneficiary Groups

- 4.4.1 This section sets out the individual responses of each beneficiary group at SWF.

### Farmers

- 4.4.2 Farmers and landowners were asked to describe the impact on them as a result of the service provided by SWF. The most frequent responses were 59% (24) who said they had seen improved incomes, 12% (5) who had increased their diversification, 7% (3) who had increased value of their assets and 7% (3) who had developed woodlands, while 27% (11) stated that there was no impact. Such comments come at a time when, despite having twice the average proportion of businesses in the area, the sector experienced a loss of 2,390 jobs between 1995 and 2003. Against this background, improved incomes, diversification and appreciation of assets are positive findings but it is perhaps disappointing to find that a number did not experience these impacts as a result of their involvement with SWF.
- 4.4.3 This group was asked to provide details about the current and intended use of their land. A large proportion – 92% (46) - currently had woodland on their land while another 69% (29) intended to use their land for additional/new woodland. All other categories of response to this question illustrated that farmers clearly were planning to undertake increasing diversification of their land. This is shown below in Table 4.13.

**Table 4.13** Do you currently use any of your land in any of the following ways? / Do / did you intend to diversify the use of your land in any of the following ways?

<u>Current Use</u>	<u>Total</u>	<u>Intended Additional Future Use</u>	<u>Total</u>
Woodland	46	Woodland	29
Attracting visitors	9	Develop tourist accommodation	12
Tourist accommodation	6	Attract visitors	12
Other (Please specify below)	6	Create and sell woodland products	7
Creating and selling woodland products	3	Shooting	6
Shooting	3	Other (Please specify below)	6
Managed retirement	1	Managed retirement	4
<i>Number of respondents</i>	<i>50</i>	<i>Number of respondents</i>	<i>42</i>

Source: PACEC Survey (Q23A and 24A))

Source: PACEC Survey (Q24B)

- 4.4.4 Farmers/landowners were then asked a series of detailed questions about the nature of the support that they received. Firstly, they were asked what type of support they obtained. A majority – 70% (31) - received advice while 32% (14) indicated that they had received a grant. Of the remainder, 5% (2) stated that they were receiving ongoing support while 7% (3) indicated that they had received some other type of support (these included a visit and some information). These responses are provided below in Table 4.14.

**Table 4.14 Which of the following did you receive: (Please tick as many as apply)**

	Total
Advice	31
A Grant	14
Ongoing Support	2
A Loan	0
Other	3
<i>Number of respondents</i>	<i>44</i>

Source: PACEC Survey (Q25A)

- 4.4.5 Those that received advice from SWF were asked to describe the nature of that advice. Of the relevant 29 farmers, 34% (10) received advice on woodland management and 28% (8) received advice on planting or restructuring their land. The full set of responses to this is presented in Table 4.15.

**Table 4.15 If advice, describe the nature of the advice you received**

	Total
Woodland management	10
Planting / restructuring	8
Advice on change of use from farm	4
Great advice	3
Advice received conflicted with advice from other source	3
Visited by representative	2
<i>Number of respondents</i>	<i>29</i>

Source: PACEC Survey (Q26A)

- 4.4.6 Those farmers that received a grant were questioned about the size and source of funding. The average grant received was for £18,167 and on average related to 9 hectares. These figures are broadly in line with those provided by the SWF Project Director. These grants were all provided by the Woodland Grant Scheme. The grants were used most often for tree planting (in 7 out of 9 cases). Most people – 64% (7/11) - who had received grants stated that there were no alternative grant sources that they were aware of, that they could have applied to instead. The remaining farmers listed the Forestry Commission, Heritage Fund, RDA and DEFRA. Of the farmers who did receive a grant, all used this to lever in additional resources for various activities. These included 70% (7) for woodland development, 20% (2) for attracting visitors and 1% (1) for developing tourist accommodation.
- 4.4.7 In terms of financial impact on farmers, the majority – 84% (21/25) - believed that the grant did not have an impact on their annual income level. Only 2 farmers stated that it did have an impact – one in the £1000-2000 range and one in the £5000+ range. The stated lack of financial impacts is disappointing since, despite high growth in average workplace earnings, mean gross weekly earnings in the South West Forest area were still below the regional and national averages in 2004. Most did not believe (or did not know) that the receipt of the grant had helped them in other non-financial

ways. It should be noted that this line of questioning is challenging in terms of collection of data.

- 4.4.8 Farmers were also asked about their experience of the wider aspects of receiving this support (such as improved community consultation). Most - 77% (10/13) - of those who responded believed it was too early or they didn't know if there had been such an impact.
- 4.4.9 Farmers were asked what improvements they would suggest for the support provided by SWF. Of the 18 farmers who answered this question, 72% (13) pointed to the delivery process and 28% (5) pointed to the scale/scope of service, as the key area for improvement. In providing details to support this, explanations included 26% (7) who said that the delivery process was too rigid, 11% (3) who said that existing projects needed to be continued and the same number who said that funds needed to be paid faster. A further 37% (10) of farmers did not have any suggestions for improvement.

### *Trainees*

- 4.4.10 Trainees were asked to describe the impact on them as a result of the service provided by SWF. The most frequent responses included 83% (39/47) who said that they had improved skills, 28% (13) who indicated increased knowledge, 13% (6) who said that it had made it possible for them to do specific work themselves (rather than hire a contractor), 6% (3) who had created a network of useful contacts and 4% (2) who had increased employment options.
- 4.4.11 Despite qualifications attainment in the South West Forest area being on a par with regional and national figures, a large minority - 36% (14) - of respondents had not received any other training prior to attending the SWF training programmes while the remainder of the trainees had attended other training courses. These other courses were varied and are detailed below in Table 4.16.

**Table 4.16 What type of training have you had prior to SWF?**

	Total
Forestry skills	5
Conservation	3
Health & Safety	2
A degree	2
Clay pigeon shooting	2
Hedge laying	2
Deer stalking	1
Specialist fencing	1
Landscape gardening	1
County council training	1
Driving all terrain vehicles	1
Industry based training	1
Pond management	1
Various	1
Building/ construction	1
None	14
Don't know / don't want to say	1
<i>Number of respondents</i>	<b>39</b>

Source: PACEC Survey (Q43A)

- 4.4.12 The training that was received by the trainees at SWF was a balance for trainees between 74% (37/50) who gained knowledge about a subject area and 70% (35/50) who acquired a new skill. The most common type of training received was an introduction to a whole new subject area 25% (11), followed by woodland maintenance 18% (8) and pond creation and management 11% (5). The full set of responses to this question is shown below in Table 4.17.

**Table 4.17 Please give details**

	Total
Introduction to the subject	11
Woodland maintenance	8
Basic chainsaw	5
Pond creation and management	5
Health & Safety	4
Hedge Laying	4
Increased knowledge	4
Strimming & brush cutting	3
Gun handling	3
Apple tree pruning	2
Best practice	2
Networking/establishing contacts	2
Information	2
Spotting dangerous trees	1
New craft	1
Dry stone walling	1
First Aid	1
<i>Number of respondents</i>	<b>44</b>

Source: PACEC Survey (Q44B)

- 4.4.13 SWF provides all of this training and utilises contractors including Rivers Trust and Pentiddy Woodlands to deliver them. The average duration of these programmes was 1.5 days. with an average cost to participants of £50.
- 4.4.14 Most trainees felt very positively towards the training they had received with 78% (38/49) of respondents stating that they had been able to make use of the skills and/or knowledge that they had gained on the training course. The main ways that they made use of this included 38% (13/34) who stated that they had made use of it through their improved understanding of the issues, 29% (10) who said that they had implemented what they learned and 12% (4) who indicated that they started a new business. The latter result is particularly welcome given that the South West Forest area experienced a fall of 7.4% in the number of VAT registered businesses between 1991 and 2003, during a period whereas the wider regions had witnessed a growth in business registrations.
- 4.4.15 When asked in what ways they had benefited up to now from the training they had received, a large majority – 88% (38/43) - indicated that they had increased confidence as a result of the experience. Other benefits listed included 30% (13) who said they had increased ability or knowledge, 23% (10) who had an improved attitude to their work, 19% (8) who had increased responsibility and another 12% (5) who had improved leadership/team working. Looking to the future, again a majority - 59% (22) - believed that they would benefit in the future from the improved knowledge that they gained from the training programme. Another 11% (4) believed that they would have

a wider range of products in the business, 14% (5) thought that they would get additional work and 8% (3) believed that they would be able to access future support. For a minority of trainees – 20% (9) - the training programme had highlighted to them the fact that they required further training in other areas. These were primarily related to the next level of the same subject and to keep the new information updated. Most trainees – 73% (32) did not believe that they had an improved understanding of the broader aspects of public benefit forestry as a result of the training.

- 4.4.16 When asked about the improvements needed to the scheme, respondents were divided between the delivery aspects 50% (7) and the scale/scope of the service 50% (7). When asked to explain further, 14% (5) of trainees mentioned the need for more courses and 11% (4) pointed to a need for a greater range of courses. Most trainees - 72% (26) - did not make any specific suggestions for improvements.

### *Members of Collaboration initiatives*

- 4.4.17 Members of collaborative initiatives were asked to describe the impact on them as a result of the service provided by SWF. The most frequent responses included 74% (17) who pointed to economic improvement, 70% (16) who said they had a wider network of contacts, and 52% (12) who said that it had allowed them to develop new ideas. The current position or job of those involved varied across a range of woodland-related roles. These included 15% (3) saw millers, 15% (3) forestry supervisor/managers, 15% (3) farmers, 10% (2) forestry entrepreneurs and 5% (1) carpenter. The origins of their involvement with a particular collaborative group were most commonly cited as 37% (7) through word of mouth, 16% (3) through information they received through the post or 11% (2) through meetings at SWF.
- 4.4.18 When asked what aspect of their current work enables them to contribute to this collaborative initiative, a large proportion – 40% (8) - indicated that they were in a position to give advice. Others (20% - 4) believed they were able to assist with woodland management issues, 10% (2) pointed to their ability to provide training and 10% (2) said they were able to advise on the woodchip industry.
- 4.4.19 In terms of what provided them with the most value for their work, the most frequent aspects included 50% (11) who mentioned networking with others and 41% (9) who pointed to their attendance at training provided by other members. This is consistent with responses to a related question on how the collaboration benefits the members. In response to this, 60% (12) of respondents indicated that networking was the most important benefit to them while most of the remainder thought it was too early to say or they did not know.
- 4.4.20 The aims of the collaboration as detailed by respondents included 53% (10) who said it was to promote woodlands, 21% (4) who thought it was to encourage networking, and 11% (2) who thought it was the bringing together of woodland businesses. In terms of the types of organisations/individuals involved, 39% (9) of the participants were companies, 22% (5) were existing woodland management people, 22% (5) were

forestry workers and 17% (4) were people who planted trees. In almost all cases (23 out of 24) the collaborations were ongoing rather than fixed length.

- 4.4.21 In terms of the overall usefulness of the collaboration, responses were more mixed. Over half – 58% (15) - of the members considered the collaboration to be excellent or good. However, 38% (10) of people believed the collaboration to be below average or poor. The full distribution of these responses is shown below in Table 4.18. However, despite this mixed response, the vast majority – 92% (24/26) - indicated that the collaboration would continue in the future. In addition, 75% (18) of respondents believed that this collaboration had resulted in the progression of the forestry agenda.

**Table 4.18      How useful have you found this collaboration? (Please tick one)**

	Total
Excellent	4
Good	11
Below Average	1
Poor	9
Don't know	1
<i>Number of respondents</i>	26

Source: PACEC Survey (Q38)

- .1.1 When asked what improvements they would suggest to improve the scheme, more members focused on the delivery process (69% - 9) than the scale/scope of the service (31% - 4). Other proposed improvements included improved advertising of meetings (2), improve the clarity of maps provided (2), to offer discounted courses (2) and to provide more help to landowners (2).

### *Woodfair beneficiaries*

- 4.4.22 The beneficiary survey identified that 44 of all the beneficiaries attended the 2005 SWF woodfair as visitors and 11 were exhibitors. They were asked to describe the impact on them as a result of their involvement or attendance at the SWF woodfair. The most frequent responses for visitors to the woodfair were 54% (12/22) who said they had acquired new ideas, 55% (10/18) who had increased interest in the sector; and 21% (4/18) who had a leisure interest. Other less common responses included impact on wider network (3). 36% of exhibitors at the woodfair mentioned access to a wider network (4/11), 45% noted it had generated new ideas and in the case of a few exhibitors (22%) had generated work. In terms of the employment status of attendees and exhibitors at the woodfair, a varied set of responses was provided as shown below in Table 4.19.



**Table 4.19 What is your current employment situation?**

	Visitors	Exhibitors	Total
Employed	8	1	9
Not employed	8	0	8
Self-employed	1	5	6
Retired	3	0	3
Recycling manager	1	1	2
Teacher	2	0	2
Marketing	2	0	2
Employed part-time	2	0	2
Wood machinist	1	0	1
Nurse	1	0	1
Amateur wood user	0	1	1
Charity	0	1	1
Medical centre	1	0	1
<i>Number of respondents</i>	<b>39</b>	<b>9</b>	<b>39</b>

Source: PACEC Survey (Q81)

## 4.4.23

4.4.24 Visitors were asked to describe their experience at the woodfair: a large number – 43% (13/30) - of participants at the woodfair found the experience interesting and informative and a further 46% (14) described their experience as educational. A further 20% (6) considered the day to be pleasurable 13% (4) said it was a good day out and the same number said it was an interesting day out. 6% (2) said it had good social interaction. Exhibitors were also asked to describe their experience of the woodfair, of those that had responded; 10% (3) felt it was an interesting day, 6% felt it was interesting and informative and the same number felt it was pleasurable and successful. When asked if the woodfair made an impact on their work, 84% (28) of visitors said that it did not while 15% (5) said that it did. Of the latter, 66% (4) believed that it had stimulated their interest in new things related to forestry, 33% (2) considered that it had aided their efforts at diversification and 33% (2) felt better informed. When exhibitors were asked if the woodfair had made an impact on their work, 54% said that it did and 46% said that it did not. The impacts on exhibitors work included; 50% (3) who had experienced a business impact (made sales or generated new customers) and 33% (2) had been able to make some sales.

4.4.25 In terms of improvements to the woodfair, attendees provided a large number of suggestions. These included 14% (6) who suggested extending over 2 days (mostly visitors suggested this), 5% (2) who suggested that the marketing material should match the actual fair a little better (visitors' comment), and a range of other comments such as improving facilities for elderly visitors. These are show below in Table 4.20.

**Table 4.20**      **What improvements would you suggest for the woodfair?**  
**(Please give details)**

	Total
Extend over two days	6
General interest	2
Make sure publicity agrees with what is present	2
Concentrate on forest related business	2
Better facilities for elderly visitors	1
More under cover areas	1
More facilities for dogs	1
More variety of stalls	1
Cater for vegetarians	1
Better control at entry point to fair	1
Better toilet facilities	1
Better ventilation in refreshment area	1
Control stallholders lorries better	1
better signing on site for visitors	1
Need more seats around	1
None	13
Don't know / don't want to say	7
<i>Number of respondents</i>	<i>43</i>

Source: PACEC Survey (Q85A)

### *Teachers*

- 4.4.26 Most of the teachers included in this survey - 66% (6) - were primary teachers with the remainder being secondary teachers or college teachers. Teachers were asked to describe the impact on them and their students as a result of the service provided by SWF. The most frequent responses included 100% (9) who pointed to improved learning opportunities for students and 66% (6) who said they had acquired new ideas for curriculum development.
- 4.4.27 The types of activities engaged in included 75% (6) who said the activities involved learning to use woodland material, 50% (4) who pointed to planting of trees and the same number who pointed to countryside appreciation. The aim of the activity for 70% (7) of teachers was to stimulate pupils, for 60% (6) it was to promote the countryside and for 30% (3) it was to teach children how to use woodland and woodland material. The people who got involved in general were students and teaching staff (100% - 9), SWF staff (44% - 4), parents (22% - 2) and landowners (11% - 1). The activity generally took place over a number of sessions (rather than simply a one-off event). In terms of the proximity of the schools to SWF, most were located close by (in 70% of cases). In 88% (7/8) of cases, the SWF site was considered for this purpose due to grant aid provided by SWF.

- 4.4.28 In terms of the main benefits to the teachers participating in this scheme most (10) believed that they were a combination of educational benefits and more engaged and stimulated students. Others - 20% (2) - mentioned that their confidence was improved a result of this. All (100% - 5) believed that this fed directly into curriculum development or learning frameworks. This was particularly the case for Maths, Science, English, speaking, and listening skills (100%) and for Geography, Ecology, and Environmental studies (60%) as well as general Rural affairs (20%).
- 4.4.29 In terms of the benefits to students involved in this, most teachers (80%) believed that they were a combination of learning about woodland, developing their knowledge of the rural economy, understanding of job opportunities and developing skills. As a consequence of the SWF activity, 60% (6) of teachers had developed educational links with local landowners. These links manifested themselves in children's visits to local farms and landowners becoming involved in tree planting schemes. Furthermore, 80% (4) of teachers considered that this activity led to improved health and well being of students.
- 4.4.30 90% (9) of teachers believed that this activity had a high or quite high impact on the learning processes of these students. In addition, they believed that the students were extremely interested (100%) in these activities. Some also believed that this activity stimulated additional learning for students related to outdoor activities (80%). Looking to the future, all teachers would consider getting involved in such activities again.
- 4.4.31 In terms of improvements, few suggestions were provided other than SWF offering more of the same (50% - 2).

### *Health Walkers*

- 4.4.32 Health walkers were asked to describe the impact on them as a result of the service provided by SWF. Respondents could list as many impacts as they wished. The most frequent responses included 100% (13) who pointed to an increased social network, and 77% (10) who said they had experienced improved health and well being.
- 4.4.33 In 69% (9) of cases, the health walkers were undertaking pre-emptive health walking rather than it being a post-operative activity (8%). Others were participating in coordinated walks for specialist groups. The average number of miles covered during walks was 3 miles over 1.4 hours. The majority of the walks took place in Bude (5) with others in Barnstable (1), Exeter (1), Stratton (1), and Cookworthy (1) and they were open to the general public.
- 4.4.34 83% (10) of participants found this activity excellent or good. Most (75%) had been involved in a similar activity previously. Of these, 56% (5) considered the SWF walks to be the same and 11% (1) not quite as good (the remainder did not know). All participants found that this activity stimulated additional walking with 67% (8) indicating that they now did this regularly and went for additional walks.

- 4.4.35 In terms of improvements for the scheme, 25% (2) of respondents pointed to the need for more walk leaders, and the same number said there needed to be improved resources and increased frequency of walks.

### *Community Project Beneficiaries*

- 4.4.36 Community project beneficiaries were asked to describe the impact on them as a result of the service provided by SWF. The most frequent responses included 50% (4) who pointed to the need for access to a wider network and 13% (1) who pointed to economic improvement.
- 4.4.37 Half of (4/8) respondents were retired with the remainder in employment. Respondents were involved in 4 different community projects as shown below in Table 4.21. Roles of respondents varied from chairperson, landscape officer to general committee member.

**Table 4.21 What community project were you involved in?**

	Total
Old Town Park, Okehampton	3
Arscott Community Woodland Project	2
Bratton Flemming	1
Hele Bridge	1
<i>Number of respondents</i>	<b>7</b>

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 (Q105)

- 4.4.38 50% (4) of respondents believed that their involvement in a community project made a difference to their work, through aiding diversification or assisting in establishing relevant and helpful groups.
- 4.4.39 Respondents did not offer any suggestions for improvement.

### *Woodland Consultant and Contractors*

- 4.4.40 Woodland consultant and contractor beneficiaries were asked to describe the impact on them as a result of the service provided by SWF. The most frequent responses included 57% (4) who said they had had additional work opportunities and 14% (1) who had access to an improved network of contacts. Consultants and contractors provided a wide range of types of work as shown below in Table 4.22. The average duration of work was over a 19.5 month period.

**Table 4.22 Please describe the type of consulting/contracting work that you provided:**

	Total
Tree Planting Consultancy	3
Rural surveyor	2
Tree surgery	1
Woodland management advice	1
Conservation advice	1
Sawmill	1
<i>Number of respondents</i>	<b>9</b>

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 (Q75A)

4.4.41 The aim of the work varied according to the client's needs. All providers surveyed had provided this type of service on a previous occasion. A number - 38% (3/8) - believed that this had made an impact on their income. All respondents were planning to provide further services of various types.

4.4.42 In terms of improvements to the schemes, most respondents did not have any suggestions, although one felt that there could be better publicity about the scheme.

#### *Tourist/Participant in local Activities*

4.4.43 The tourist/participants in local activities beneficiaries were asked to describe the impact on them as a result of the service provided by SWF. The most frequent responses were the gaining of a new interest (2), increased social network (1), recreational value (2), and educational improvement (2). The main aims of participants in these activities were educational (4), together with recreational/social interest (3). The main activities engaged in were walking (1) and site clearing (1). The average duration of these activities was 2.7 days and was noted that all respondents who participated included some relatives.

4.4.44 Overall, 50% (2/4) of respondents found this activity to be excellent and 1 respondent considered this service to be superior or better than other comparable activities provided by other organisations (the remainder did not know). Most (3) found that the activity stimulated additional activities, such as 'plant spotting'.

4.4.45 In terms of improvements, respondents suggested increasing the advertising (1) and that the activity may be too basic (1).

#### *Trainer*

4.4.46 The trainer beneficiaries were asked to describe the impact on them as a result of the service provided by SWF. The most frequent responses were additional work opportunities (100% - 9) and an improved network of contacts (7). The type of training provided was largely skill (4) and knowledge (2) based or a combination of both (1).

Typical activities included logging (3), thinning of woodlands (3) and chainsaw handling (2). The training aimed to improve skills and help to develop woodland ecosystems. The average length of training provided was 6 days and was provided in various different sessions by the trainers.

- 4.4.47 In terms of an impact on incomes, 67% of trainers (6/9) believed that it did make an impact and 33% (3) believed that it did not making an impact. Looking to the future, 75% (6) were planning to provide additional training, as needed. Thus the SWF area may experience a boost to its existing concentration of skilled trade workers (19%).
- 4.4.48 In terms of improvements, most did not have any suggestions for change while 2 mentioned that increased funding for this type of work would be helpful to them.

## **4.5 Business Performance Effects**

- 4.5.1 Beneficiaries were asked a series of questions in order to assess the business performance effects of the SWF activity.
- 4.5.2 Firstly, respondents were asked to identify from a list of possible effects those which had affected them. Of the 47 respondents to this question, 79% (37) believed that the SWF activity had increased the overall value of their organisation (either by making it more profitable or increasing the value of the assets). This is an important finding, given that the South West Forest area has a history of underperformance with respect to Gross Value Added (GVA), with a rate almost a fifth lower than the regional average between 1991 and 2003.
- 4.5.3 In addition, 53% (25) believed that the SWF activity had enabled them to become sustainable and remain on their land. Other commonly mentioned performance effects included 50% (23) citing increased productivity and 47% (22) pointing to increased farm and other income (19). These too are significant responses, as productively (GVA per job) in the SWF area lagged behind the South West region by 23% and England by 28% and mean gross weekly earnings were, on average, lower than those outside the SWF area. The full set of responses to this question is shown below in Table 4.23.

**Table 4.23 Which, if any, of the following have been the business performance effects of SWF support?**

	Total
Increased the overall value of the organisation	37
Become sustainable and help to stay on land	25
Increased productivity	23
Increased farm and other income	22
Increased the value of its assets	22
Opened up new domestic markets	20
Diversified farm and other income	19
Increased its sales overall	19
Increased its sales in existing domestic markets	16
Increased its profit margin on sales	14
Increased employment	12
Started exporting or increased export sales	1
<i>Number of respondents</i>	<i>47</i>

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)

- 4.5.4 When asked if the support provided by SWF fitted in well with other support received from elsewhere 67% (88) did not know. This is consistent with the earlier indication that most had not sought alternative support to SWF. Of those who did have other support, 18% (23) believed that the SWF activity and support fitted with it very well and 14% (18) considered that it fitted reasonably well. This is shown below in Table 4.24.

**Table 4.24 How well did this support fit with other support you received from other sources?**

	Total
Very well	23
Reasonably	18
Not well	2
Don't know	88
<i>Number of respondents</i>	<i>131</i>

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 (Q130)

- 4.5.5 Looking at more qualitative impacts, respondents were asked if their involvement with SWF had made an impact on their confidence for the future. Notably, 47% (94) responded positively while 39% (78) responded negatively. The remainder did not know. They were further asked if there had been any quality of life improvement following the SWF support. Approximately 36% (70/193) of beneficiaries said that there had been an improvement while 64% (123) said there had not (It should be noted that Farmers made a considerable portion (41) of those that had not noticed an improvement). When asked to explain how this improvement manifested itself, the

most common explanations were that knowledge/skill learned had caused this improvement (13), increased confidence /enthusiasm (11), and improved fitness /activity levels (9). The full set of responses to this is shown below in Table 4.25.

**Table 4.25 If yes, please give details**

	Total
Learned a lot	13
Increase confidence / enthusiasm	11
Learned a little	9
exercise/fitness/active	9
Increased income	6
Positive outlook for business	6
Networking	5
More pleasant environment / surroundings	4
More weapons in a teacher's armoury	3
Made job easier	3
Marginal at present but likely to grow	2
Grant was too small	1
Created a pond	1
Broaden range of craft activities	1
Improved teamwork	1
Improved ideas	1
None	2
Don't know / don't want to say	1
<i>Number of respondents</i>	<b>57</b>

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 (Q132B)

- 4.5.6 A considerable proportion (43% - 83) of beneficiaries are planning new activities following this support from SWF. The most common response was that they would repeat their experience (21) although this was largely made up of woodfair beneficiaries (17). Other common responses were attendance at additional training (15) and the plan to acquire more skill/knowledge (14). These responses are presented below in Table 4.26.



**Table 4.26 If yes, please give details**

	Total
Repeat the experience - Make return visit(s)	21
Further training courses / apprenticeships	15
Acquiring additional skills / knowledge	14
Improved / added facilities	6
Expand tourism	5
Expand educational visits	4
Expanding on all fronts	4
Too early	4
Established a sustainable woodland	3
Increased Business	2
Awaiting info on grants	2
Wildlife / ornithology / ecosystems	2
Improved planting	1
staging events that promote the forest	1
Woodland accommodation	1
None	1
Don't know / don't want to say	7
<i>Number of respondents</i>	<b>83</b>

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)

- 4.5.7 Beneficiaries were asked a series of questions relating to the performance of their businesses (if relevant). They were first asked if their turnover had increased (or not) as a result of the change. While 60% (28/47) of respondents saw no change, 38% (18) did see an increase. Of those that did see an increase, the mean increase was by £9,666 per year. When asked if these changes would have happened in the absence of SWF support, 12% (5) thought their turnover would have decreased and 10% (4) thought it would have increased in any case (the remainder thought it would have been the same). Similarly in terms of numbers of people employed, 78% (36) saw no change while 22% (10) saw an increase. Of these 10%, (3) respondents believed that the number of their employees would have decreased without SWF and 2 thought it would have increased in any case (the remainder thought it would stay the same). Even modest employment increases are important when one considers that, in some parts of the SWF area, workplace jobs saw a substantial fall between 1991 and 2003 (as low as -6.2% in Torridge).
- 4.5.8 Of the beneficiaries with businesses 44% (48) had competitors in the local area with the remainder not having competitors in the local area. On average, those with local competitors believed that if they were to cease operations 62.5% of their business would be taken by those competitors with the remainder going to competitors further a field. Almost half – 45% (47, 23 of which were farmers) - of the beneficiaries with businesses had major suppliers in the local area and on average 77% of the goods

and services bought by these beneficiaries were purchased in the local area with the remainder bought further away. In general this had not changed significantly since receiving the SWF support (in 70% of cases). Approximately 21% (22) of the beneficiaries that had businesses had increased their usage of local timber by an average of 56%. This represented an average increase in use of 56.2 tonnes per annum. 46% of businesses that were part of the collaborative network noted that since receiving SWF support that they would increase local purchases.

- 4.5.9 In terms of participation in local regional networks, 80 beneficiaries provided details on how they get involved in such meetings and exchange ideas. Frequently attended meetings included sector/cluster based networks (attended by 35% (28) of beneficiaries), farmers groups (attended by 24% (19) of beneficiaries), sub-regional/local business partnerships (attended by 20% (16) of beneficiaries) and University/FE agricultural groups (attended by 16% (13) of beneficiaries). In most cases, this was unchanged as a result of the SWF support though 17% (18) beneficiaries believed that it had increased.

## 4.6 Wider Effects

- 4.6.1 Beneficiaries were asked a number of questions about the wider impacts and effects of the SWF activity. When asked what the wider impacts of SWF they were aware of in particular, 87% (185) of respondents pointed to greater interest in the environment, 84% (179) said there had been improvements to the environment and 67% (143) pointed to tourism effects (including more visitors to the area and increasing the profile of the area). The full set of responses to this is presented below in Table 4.27

**Table 4.27 What wider impacts of SWF are you aware of?**

	Total
Interest in the environment	185
Improve environment	179
Tourism	143
Image / visibility of the area	126
Impact on the rural economy	125
Improve leisure opportunities	111
Attracting investment to the area	103
Community and social issues (collaboration / networking)	85
Impact on the general business environment	81
Impact on the business training infrastructure	56
Impact on other public sector projects (e.g.: LSC, RDA)	49
Other (Please specify below)	23
<i>Number of respondents</i>	<b>213</b>

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)

- 4.6.2 The majority of beneficiaries – 82% (168) - stated that there had been an environmental impact from the work done by SWF. The most common explanations for this were general improvement in environmental awareness (27% - 48), secured employment and jobs improving the area (20% - 35), increased number of trees planted (15% - 27) and protection and conservation of rare species (12% - 21). The complete set of responses to this is shown in Table 4.28.

**Table 4.28 If yes, please give details**

	Total
Whole area improved	11
General improvement in awareness	48
There will be scaling down of some activities	2
Made better use of land	14
Excellent for diversification	13
Very Beneficial	14
Restored an ancient woodland area	4
Secured employment / jobs	35
Improved the landscape for future generations	7
Reduction in imported products	10
Protection / conservation of rare species	21
More trees / tree planting	27
Focus of programme is away from our area	17
public access improvements	7
use of sustainable materials	2
woodland management	4
improved air quality	2
Training	3
General forestry issues	1
None	1
Don't know / don't want to say	15
<i>Number of respondents</i>	<b>175</b>

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)

- 4.6.3 Most beneficiaries – 91% (185) - believed that there not been any negative impacts from the SWF support with a small number pointing to aspects that they considered problematic. These included uncertainty about the future of the scheme (4), problems receiving grant funds (3), and the slow pace of some aspects of the support (2). Of those who provided additional final comments - 67% (123) - the vast majority felt that the SWF support and initiatives were very successful and should be continued.

## 4.7 Counterfactual

4.7.1 In order to determine the additionality of the SWF programme of activities, beneficiaries were asked a series of questions about what would have happened in the absence of this support. When asked if they would have taken steps to achieve the same outcomes, responses were spread with more respondents indicating that it was unlikely than likely that they would have taken alternative steps. The spread of these responses is shown below in Table 4.29.

**Table 4.29 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)**

	Total
Definitely	21
Probably	36
Possibly	47
Possibly not	38
Definitely not	54
<i>Number of respondents</i>	<i>196</i>

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)

4.7.2 For those that thought they definitely or probably would have taken alternative steps to achieve the same outcomes, 66% (45) believed that this would have happened later and most of the remainder (26% - 18) indicated that it would have taken place in a similar timeframe. Most thought – 62% (41) - the scope of the effects (i.e. the overall impact) would have been the same and 35% (23) thought the scope would have been smaller. In terms of the alternative methods that they might have used, a range of possibilities was presented. These are shown below in Table 4.30 and Table 4.31. As seen from these, a large proportion was uncertain of how they would have done this.

**Table 4.30 What methods would you have used? (Please tick as many as apply)**

	Total
Other (Please specify below)	53
Forestry Commission	37
Small Woodlands Association	23
Approached a training provider	19
Forestry and Timber Association	16
Approached Business Link	8
Approached local LSC	8
Approached a management consultancy	7
Management Company	7
Institute of Chartered Foresters	5
<i>Number of respondents</i>	<b>96</b>

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 4.31 Other methods respondents would you have used**

	Total
Read books / magazines	4
Done it ourselves	2
Countryside Stewardship	2
Use Yellow Pages	2
Silvanus trust	2
Internet search	2
English Nature	1
Local authority	1
SW Rivers	1
Countryside Agency	1
Forest Stewardship Council	1
Further education	1
Don't know / don't want to say	27
<i>Number of respondents</i>	<b>47</b>

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 (Q125B)

- 4.7.3 A large majority (70% - 140) of beneficiaries were not aware of any alternative sources of support prior to becoming involved in the SWF project. Most (88% - 175) did not actively seek any alternatives. For the 12% (23) who had identified an alternative source of support, these methods were ultimately not used either because the SWF support was superior or because the other support was unusable.
- 4.7.4 Most beneficiaries (66% - 116) believed that their horizons were broadened by being involved in these activities. This was done in particular, through the acquisition of new

knowledge by 40% (43), meeting like-minded people by 16% (17) and the development of new interests by 14% (15). All responses to this are shown below in Table 4.32.

**Table 4.32 Please give details**

	Total
Acquired useful knowledge	43
Made contact with like minded people	17
New interests	15
Educational benefits	7
Very positive	6
Increased appreciation of the countryside	6
Diversifying	5
Improved environment	3
Woodland utilisation	3
Getting involved	3
Increased confidence	3
Increased business	2
Discovered an ancient woodland	2
Students education	2
Started business	2
New ideas	2
Too early	2
Expanded rapidly	1
Consolidated well	1
Change in family life	1
Public response disappointing	1
Require increased co-operation from SWF	1
Become involved in renewable energy	1
None	2
Don't know / don't want to say	2
<i>Number of respondents</i>	<b>108</b>

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)

## 4.8 Conclusions

- 4.8.1 52% (121) of all SWF beneficiaries sampled reported a considerable impact on them and their businesses from the programme of initiatives and the vast majority met their aims through participation in the activities.

- 4.8.2 36% (81) of beneficiaries believed their involvement had resulted in a quality of life of lifestyle improvement. Given the longer-term nature of this type of indicator, this is a notable outcome from SWF.
- 4.8.3 There is evidence of positive business performance effects for approximately one quarter of respondents.
- 4.8.4 47% (94) of the SWF beneficiaries felt more confident about the future as a consequence of their involvement and many planned new or follow-up activities.
- 4.8.5 The SWF has made a positive impact on the environment, from the perspective of the vast majority of beneficiaries.
- 4.8.6 Most beneficiaries believe that SWF has been very successful and should continue.
- 4.8.7 There is clear evidence of additionality in the programme and approximately half of the respondents are very unlikely to have done anything similar in the absence of SWF. Most were unaware of any alternatives available.
- 4.8.8 Most beneficiaries found that their horizons had been broadened from this experience.

## 5 Medium and Long Term Impacts: Wider Survey

### 5.1 Introduction

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

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

This questionnaire is provided in Appendix E.

5.1.2 This survey included individuals who had been indirectly involved with the SWF project (between 2002 to 2005 time period) and they were able to provide their views on what the SWF was about, and the impacts it has made. These individuals were not recipients of SWF support, advice or grants but had an awareness of their work and may have benefited indirectly (for example by utilising woodland that had been developed or through increased tourism trade). In total, we interviewed 110 individuals (from various organisations) of which 12 were familiar with SWF activities. Therefore, findings have been written up qualitatively, which has revealed various insights into the perceptions of SWF.

### 5.2 Background and characteristics of wider users

5.2.1 Wider users of the SWF grants were made up of business partners of recipients, community groups, businesses and public sector agencies. Eight were independent organisations and three were part of a large group (Table 5.33). The majority of respondents had made contact with the SWF project by speaking directly with SWF staff. All of the wider users lived locally in Devon 73% (8) and Cornwall 36% (4) and most had lived in the region on average for 20 years.

**Table 5.33 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 SWF/FF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
Independent Organisation	8	1	0	0	7	0
Part of a larger group	3	0	0	0	3	0
<i>Number of respondents</i>	<i>11</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>10</i>	<i>0</i>

Source: PACEC Survey (Q3)



## 5.3 Involvement with SWF

- 5.3.1 All participants had heard of the SWF 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 SWF project had been carried out, as Table 5.34 demonstrates. Half thought it was introduced to enable farmers to manage woodlands better - 55% (6) - and a similar proportion of respondents thought it was to encourage the planting of trees and to support and develop the woodland economy following Foot and Mouth. Four others thought it was to improve education in woodland issues and provide training for people in woodcrafts. Sustainability was also cited by two respondents and improving woodland access and the provision of grants were also mentioned.

**Table 5.34 Can you describe what you think SWF was set up to do?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
manage woodlands	6	0	0	0	6	0
plant trees	5	0	0	0	5	0
support and develop woodland economy after foot and mouth	5	0	0	0	5	0
Sustainability	2	0	0	0	2	0
train people in woodcraft	2	0	0	0	2	0
woodland education	2	0	0	0	2	0
improve woodland access	1	0	0	0	1	0
provide grants	1	0	0	0	1	0
aid woodland businesses	1	0	0	0	1	0
Don't know / Don't want to say	1	1	0	0	0	0
<i>Number of respondents</i>	<i>11</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>10</i>	<i>0</i>

Source: PACEC Survey (Q9A)

- 5.3.2 83% (10) of respondents perceived that they had been directly involved in the SWF project, through speaking with SWF staff (Table 5.35). 75% (9) respondents cited other direct involvement with the project, mainly around continuous liaison through business, or having a partner on the board or committee of an SWF beneficiary (Table 5.36). A further 16% (2) had made contact by attending Woodfairs and 8% (1) had sold the property that had been given SWF money. Another 16% (2) respondents said they had not had direct involvement and this is likely to be because they were part of a larger group who had been involved.
- 5.3.3 Just over half of the respondents also said they had been indirectly involved in the SWF scheme, mostly in making use of new amenities purchased or developed by the grants or in using the services of a business who had been a beneficiary of the scheme. Four respondents also cited other forms of indirect involvement, such as

attending a Woodfair, using a farm for their own training and improved woodland access.

**Table 5.35 Have you had any direct involvement with SWF?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Partic ipated in Traini ng	Atten ded organ ised event	Spok en with SWF Staff	Other
Spoken with people who work there	10	0	0	0	10	0
No	2	2	0	0	0	0
<i>Number of respondents</i>	<i>12</i>	<i>2</i>	<i>0</i>	<i>0</i>	<i>10</i>	<i>0</i>

Source: PACEC Survey (Q10A)

**Table 5.36 Other direct involvement with SWF?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Partic ipated in Traini ng	Atten ded organ ised event	Spok en with SWF Staff	Other
2 Or more answers given	4	0	0	0	4	0
continuous liaison	2	0	0	0	2	0
business contacts	2	0	0	0	2	0
attended Woodfairs	2	0	0	0	2	0
partner on board	2	0	0	0	2	0
spoken to grant recipients	1	0	0	0	1	0
member of the SWF steering committee	1	0	0	0	1	0
sold property that had SWF grant money expended on it	1	0	0	0	1	0
<i>Number of respondents</i>	<i>9</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>9</i>	<i>0</i>

Source: PACEC Survey (Q10B)

5.3.4 Wider users of the SWF service and FC grants rated the quality of interaction with the scheme as either good or very good, as Table 5.37 shows. They spoke just as highly about the quality of work which the SWF scheme produced, as Table 5.38 illustrates, out of the twelve respondents, 50% (6) rated quality of work high and 25% (3) rated it very high. Further to this, 81% (9) of respondents said that they rated the impact made by SWF as high or very high, (Table 5.39), which are very encouraging findings.

**Table 5.37 (If yes to either of the last questions). How would you rate the quality of interaction with SWF?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
Good	6	1	0	0	5	0
Very Good	5	0	0	0	5	0
<i>Number of respondents</i>	<i>11</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>10</i>	<i>0</i>

Source: PACEC Survey (Q12)

**Table 5.38 How would you rate the quality of work done by SWF in your opinion?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
High	6	0	0	0	6	0
Very high	3	0	0	0	3	0
Don't know	2	1	0	0	1	0
<i>Number of respondents</i>	<i>11</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>10</i>	<i>0</i>

Source: PACEC Survey (Q13)

**Table 5.39 How would you rate the impact made by SWF?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
High	7	0	0	0	7	0
Very high	2	0	0	0	2	0
Don't know	2	1	0	0	1	0
<i>Number of respondents</i>	<i>11</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>10</i>	<i>0</i>

Source: PACEC Survey (Q14)

## 5.4 Views on the benefits of SWF

- 5.4.1 75% (9) of respondents thought that the work of the SWF had benefited the region in some way as we can see from Table 5.40. The responses could be put in three categories. Altogether 66% (8) respondents saw the benefits in terms of increased tree planting (4), sustainable woodland management (2), environmental improvements (1) and greater engagement in improving the woodlands themselves (1). Others saw benefits in terms of increased employment in the woodland sector

(1) diversification in woodland employment (1), and improved training in the sector (1). There were also benefits seen from an economic perspective. 16% (2) saw more grants as a positive outcome in itself, and one said that SWF had established many beneficial schemes. Additionally, 16% (2) had seen Woodfairs becoming more popular, as it widened the appeal of wood to general consumers. 8% (1) also saw SWF as assisting local businesses and agencies.

**Table 5.40 In what ways has the work of SWF benefited this region?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
Tree planting	4	0	0	0	4	0
management is now sustainable	2	0	0	0	2	0
more grants	2	0	0	0	2	0
Woodfairs becoming increasingly popular	2	0	0	0	2	0
increased employment	1	0	0	0	1	0
environmental improvements	1	0	0	0	1	0
employment diversification	1	0	0	0	1	0
assists local agencies/businesses	1	0	0	0	1	0
engaged in improving woodland	1	0	0	0	1	0
SWF established many beneficial schemes	1	0	0	0	1	0
improved training	1	0	0	0	1	0
maintaining ecological balance	0	0	0	0	0	0
Don't know / Don't want to say	3	2	0	0	1	0
<i>Number of respondents</i>	<i>12</i>	<i>2</i>	<i>0</i>	<i>0</i>	<i>10</i>	<i>0</i>

Source: PACEC Survey (Q15A)

5.4.2 A majority of respondents thought that the work of the SWF had enabled the development of partnerships under the beneficial relations in the local sector (Table 5.41).

**Table 5.41 Has the work of SWF enabled the development of any partnerships or other beneficial relations, in your opinion?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
Yes	10	0	0	0	10	0
Don't know	1	1	0	0	0	0
<i>Number of respondents</i>	<i>11</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>10</i>	<i>0</i>

Source: PACEC Survey (Q16)

5.4.3 90% (9) of respondents thought that there had been an impact on the visibility and image of the area as results of the SWF work (see Table 5.42) and Table 5.43 elaborates on this assertion. Respondents were most likely to say it had increased tree cover (40%) and 10% said it had retained or reaffirmed the local area aesthetics. 20% (2) said it had boosted tourism and the same number said it had energised rural training schemes. 10% (1) thought it had helped farmers after Foot and Mouth and another said it had improved the image of the sector. Such comments are significant given the domination of leisure and primary industries in the SWF area.

5.4.4 Respondents were also positive about the impact is the SWF project had made on the woodlands and local area. 80% (8) of respondents said that it had improved the access to woodlands and the scale of woodland available. A small number of respondents (20%) thought that there were now more woodcraft training courses, more sawmills and more coppicing going on.

**Table 5.42 Has there been any impact on the visibility and image of the area as a result of the work of SWF?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
Yes	9	0	0	0	9	0
Don't know	1	1	0	0	0	0
<i>Number of respondents</i>	<i>10</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>9</i>	<i>0</i>

Source: PACEC Survey (Q18)

**Table 5.43 If yes, please give details**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
increased tree cover	4	0	0	0	4	0
boost tourism	2	0	0	0	2	0
rural training schemes	2	0	0	0	2	0
retaining/reaffirming area aesthetics	1	0	0	0	1	0
supported farmers after foot and mouth crisis	1	0	0	0	1	0
access improvements	1	0	0	0	1	0
image promotion through networking	1	0	0	0	1	0
raise awareness through events/shows	1	0	0	0	1	0
Don't know / Don't want to say	2	1	0	0	1	0
<i>Number of respondents</i>	<i>10</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>9</i>	<i>0</i>

Source: PACEC Survey (Q19A)

**Table 5.44 What has been the impact of the work of SWF on the woodland in this area?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
Don't know	2	2	0	0	0	0
Improved scale of woodland	1	0	0	0	1	0
Improved access to woodland	7	0	0	0	7	0
<i>Number of respondents</i>	<i>10</i>	<i>2</i>	<i>0</i>	<i>0</i>	<i>8</i>	<i>0</i>

Source: PACEC Survey (Q20A)

5.4.5 In total, 90% (9) of wider beneficiaries perceived that the SWF had impacted positively on firms in the area (Table 5.45). 60% (6) respondents thought that there were now greater opportunities for business and 30% (3) said there had been improvements in skills and business practices. These comments are made at a time when the SWF area has 1.25m<sup>2</sup> worth of rateable floor space (i.e. available though not necessarily vacant), valued at £43.2m. Additionally two respondents said firms had benefited from the training which the SWF support had brought.

**Table 5.45 What has been the impact on firms in this area?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
Don't know	1	1	0	0	0	0
Improved business practises	1	1	0	0	0	0
Improved skills	2	0	0	0	2	0
Greater opportunities	6	0	0	0	6	0
<i>Number of respondents</i>	<i>10</i>	<i>2</i>	<i>0</i>	<i>0</i>	<i>8</i>	<i>0</i>

Source: PACEC Survey (Q21A)

5.4.6 As Table 5.46 shows, respondents were also very positive about the impact which SWF had made on the land and environment in the local area. 82% (9) of respondents thought the land was now being used better. A secondary outcome was a better understanding between SWF and the key agencies it had worked with during the scheme.

**Table 5.46 What has been the impact on firms in this area?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Partic ipated in Traini ng	Atten ded organ ised event	Spok en with SWF Staff	Other
Don't know	2	2	0	0	0	0
Better use of land	9	0	0	0	9	0
<i>Number of respondents</i>	<i>11</i>	<i>2</i>	<i>0</i>	<i>0</i>	<i>9</i>	<i>0</i>

Source: PACEC Survey (Q22A)

5.4.7 Wider respondents were similarly enthusiastic when they were asked about the impact SWF had made on the people of the area (Table 5.47). 55% (6) of respondents said that there had been improvements in the skills and knowledge of the local people and interestingly, 27% (3) of respondents thought that local people now enjoyed their natural environment to a greater extent. Improved access to woodland for local people was also evident for 18% (2) of respondents.

**Table 5.47 What has been the Impact on people in this area?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Partic ipated in Traini ng	Atten ded organ ised event	Spok en with SWF Staff	Other
Don't know	2	1	0	0	1	0
Increased enjoyment of natural environment	3	1	0	0	2	0
Improved skills/knowledge	6	0	0	0	6	0
<i>Number of respondents</i>	<i>11</i>	<i>2</i>	<i>0</i>	<i>0</i>	<i>9</i>	<i>0</i>

Source: PACEC Survey (Q23A)

## 5.5 Added value

5.5.1 Altogether, as Table 5.48 shows, 80% (8) of respondents thought that the improvements in the visibility and image of the area wouldn't have been the same without the work of the SWF and one was not sure. When probed more on this issue (see Table 5.49) 20% (2) of respondents indicated that there would not have been the same increase in tree cover without SWF. Additionally, the things which have improved image, such as the attraction of visitors and the woodfairs, would not have been brought about without the SWF effort.

**Table 5.48** Would the visibility and image of the area be the same, without the work of SWF?

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
Yes	2	0	0	0	2	0
No	8	1	0	0	7	0
Don't know	1	1	0	0	0	0
<i>Number of respondents</i>	<i>11</i>	<i>2</i>	<i>0</i>	<i>0</i>	<i>9</i>	<i>0</i>

Source: PACEC Survey (Q24A)

**Table 5.49** Please give details

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
increased tree cover	2	0	0	0	2	0
swf/ff support invaluable	1	0	0	0	1	0
welcomes deciduous tree growth over conifers	1	0	0	0	1	0
increases visitor awareness/numbers	1	0	0	0	1	0
fewer trees	1	0	0	0	1	0
no Woodfair	1	0	0	0	1	0
<i>Number of respondents</i>	<i>5</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>5</i>	<i>0</i>

Source: PACEC Survey (Q24B)

5.5.2 Likewise, a majority of respondents thought that the area would not have seen the improvements in the quality of their woodlands without SWF (Table 5.50). As a result of the project there are now more broadleaf trees, improved woodland access and tidier woods, which would otherwise not been brought about (Table 5.51). One said explicitly that the SWF grants were integral to existing schemes.



**Table 5.50** Would this area have had an improvement in the quality of their woodlands with out SWF?

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
Yes	2	1	0	0	1	0
No	7	0	0	0	7	0
Don't know	1	1	0	0	0	0
<i>Number of respondents</i>	<i>10</i>	<i>2</i>	<i>0</i>	<i>0</i>	<i>8</i>	<i>0</i>

Source: PACEC Survey (Q25A)

**Table 5.51** Please give details

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
more broadleaf trees	2	0	0	0	2	0
improved woodland access	1	0	0	0	1	0
tidier woods	1	0	0	0	1	0
planting wouldn't have happened	1	0	0	0	1	0
swf grants integral to existing schemes	1	0	0	0	1	0
50:50 possibility	0	0	0	0	0	0
<i>Number of respondents</i>	<i>4</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>4</i>	<i>0</i>

Source: PACEC Survey (Q25B)

5.5.3 Wider users were pessimistic about the likelihood that local businesses would have accessed similar alternative support, in the absence of the SWF project, as Table 5.52 shows us. 70% (7) of respondents definitely thought this would not have happened and one said they were not sure. 20% (2) thought businesses may have sought alternative support. However, they both found it “difficult to say” how alternative help would have materialised. 10% (1) suggested that Defra may have helped but the other didn’t know (Table 5.53).

**Table 5.52 Would the businesses in this area have managed to source this support elsewhere in the absence of SWF?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
Yes	2	1	0	0	1	0
No	7	0	0	0	7	0
Don't know	1	1	0	0	0	0
<i>Number of respondents</i>	<i>10</i>	<i>2</i>	<i>0</i>	<i>0</i>	<i>8</i>	<i>0</i>

Source: PACEC Survey (Q26A)

**Table 5.53 If yes, please give details**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
difficult to say	2	0	0	0	2	0
DEFRA may have helped	1	0	0	0	1	0
Don't know / Don't want to say	1	0	0	0	1	0
<i>Number of respondents</i>	<i>4</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>4</i>	<i>0</i>

Source: PACEC Survey (Q26B)

- 5.5.4 Wider users were even more certain that the positive impacts felt by local workers and residents would *not* have been brought about without SWF (Table 5.54). In total 55% (6) of respondents gave reasons why they thought this, shown in Table 5.55. Their arguments were around access to and education about woodland areas. They thought access improvements would not have taken place, that there would not have been the increase in visitor centres. 'Health walks' would not have taken place, which would clearly have disadvantaged the local community and educational events would not have happened. Other respondents pointed to the opportunity that would have been lost in the quality of woodland management, which would have taken away from the visitor experience to a woodland area.

**Table 5.54 Would the impacts on people in the area have happened in any case?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
Yes	1	1	0	0	0	0
No	9	0	0	0	9	0
Don't know	1	1	0	0	0	0
<i>Number of respondents</i>	<i>11</i>	<i>2</i>	<i>0</i>	<i>0</i>	<i>9</i>	<i>0</i>

Source: PACEC Survey (Q27A)

**Table 5.55 If, yes, please give details**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
access improvements wouldn't have happened	2	0	0	0	2	0
health walks wouldn't have happened	1	0	0	0	1	0
swf integral to wildlife/environmental improvements	1	0	0	0	1	0
woodland management poor	1	0	0	0	1	0
more land converted to forest	1	0	0	0	1	0
visitor centre created, providing educational courses	1	0	0	0	1	0
health walks wouldn't have happened	1	0	0	0	1	0
educational events wouldn't have happened	1	0	0	0	1	0
Don't know / Don't want to say	1	0	0	0	1	0
<i>Number of respondents</i>	<i>6</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>6</i>	<i>0</i>

Source: PACEC Survey (Q27B)

## 5.6 Suggestions for improvement

- 5.6.1 Feedback from wider users indicated that the community liaison was a key strength of the SWF programme along with the quality of the training and advice (Table 5.56). The scheme had, importantly, raised awareness of sound woodland management to farmers and landowners, and provided excellent support to the woodland community. Improved networking was also suggested by one respondent as a key strength of the scheme.

**Table 5.56 What do you think works particularly well at SWF?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
community liaison	3	0	0	0	3	0
training and advice good	3	0	0	0	3	0
swf very helpful	1	0	0	0	1	0
increased awareness	1	0	0	0	1	0
provide excellent support to the woodland community	1	0	0	0	1	0
managing woodlands	1	0	0	0	1	0
networking good	1	0	0	0	1	0
always room for improvement	0	0	0	0	0	0
None	1	0	0	0	1	0
Don't know / Don't want to say	2	1	0	0	1	0
<i>Number of respondents</i>	<i>11</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>10</i>	<i>0</i>

Source: PACEC Survey (Q28A)

5.6.2 Wider users all thought that improvements could be made to the SWF scheme as Table 5.57 shows. As the table shows, the suggestions were concentrated on enlarging the scope and resources attached to the programme, which is suggestive of the successes it has had so far, rather than substantive complaints about the nature or objectives of the project. 27% (3) of respondents wanted increased awareness of the programme and 9% (1) wanted improved publicity. 9% (1) of respondents wanted faster processing of funding applications. However, 55% (6) respondents didn't know how the scheme could be improved further.

**Table 5.57 What do you think needs improvement at SWF?**

	Number of respondents (by direct involvement with SWF)					
	Total	None	Participated in Training	Attended organised event	Spoken with SWF Staff	Other
increase awareness	3	0	0	0	3	0
more resources required	1	0	0	0	1	0
more staff required	1	0	0	0	1	0
programme requires extension	1	0	0	0	1	0
improve publicity for schemes/initiatives	1	0	0	0	1	0
funding applications need processing quicker	1	0	0	0	1	0
greater diversity	0	0	0	0	0	0
Don't know / Don't want to say	6	1	0	0	5	0
<i>Number of respondents</i>	<i>11</i>	<i>1</i>	<i>0</i>	<i>0</i>	<i>10</i>	<i>0</i>

Source: PACEC Survey (Q29A)

## 5.7 Conclusions

- 5.7.1 Most respondents thought that the SWF work had benefited the region.
- 5.7.2 Most believed that partnerships had arisen as a result of their work.
- 5.7.3 A majority believed that there had been a positive impact on the visibility and image of the area, due to SWF. They were also very positive about the impact of SWF on land and the environment in the local area.
- 5.7.4 Most believed that SWF had had a positive impact on businesses in the area.
- 5.7.5 Respondents felt that people who live in the region were positively affected, in terms of skills and knowledge.
- 5.7.6 Evidence of additionality is present – respondents thought that improvements in visibility and image of the area and quality of the woodlands would not have happened without SWF. Respondents did not think beneficiaries would have been able to access alternative support. It was particularly thought that the impact on people in the area would not have happened.

## **6 Case Studies**

### **6.1 Introduction**

6.1.1 The main aim of the case studies was to directly assess the benefits of individual SWF 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 SWF 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 the modelling of economic impacts;
- Provide evidence on key participants who are representative of SWF’s support; e.g. farmers or other businesses; and
- Identify methods, activities and other aspects of SWF’s working that may yield important lessons for future projects or be examples of ‘best practice’.

### **6.2 Case Study Methodology**

6.2.1 The case study methodology includes collecting information from desk studies, interviews with project managers and beneficiaries / participants in the SWF project. Site visits were undertaken by PACEC and accompanied by SWF project managers on 10<sup>th</sup> & 11<sup>th</sup> May 2005 and 22<sup>nd</sup> July 2005. Participants were interviewed by either Dr Emily Scraggs, Mr Alistair Donohew or Mr Rod Spires from PACEC at the location of each case study. Site visits and interviews undertaken are described in Table 6.58.

**Table 6.58 SWF Beneficiary/Participant Visit**

Beneficiary / Project	Date of Visit	Interviewer (PACEC)	Case Study?
Northcombe Farm	10 <sup>th</sup> May, 22 <sup>nd</sup> July	AD, ES	✓
Treroose Farm, Mr Martin	11 <sup>th</sup> May, 22 <sup>nd</sup> July	AD, ES	✓
Tredidon Barton Farm – ‘The Hidden Valley Discovery Park’	11 <sup>th</sup> May, 22 <sup>nd</sup> July	AD, ES	✓
Roadford Lake, South West Lakes Trust	11 <sup>th</sup> May, 22 <sup>nd</sup> July	AD, ES	✗
Old Town Park, Oakhampton, Community Forest	11 <sup>th</sup> May	RS	✓
Lower Upcot Farm, ‘Bens Place’, Mr Ben May	11 <sup>th</sup> May	AD	✓
High Bickington, David Venner (Project Manager)	11 <sup>th</sup> May	AD	✗
Dave Wood, freelance forestry consultant	11 <sup>th</sup> May	AD	✗
Grascott Farm, Shebbear, Sam Whatmore	11 <sup>th</sup> May	RS	✗
Terry While, freelance forestry agent	22 <sup>nd</sup> July	AD	✓
Higher Alsworthy Farm, Mr Mike Wilson	22 <sup>nd</sup> July	AD	✓
South Emlett, near Morchard Bishop, Jim Pettifer	22 <sup>nd</sup> July	AD	✗
Braddon Farm, Mr George Ridge	22 <sup>nd</sup> July	ES	✗

Source: PACEC

6.2.2 The above beneficiary/participants were selected from a list of potential site visits formulated by both PACEC and SWF in light of the aims described above in 6.1.1. Site visits followed a similar format of introductions followed by a discussion of the project or main recipient of SWF assistance. More specifically, discussion topics included:

- Key features of the project/activities;
- Nature of support received from SWF;
- 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.

6.2.3 Participants were encouraged to express viewpoints and their thoughts regarding SWF 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).

## 6.3 Long Term Impacts: Case Studies

6.3.1 A broad range of beneficiaries/participants were then selected for specific write up as case studies. Table 6.59 shows the case studies described in this chapter and highlights the reason for special attention.

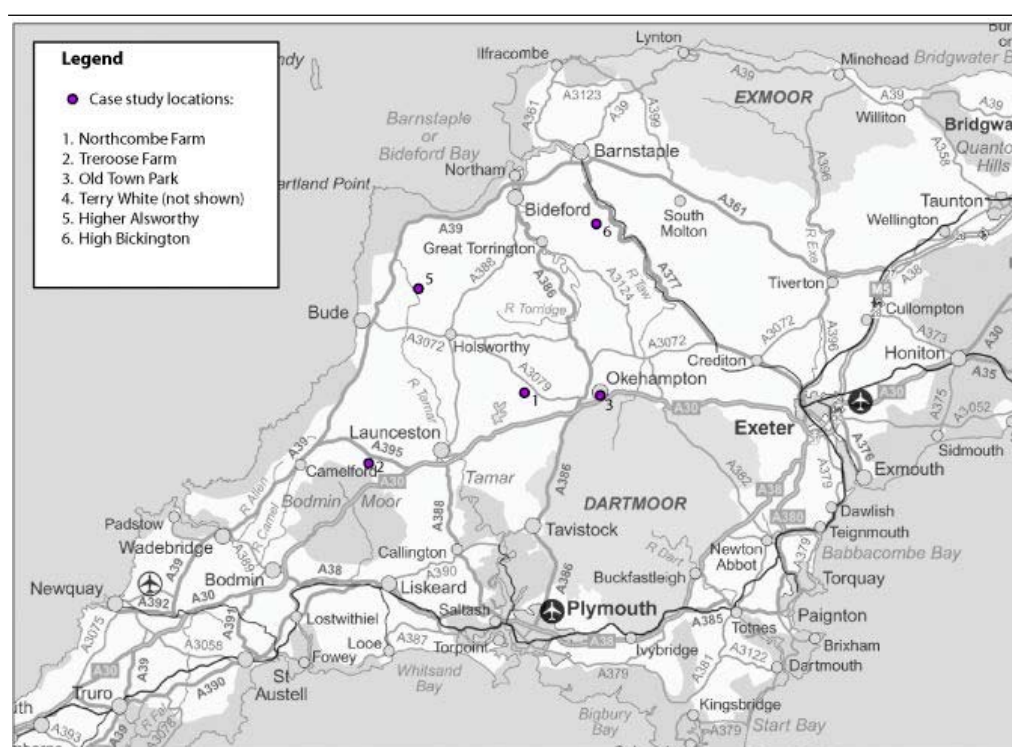
**Table 6.59 SWF Case Studies**

Beneficiary/Project	Type of Beneficiary/Project	Key Aspect of Interest
1. Northcombe Farm	Farm Diversification	National based commercial land developer interest
2. Treroose Farm	Farm Diversification	Local senior farmer diversifying from Dairy, some leisure (sporting shooting, fishing) and B&B
3. Old Town Park, Okehampton, Community Forest	Community Woodland	Forestry advice combined with collaboration with Local organisations to bring forward community asset
4. Terry While,	Forestry Agent	Agent worked both upstream and downstream of SWF involvement
5. Higher Alsworthy Farm, Mr Mike Wilson	Farm Diversification	Diversification at insolvent Dairy Farm by new 'Life style' occupiers
6. High Bickington	Community Woodland	SWF assistance helps bring momentum to development forward

Source: PACEC

6.3.2 The location of the case studies is shown in Figure 6.5, below. Key findings of the case studies are summarised below and this usefully complements the other elements of this study.



**Figure 6.5 Location of SWF Case Studies**

Source: PACEC

## 6.4 Confidentiality

- 6.4.1 Case studies were selected by PACEC in the first instance. 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.

## 6.5 Northcombe Farm

### Key Details

**Location:** Northcombe Farm, Germansweek, Devon.

**Aim/Description:** Large amount of woodland planting for conservation with longer term scope to develop leisure facilities.

**Area of Farm:** 181Ha

**Year of Planting:** 2003

**Total Planted Area:** 130Ha broadleaf

**SWFS Element of FC Grants:** £130,000

**Total FC Grants (incl.SWFS) over 5 Years:** £344,500

**FWPS Over 15 Years:** £507,000

**Carbon Payments over 5 years:** £97,500(estimate)

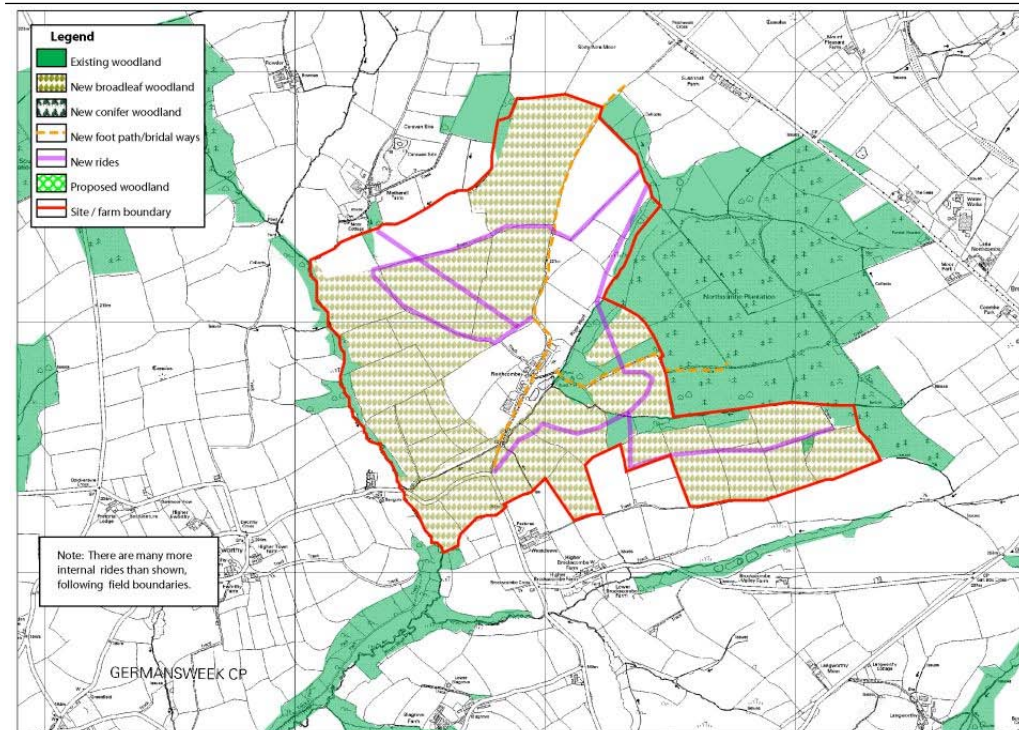
**Other Funding:** N/A

**SWF Assistance:** Assistance with top-up to WGS and advice on bringing site forward (signposting to statutory consultees and planning issues)

**Key Impacts:** Landscape & biodiversity

**Employment Impact:** Short term - a planning specialist, forestry agent & planting team

**Figure 6.6 Northcombe Farm**



Source: PACEC

### *Detailed Description of Project*

- 6.5.2 Northcombe Farm was bought by a UK landowner (based in Cheltenham) with the aim of planting broadleaf woodland across the farm, tying into the existing adjacent Northcombe plantation (Forestry Commission). The land owner is passionate about trees as well as being particularly commercially aware and the financial assistance provided by FC and the SWF has helped the project 'stack up' as well help secure planning permission. The farms' assets, including machinery and some buildings were sold to release funds that have helped repay some of the money borrowed to purchase the site, as well as help with; planting, creation of rides (between the planting), public and permissive paths and boundary fencing/protection. An area around the farm house has been excluded from planning to allow the farm buildings to have space for horses. The land owner recognises that the planting will give rise to conservation and bequest value (benefit to future generations) and notes the potential long term returns from the value of timber and scope to develop an eco-tourist facility with associated employment opportunities for the local community. The land owner has been involved in a number of similar schemes across the country.

### *Assistance Provided by SWF*

- 6.5.3 The SWF were responsible for offering guidance, getting in touch with people to make things happen, such as the design of the site, and signposting the landowner to other organisations. SWF put the land owner in touch with a specialist planning consultant (Russell Mathews) to prepare an Environmental Impact Assessment and liaise with a number of statutory consultees including the Environment Agency which has helped overcome planning issues for this large area of forest creation.

### *Impacts*

- 6.5.4 The key impacts of the SWF involvement are a result of their actions to facilitate and fund the planting and are further described below:

### *Forestry, Farming and Land Use*

- 6.5.5 An existing valley woodland has been retained and incorporated into the wider planting scheme. The total area of new woodland planting is 130Ha (figures from interview) and is a mixture of broadleaves. There are no conifers. The woodland is within its second season. The character of the land use has been changed from agricultural uses (mixed arable and dairy) to woodland.

### *Economic & Development Impacts*

- 6.5.6 *Employment:* There are a number of people who have been employed on a short term basis as a result of the woodland creation, in terms of planting, fencing and maintenance contractors. SWF have confirmed that local contractors carried out the bulk of the planting, fencing and maintenance.
- 6.5.7 *Income:* The WGS will provide the landowner with an income for 15 years. The landowner recognises the potential to use the wood for timber production in the future and to open the woodland for commercial activities such as shooting and ecotourism with the potential development of eco-cabins.
- 6.5.8 As the landowner lives away from the case study location, indirect knock-on effects of his spending from farm income (e.g. equipment) are unlikely to impact the local area.

### *Environmental*

- 6.5.9 The new woodland planting is sympathetic in landscape terms to the existing valley woodland and plantation. The new areas of woodland link and enlarge existing woodland areas giving a continuity of habitat for a wide range of native species. Areas of lower lying wet habitats have been considered and enhanced as part of the scheme. The change to the landscape has a minimal visual impact on the community of the nearest settlement, given the distance to Beaworthy. The views of the landscape from a number of nearby small holdings will be affected in time as the trees reach maturity. In addition, the introduction of a number of paths across the area will increase the opportunity for walkers and tourists to see the developing

landscape. As with all woodland plantations before reaching maturity, the rough scrub and grasses growing between the trees create an ideal habitat for rodents (mainly voles) which has had a knock on impact on the populations of their predators. SWF has helped encourage birds such as Barn Owls by putting nesting and perching sites in their schemes.

### ***Recreational and Social Impacts***

- 6.5.10 In terms of community involvement, the woodland created is of little interest. This may be largely because of the woodland's distance from the nearest town and the woodland's relative immaturity. There are however, opportunities to involve the wider public by creating recreational activities, e.g. shooting and eco-cabins and the scheme has improved access to the countryside linking existing footpaths. The farm is close to Roadford Lakes and can be seen to be an extension of existing local tourist facilities.

### ***Anticipated Future Impacts***

- 6.5.11 The involvement of the community may grow as the word spreads of the benefits and opportunities which Northcombe offers. There are plans to develop log cabins or eco-cabins at the farm at the edge of the existing Northcombe plantation which will links with another of SWF programme areas (Programme 5) promoting the construction of ecocabins for a wilderness experience and with a high proportion of locally sourced timbers.

### ***Effectiveness and Value for Money***

#### ***Importance of SWF Assistance***

- 6.5.12 The landowner is clear that without the financial help from SWF, the planting would not have taken place. SWF has given the land owner the confidence that his project was going to happen, as well as securing the buy-in and confidence of wider stakeholders.

#### ***Additionality***

- 6.5.13 The land owner claimed that the price of the land since it had been converted to woodland had increased in value. The landowner also noted that SWF's involvement has created more confidence in the sector.

#### ***Administration and Process***

- 6.5.14 SWF were praised for being less bureaucratic and more focused than other comparable organisations, which was very important in terms of the timescales involved. SWF was also present when decisions needed to be made and had the necessary blend of skills and commercial understanding to ensure that any decision was informed and made in a timely manner.

### *Improvements & Future Project Requirements*

- 6.5.15 It was commented that the SWF provided a useful template on which forestry projects can be based. One suggested improvement was that a template was set out in connection with other organisations who dealt with, for example; waterways, insects, landscaping, so that there could be collaboration between these groups and a meeting could be scheduled to involve all parties.
- 6.5.16 The owner of Northcombe would like to do more to the woodland in order to create a major tourist attraction and would seek additional grants where possible to do so, especially with regard to eco-cabins.

## 6.6 Treroose Farm

### *Key Details*

**Location:** Treroose Farm, nr Launceston, Cornwall

**Aim/Description:** Planting of former dairy farm with mix of broadleaf and conifer for fishing, game and wildlife.

**Area of Farm:** 23ha (estimate)

**Year of Planting:** 2003

**Total Planted Area:** 11ha

**SWFS Element of FC Grants:** £11,000

**Total FC Grants (incl.SWFS) over 5 Years:** £29,150

**FWPS Over 15 Years:** £42,900

**Carbon Payments over 5 years:** N/A

**Other Funding:** N/A

**SWF Assistance:** WGS, business plan and assistance with planning application

**Key Impacts:** environmental, forestry & farming

**Employment Impact** 1 FTE as the farmer paid to maintain the new trees as well as some short term employment relating to forestry agents.

### *Detailed Description of Project*

**Figure 6.7 Trout Lake & the Farmer**



Source: SWF



- 6.6.2 Treroose is a 45 ha farm near Launceston in Cornwall that has been in the same family for three generations. The farmland is good quality: south facing, gently sloping and about 200m above sea level, with views across the valley of the River Inny. In the past it provided a living for the family from about 120 cattle and 100 sheep. The current owner has been farming for many years and as a result of having to spend more time looking after his parents and diminishing returns from agriculture, the farmer decided to diversify his farm. Some years ago one of the barns was converted into holiday lets for rent to tourists visiting Cornwall.

**Figure 6.8 Views across the Farm**



Source: SWF

- 6.6.3 In 2002 the farmer sought advice from SWF about growing trees on his land and in early 2003 over 48,000 saplings were planted on 11ha of the farm. At the same time 2 large coarse trout ponds were created alongside the planting as an amenity for visitors staying in the holiday cottages. The farmer plans to use his fields and woodland as a venue for fishing and shooting parties and perhaps deer stalking in the future.

#### *Assistance Provided by SWF*

- 6.6.4 The farmer approached SWF about woodland creation and in addition to grants, SWF helped with the design and post planting monitoring / advice for the project, which has included suggested contact with the Environment Agency about the trout ponds.

#### *Impacts*

- 6.6.5 The key impacts of SWF involvement are described below and involve woodland creation and importantly this has given the farmer the opportunity to undertake different activities: such as fishing and shooting.

#### *Forestry, Farming and Land Use*

- 6.6.6 The planting at Treroose is varied between both broadleaved and coniferous trees to give a valuable wildlife habitat and amenity woodland as well as an economic crop of trees to be felled in the future. A significant portion of the farm (34ha out of 45ha in total), representing the higher, better quality land remains as pasture which is rented to other local farmers.

**Figure 6.9 Planting at Treroose**



Source: SWF

- 6.6.7 The holiday cottage which is part of the main farm buildings is more attractive to tourists who can walk in the woods, shoot or fish.

#### ***Economic & Development Impacts***

- 6.6.8 Planting new woodland has safeguarded the farmer's livelihood and meant that he does not have to rely on unpredictable prices for his animals at market. The time he used to spend farming can be used to make an income in other ways which includes the sale of fish caught off-shore.
- 6.6.9 The new woodland is a mix of coniferous and deciduous trees and will not provide an income from timber for over 30 years. The farm receives payment from the government through the Forestry Commission over 15 years to help establish the woodland and compensate the farmer for income lost from other sorts of farming while the trees grow. It may be possible to earn money from country sports when the trees have been growing for a few years.

#### ***Environmental***

- 6.6.10 The planting is sympathetic to the surrounding landscape and natural habitats, which includes otters and fish within the River Inny Valley. As with all woodland plantations before reaching maturity, the rough scrub and grasses growing between the trees has created an ideal habitat for rodents (mainly voles) which has had a knock on impact on the populations of their predators. SWF has helped encourage birds such as Barn Owls by putting nesting and perching sites in their schemes. The trout ponds will provide an additional habitat.
- 6.6.11 As the farm is distant and out of view from any major settlements the visual impact of the woodland will be negligible at this stage given that the trees are immature and the opportunities to view the farm would be limited to a small number of local farms in proximity and visitors to these farms.

### *Recreational and Social Impacts*

- 6.6.12 The recreational and social returns to the owner are easily underestimated. The Farmer described his working week tending his dairy herd prior to the woodland creation which involved 12 to 15hr days for most of the week. The farmer now had a considerable amount more time allowing at least a day each week to be able to fish off shore, selling his produce, supplementing his income.

### *Anticipated Future Impacts*

- 6.6.13 The farmer hopes to earn income from country sports when the trees have been growing for a few years as well as timber in the long-term.

### *Effectiveness and Value for Money*

### *Importance of SWF Assistance*

- 6.6.14 The farmer stated that there were few other options available to him given the nature (scale) of the farm, his age and responsibilities to look after his parents. SWF were able to offer an option that provided a change of lifestyle that was important to the farmer.

### *Additionality*

- 6.6.15 None described.

### *Administration and Process*

- 6.6.16 On the site visit it was clear to see that the SWF advisors were 'in tune' with the needs of the farmer and worked in partnership with him. The close level of working between the farmer and SWF was very important as the farmer would not otherwise have had the capacity to plan and deliver the diversification project. The advisor also gave important advice and re-assurance to the farmer after the planting had been undertaken.

### *Improvements & Future Project Requirements*

- 6.6.17 The farmer, with the advice of SWF, was considering cultivating an 'energy crop' to bring some earlier (medium term) returns.

## **6.7 Mr Terry While – Fencing and Forestry Agent**

### *Key Details*

**Location:** Higher Broomhill, Holsworthy, Devon

**Aim/Description:** Fencing and Forestry Agent for around 40 years.

**Area of Farm:** N/A

**Year of Planting:** N/A



**Total Planted Area:** N/A (by Terry ~ 560ha '89-'05)

**SWFS Element of FC Grants:** N/A

**Total FC Grants (incl.SWFS) over 5 Years:** N/A

**FWPS Over 15 Years:** N/A

**Carbon Payments over 5 years:** N/A

**Other Funding:** N/A

**SWF Assistance:** SWF approved contractor

**Key Impacts:** Income from involvement with SWF projects. Estimated resulting turnover of £840,000 '89-'05 (@ £1,500 per ha planted<sup>7</sup>)

**Employment Impact:** 70% of agent's income dependant on SWF projects

### *Detailed Description of Project*

- 6.7.1 Mr While works on behalf of clients to manage and plant new woodlands. Mr While owns his business and is a sole trader. Mr While has been in the forestry business since the 1960's and formerly worked for a number of private forestry companies in Devon and Cornwall. Mr While has made the establishment of new woodlands his specialist area of work and has worked under both the Woodland Grant Scheme (WGS) and Farm Woodland Premium Scheme (FWPS). Mr While described his approach to the design of new woodlands which went 'beyond just planting the right species of tree' and also included the enrichment of ecological habitats, providing better transport and other linkages across the countryside. He had been involved with a number of community woodlands, new woodlands for timber production and conservation.
- 6.7.2 Given Mr While's presence in the area for around 40 years, he was able to provide a historical perspective on the impact of SWF project as he had worked in the area before the SWF project commenced. Mr While also provided some insight into the plight of the many farmers who are trying to diversify the potential sources income.

### *Assistance Provided by SWF*

- 6.7.3 Mr While is an approved SWF consultant and has been either recommended to various schemes that are run by SWF and as such is often an indirect beneficiary of SWF assistance (Mr While noted that around 70% of the schemes he worked on were 'connected' with SWF). SWF is an important part of Mr While's business and information network.
- 6.7.4 Mr While put a lot of landowners and farmers in touch with SWF either to take advantage of woodland creation assistance or for training or other inquiries.

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<sup>7</sup> Source: SWF

### Impacts

- 6.7.5 The key impact of the SWF project has been that it has provided sources of work for Mr While. Mr While described a number of interesting impacts of the wider SWF project, these are described below:
- 6.7.6 *Economic impacts:* Mr While stated that around 70% of all his work was in someway connected to SWF and as such had certainly safeguarded his job and helped the creation of work for sub-contractors and suppliers (including nurseries and fencing contractors, ) used in projects with him. Mr While declined to provide details of his income and expenditure, these were estimated on the basis of land planted at £840,000 for work between '89-'05 (@ £1,500 per ha planted<sup>8</sup>), an average of £44,000 p.a. [check].
- 6.7.7 *Environmental impacts:* Mr While was particularly interested in conservation and had been involved in Barn Owl breeding projects and dormouse surveys. Mr While noted that Barn Owl boxes had been put in almost all SWF woodland schemes he had been involved in and went on to describe how successful this had been; all the boxes being occupied by Barn Owls and in some cases Kestrels and Sparrow Hawks. He did not have access to any data to confirm the link between areas of new woodland although he suggested that the Barn Owl Trust would have some maps indicating observations of local owl population which would indicate clusters corresponding to areas of new woodland created from SWF projects.
- 6.7.8 *Recreational and social impacts:* Most of the SWF schemes that Mr While has worked on have included improvements access to the countryside linking footpaths, ensuring that different networks tie-up. This improves access for the local users and in the case of one particular scheme made a significant improvement to a network of bridleways improving a particular farmer's offer to potential tourist visitors staying on the Farm.

### Effectiveness and Value for Money

- 6.7.9 Mr While provided some comments based on his experience of the impacts of the SWF project in some of the schemes he had been involved in:
- 15 years of guaranteed payments associated with the new woodland schemes represented a secured income stream for farmers and gave them the confidence to approach banks and ask for loans which would enable investment in the farm and further moves to diversify (as well as some confidence to the banks to offer the loan);
  - Mr While felt that the SWF project has made a considerable difference to the amount of woodland created in the area. He added that 'not as much change' would have been possible with out the project. In addition Mr While felt that the woodland created would not have been as well planed and certainly not have had as wide benefits. Mr While evidenced this by describing the role that SWF played in breaking the convention that Farmers

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<sup>8</sup> Source: SWF

had got into; making applications for forms of assistance with realisation of the potential wider benefits of the support;

- Mr While believed that the national policy change to 'stewardship' which put the onus on farmers to make applications for grants for environmental improvements (eg of 2m wide strip set-aside around field margins) would miss the opportunity for much better planned impacts, as has been achieved with SWF assistance on forestry diversification projects.

## 6.8 Old Town Park, Okehampton

### *Key Details*

**Location:** Old Town Park, Okehampton, NGR: SX 586944 (Car Park, Castle Road)

**Aim/Description:** Creation and enhancement of area of woodland for ecological and wider community benefits, capacity building.

**Area of Farm:** N/A

**Year of Planting:** N/A

**Total Planted Area:** N/A

**SWFS Element of FC Grants:** No funding, approx. 425hrs from SWF Advisory Service and Civic Woodland Programme

**Total FC Grants (incl.SWFS) over 5 Years:** N/A

**FWPS Over 15 Years:** N/A

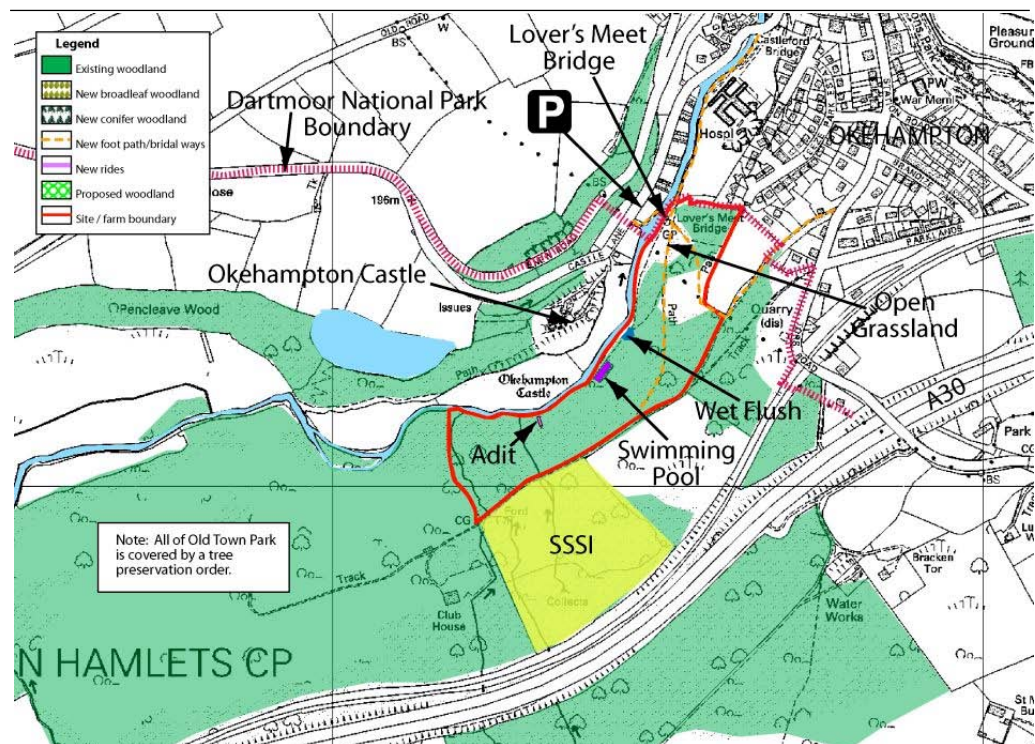
**Carbon Payments over 5 years:** N/A

**Other Funding:** No grant or support from FC or DEFRA.

**SWF Assistance:** Woodland advice inc. safety, acting as a partner/chair, organising/supervising working parties, running site activities (~8 with ~500 participants).

**Key Impacts:** Improvements to woodland management, ecological diversity as well as community capacity building.

**Employment Impact:** initially low short term relating to forestry agents and event hires.

**Figure 6.10 Location of Old Town Park**

Source: PACEC

**Detailed Description of Project**

- 6.8.2 Old Town Park is situated on the outskirts of Okehampton and the woodlands (predominantly oak) are thought to be part of a former deer hunting forest associated with Okehampton Castle (owned by English Heritage). The area of land comprising the woodlands is unique in its setting:
- Adjacent to a car park and within walking distance from the centre of Okehampton, it has potential for the development of recreational uses for tourists and locals alike;
  - Located on the slopes of Dartmoor National Park and on the banks of the West Ockment River;
  - Contains much potential for archaeological and historical interest with an industrial archaeology associated with former mine workings and a former open air public swimming pool;
  - An environmentally sensitive area within the Dartmoor National Park Boundary and Nature Conservation Zone and in proximity to a number of Culm Grassland SSSI's and providing habitats for a number of potentially protected species of flora and fauna
- 6.8.3 Issues regarding the responsibility for the woodland (formerly under the ownership of the Luxmore Estate) and the number of considerations associated with its location have meant that the woodland has not been fully utilised.

### *Assistance Provided by SWF*

- 6.8.4 SWF undertook a management visit in 2003 to examine potential issues associated with the woodland. It became apparent that due to the complexity of ownership and other factors that traditional woodland grants would be difficult to obtain for the area and therefore SWF worked to bring together appropriate parties to create a vision and partnership (Old Town Partnership) to more fully utilise Old Town Park. Stakeholders including: Okehampton Town Council, West Devon Environmental Network, West Devon Borough Council, Devon Wildlife Trust, English Heritage, Okehampton Rivers Action Group, Sticklepath and Okehampton Conservation Group as well as local schools and colleges have been included in the work by SWF to bring improvements to the park. The aim of assistance has been to improve the recreational facilities by improving access and longer term management of the woodland as well as to improve the biodiversity of the river edge and culm type habitats.
- 6.8.5 Advisory visits have helped signpost funding for management and improvement and the work to raise the capacity of the local community and committee (through partnership working) has resulted in the woodland being used for a number of community, education and local interest events. The SWF are working as one of the stakeholders to coordinate a wider proposal for the area (see 6.5).

### *Impacts*

- 6.8.6 The key impacts of the SWF assistance were; improvements to woodland management, ecological improvements and increasing the capacity within the community. These are described below:

### *Forestry, Farming and Land Use*

- 6.8.7 The woodlands are currently predominantly an Oak canopy (with Ash, Alder and Birch), with underwood species such as Holly and Hazel. There is also evidence of historic coppice at the southern end of the wood. Beech and other non-native species has seeded in the woodland, which will spread and dominate the woodland without intervention. SWF have made recommendations for its maintenance and management including thinning and clearing and other regeneration through additional planting, enhanced access (Okehampton and Sticklepath Volunteers have sympathetically improved footpaths at a number of locations), limited felling around 'riffles' and coppicing.

### *Economic & Development Impacts*

- 6.8.8 Some small scale thinning operations have been facilitated by SWF and these may be of localised beneficial value in terms of returns from timber. There have been no direct employment impacts associated with the project, however the wider contributions to economic development include an improvement of an important recreational resource (see below).



### ***Environmental***

- 6.8.9 Much work has been done to ensure that the project fits and enhances the character of the existing landscape for the residents of Okehampton as well as tourist visitors to the town. The impact of SWF assistance on local biodiversity are difficult to measure, however Old Town Park has recently been declared to be Nature Reserve which would not have taken place without the SWF and Old Town Park Partnership.

**Figure 6.11**      **Old Town Park - Event to mark designation as Okehampton Nature Reserve**



### ***Recreational and Social Impacts***

- 6.8.10 The local community has benefited from the improvements with improved access to much of the woodland as well as a greater use of the area. The Old Town Partnership has organized educational visits with local schools and held a variety of events to engage the local community such as the 'moth bat and ball barbeque' and an event to look at the historic use of the park and swimming pool. The proximity of Okehampton has meant that a large population has been able to benefit from the improvements. The SWF saw that the site had considerable potential and joined with a number of stakeholders to develop proposals to further extend the scope of benefit to Okehampton.

*Effectiveness and Value for Money**Importance of SWF Assistance*

- 6.8.11 It is clear from this case study that there were few organisations coming forward to identify and act on the community opportunities and potential represented by Old Town Park.

*Improvements & Future Project Requirements*

- 6.8.12 *Okehampton Castle Deer Park:* A new project has been developed through the Old Park Partnership that will extend some of the concepts behind the woodland and integrate it with a number of features in the wider Okehampton area. The aim of the proposed scheme is to 'invest in the physical infrastructure in order to promote and integrate many existing assets and to stimulate and co-ordinate appropriate activities within the area'. It is hoped that this will help 'improve the local economy by enhancing Okehampton as a place to live and visit'<sup>9</sup>. The proposals build on the ideas contained in various local created and public development plans for Okehampton.
- 6.8.13 The historical and contemporary activities in the Deer Park cut across many of the activities of the South West Forest, from managing deer to enhancing biodiversity, promoting woodlands for recreation and economic activity to education about our woodland heritage. The following table outlines the proposed actions to be taken.

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<sup>9</sup> Concept Note – Okehampton Castle Deer Park, SWF, 2005

**Table 6.60 Proposed activities at 'Okehampton Deer Park'**

Type of involvement	Suggested Action
Woodland Creation	Create 50 Ha of new native woodlands with Oak to extend existing ancient and semi-natural woods in the area helping to meet BAP targets and mitigating visual impact of quarry and camp.
Accessibility	Create new routes for circular walking and off road cycling. New permissive paths to optimise integration of routes with investment in new stile gate and path upgrades.
Recreational Furniture	Invest in new signage to give clear expression of new access opportunities supported by new benches and picnic tables.
Equestrian	Link and extend bridleways and invest in new bridge at Fatherford
Interpretation	Significant investment in information boards and other interpretative tools supported by themed walks and events to help people's understanding of the natural history and layers of human activity in the area.
Fitness Trail	Invest in timber based equipment for a range of physical activity at regular intervals along a new fitness trail.
All ability access	Install viewing platform suitable for wheelchair use at Meldon Woods and create other opportunities for access linked to Granite Way.
Landmark Public Artworks	Erect herd of giant willow deer with hunters as an exciting modern expression of the historic purpose of this area.
Public Events	Historical re-enactment, a medieval fayre, beating the bound of the deer park
Educational Activities	Highlighting the links between existing woodland, its medieval and more recent management and the industrial development of the area.
Documenting the history of the Deer Park	With the community of Okehampton – Oral History relating to the varied activities within the Park. Perhaps resulting in a collaborative production, feeding back into the other activities listed above.

Source: SWF

- 6.8.14 The project's capital costs are estimated between £400K - £600K as well as the need to establish a project manager for at least two years with organised events. The SWF has developed a list of potential funders and are working on the next steps with potential partners.

## 6.9 Higher Alsworthy Farm

### Key Details

**Location:** Higher Alsworthy Farm, nr Kilkhampton, Devon, (NGR SS293116)



**Aim/Description:** Planting of former dairy farm with native broadleaf, antique farm implement and vehicle museum, holiday accommodation, car and caravan park

**Area of Farm:** 58ha

**Year of Planting:** Proposed 2006

**Total Planted Area:** Proposed 25ha

**SWFS Element of FC Grants:** Proposed estimate £35,000

**Total FC Grants (incl.SWFS) over 5 Years:** Proposed estimate £76,250

**FWPS Over 15 Years:** Proposed estimate £97,500

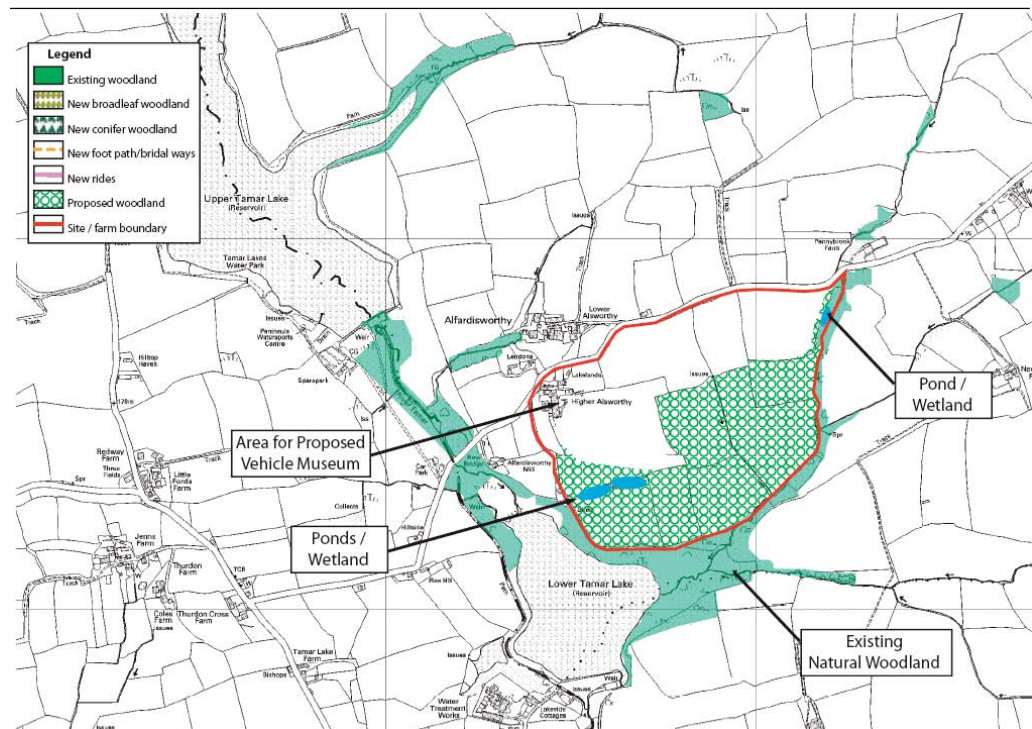
**Carbon Payments over 5 years:** N/A

**Other Funding:** Proposed Rural Enterprise Scheme Application ~£50,000

**SWF Assistance:** WGS, business plan and assistance with planning application

**Key Impacts:** N/A

**Employment Impact:** N/A

**Figure 6.12 Location and Proposed Planting**

Source: PACEC

**Figure 6.13 View across the main areas of planting, Higher Alsworthy Farm. 'Tamer Lakes' in centre background.**

Source: PACEC

***Detailed Description of Project***

- 6.9.2 Mr Wilson purchased the Dairy farm in May 2004. The farm had previously been owned by the same family for generations until the owner fell ill and was unable to run the farm. The farm ran at a loss and fell into disrepair. Mr Wilson grew up on a farm near Sittingbourne in Kent and sold his business renting construction machinery to move to Devon with his family. Mr Wilson and his family are similar to a large number of people buying up farms and moving into the area to improve their lifestyle. Mr

Wilson has generated a scheme in two phases, including a number of ideas to use and diversify the farm. These include:

### **Phase 1**

- Conversion of a number of stone barns into holiday flats (Barn 'A' into a 6 person 'superior' accommodation and Barn 'B' into 4 three storey apartments to sleep up to 6 persons in each) and WCs.
- Conversion of some Dutch style barns into antique vehicle and farm implement museum with associated cafeteria (Mr Wilson has collected some and restored some 60 different vehicles and part of the attraction will include the display of ongoing restoration projects).
- Farm, conservation / freshwater lakes and woodland walks.
- Planting of approximately 20ha of woodland.
- Children's play area

### **Phase 2**

- Projects associated with enhancing tourist provision and local employment, including;
  - Small animal and 'rare breeds' farm
  - Log cabin accommodation
  - Bird hides
  - Restaurant and Bar (with games room over)
  - Development of a field site into a caravan/camping park

6.9.3 Mr Wilson is currently seeking planning permission for the conversion of the farm buildings into a museum, which was turned down on the first attempt. The remainder of the scheme reportedly has permission.

**Figure 6.14 Conversion of Farm Buildings**



Source: PACEC

### **Assistance Provided by SWF**

6.9.4 During the site visit an advisor from SWF had arranged a consultation meeting with Mr Wilson's project manager to secure the design for the planting at the farm. The

SWF advisor is playing a crucial role facilitating and guiding the scheme. Despite a considerable amount of enterprise and enthusiasm, Mr Wilson and his project manager need help with some of the rural and environmental aspects of the schemes' development, which includes grant and planning applications.

6.9.5 The SWF advisors' main aim was to develop the planting scheme with Mr Wilson and to help maximise the range of potential benefits from the planting and ensure that it would be suitable to apply for woodland grant. The SWF Advisor also provided Mr Wilson with details of a range of local forestry agents (from the SWF approved list of contractors and consultants) who would be able to help with the details of the scheme going forward.

6.9.6 Mr Wilson is also in the process of applying for a grant as part of the Defra Rural Enterprise Scheme to help with the capital costs for phase 1 and 2.

### *Impacts*

6.9.7 The scheme is in its planning stage so there are no impacts that are directly attributable to the SWF project at present. The impacts described below are therefore potential impacts identified on the site visit and taken from the schemes' business plan<sup>10</sup>.

### *Forestry, Farming and Land Use*

6.9.8 *Proposed Planting:* The planting scheme is being designed by SWF at present but it is understood that the planting will cover approximately 25ha (43% of the total farm area) mainly around the field edges of the north eastern part of the farm including lower lying fields adjacent existing stream and hedgerows. The plans are thought to include 50% Oak, 20% Birch, 20% Aspen and 10% Rowan / Ash. A number of fields adjacent to the farm and on higher land will be retained and not planted to retain the views across the countryside. These will be grazed / mown as appropriate to keep vegetation down.

6.9.9 The remainder of the farm building complex will undergo a change of use to holiday lets and, subject to planning permission, a museum for a collection of historic commercial and agricultural vehicles with associated restaurant facilities. The business plan considers that the completed development scheme will achieve five new jobs for local people as vehicle restoration engineer, museum staff (inc. ticket office) as well as grounds maintenance staff. The business plan also highlights the potential impact of visitor income both at the museum and in the local area.

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<sup>10</sup> 'The Wilson Collection, The Higher Alsworthy Farm Regeneration and Diversification Project', July 2004.

### *Effectiveness and Value for Money*

#### *Importance of SWF Assistance*

- 6.9.10 The business plan highlights that the farm is not viable as a dairy farm (even if the landowner was willing to undertake this) and other than renting out the land to other farmers, the creation of woodland and subsequent grants represents an important source of income for the landowner. This is especially important to supplement any income from the motor museum which will take time to establish and essential in the event that it does not obtain planning permission. As previously described, the SWF advisor has had a crucial role facilitating and guiding the wider scheme which would otherwise not have given the attention it has, to rural and environmental aspects of the application.

#### *Administration and Process*

- 6.9.11 The SWF advisor was observed to carefully listen to the landowner's needs and objectives and provide sound and considered advice. Importantly the visit helped the land owner understand difficult environmental and development issues and helped guide the landowners' expectations regarding what might be realistically achievable. The SWF advisor worked in partnership with the landowner to develop the planting scheme and provided contact details for useful contacts and other sources of information.

## 6.10 High Bickington Farm

### *Key Details*

**Location:** High Bickington Farm

**Aim/Description:** Creation of a Community Woodland on the site of a community farm, part of a major masterplan for the expansion of the village.

**Area of Farm:** 45ha

**Year of Planting:** 2005

**Total Planted Area:** 2.65ha

**SWFS Element of FC Grants:** N/A – ineligible due as <5ha in size

**Total FC Grants (incl.SWFS) over 5 Years:** £5,167

**FWPS Over 15 Years:** N/A – ineligible as a community group

**Carbon Payments over 5 years:** N/A

**Other Funding:** Proposed Rural Enterprise Scheme Application ~£50,000

**SWF Assistance:** SWF Advisory Service and Civic Woodland Programme ~210hrs including site planting events with volunteers and children (~145 participants)

**Key Impacts:** Woodland creation, environmental and social impacts

**Employment Impact** Minor associated with woodland design and planting contractors



### *Detailed Description of Project*

**Figure 6.15 High Bickington Village, North Devon**



Source: SWF

6.10.2 High Bickington is a small village situated in North Devon with a population of 672 people. In 2000 Devon County Council offered the people of the village the opportunity to participate in deciding the future for the county owned Little Bickington Farm. The SWF was involved in 2002 to help facilitate a new Community Woodland as part of the 'High Bickington Project 2000'. The need for new tree planting, wildlife reserves and open space for the village was identified by over 243 people in the 2001 parish appraisal.

6.10.3 Currently there are very few footpaths originating in the village with very few opportunities for circular walks. 139 parishioners were consulted and identified the need for more paths and bridleways.

**Figure 6.16 Poor local access to the countryside**



Source: SWF

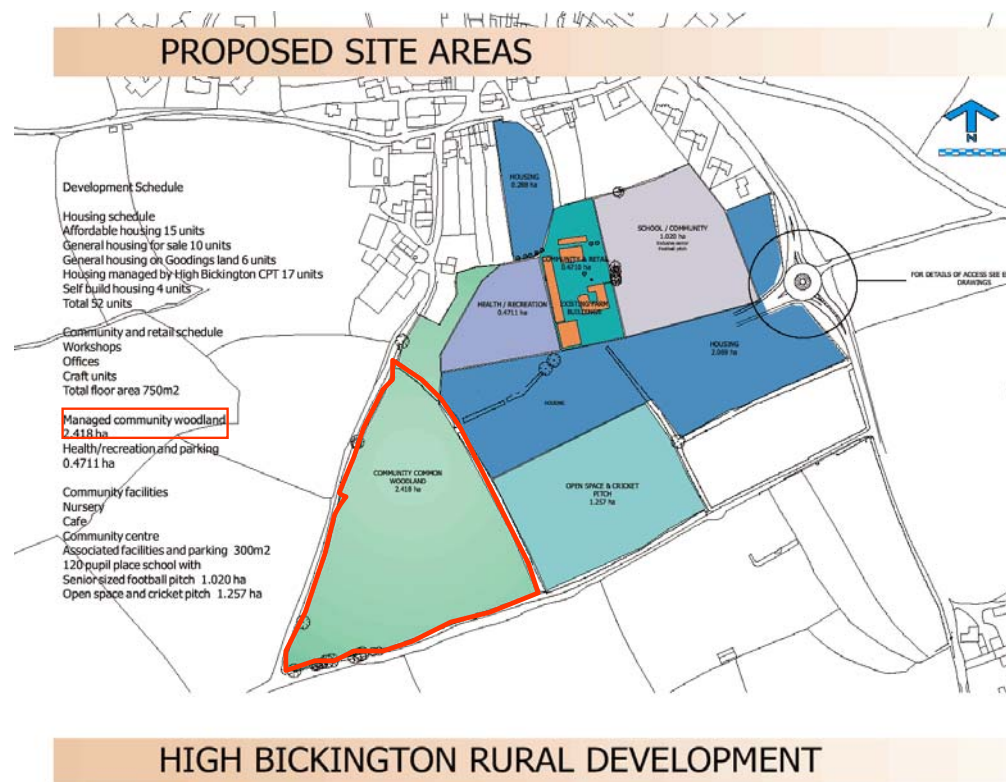
6.10.4 The objectives of planting a new woodland at High Bickington were:

- To create a mixed broadleaved community woodland;
- To provide recreational opportunities;
- To develop the wildlife habitat of the site and provide an outdoor classroom for the benefit of the community;
- To improve the landscape of the village and surroundings; and
- To support the diversification of activities and income for the tenant farmer.

6.10.5 Community woodland is a key integrated part of the whole High Bickington Plan (see below). Classes from the adjacent new primary school will be able to walk to the community woodland for regular, safe and free outdoor learning experiences. New

housing developments and reedbed greywater treatment facilities would in time be shielded from view to the west, maintaining the landscape value of a beautiful valley. All residents of the village will be able to access the woods for recreation, education, dog walking etc. enhancing an already high quality local environment and reducing the need for car journeys to other locations.

**Figure 6.17 Masterplan for High Bickington development**



Source: SWF

**Figure 6.18**     **Boundary of proposed planting**



Source: SWF

- 6.10.6 Frustratingly the outline planning application has been ‘called-in’ (23rd December 2004) by the Government Office for South West of England (GOSW), despite considerable support coming from, amongst many others, Prince Charles and Alun Michael and a large proportion of local residents. The Government Office’s decision has meant that the application will be determined by the First Secretary of State following a Local Public Inquiry on 17th January 2006 (a final decision on the outline planning application will not be received until around two and a half years after it was originally submitted to the local (Torridge) District Council).

*Assistance Provided by SWF*

- 6.10.7 Despite the delays for the wider scheme the planting has gone ahead with approximately 3,000 trees with the significant involvement of the local community.



**Figure 6.19** Newly planted area



Source : PACEC

- 6.10.8 The SWF helped with the grant application for the woodland area aid towards training and equipment costs involved with the planting of the woodland. The SWF's involvement has helped bring the community together by involving local school children as part of the 'planting army' and helped bring in ideas from community woodlands elsewhere. The SWF provided details of contractors to help with the design of the woodland as well as training courses as needs arose (particularly maintenance of the growing woodland).
- 6.10.9 The SWF were brought in during the initial consultations with the parish council and remain a key partner in the development, providing valuable free consultancy advice to the development organisation.

### *Impacts*

- 6.10.10 The key impact of SWF's involvement has been the creation of new woodland which has already extended the scope of recreational space available to the local community. Importantly, the planting has been conditional on the planning application and has gone ahead, providing a focus and some early momentum for the development; these are described below

### *Forestry, Farming and Land Use*

- 6.10.11 Approximately 3,000 broadleaved trees were been planted on former farm land as part of the development with the significant involvement of the local community (a 'planting army' of over 100 involved over three weeks). The woodland is within its first

season. The character of the land use has been changed from agricultural uses (mixed arable and dairy) to woodland.

#### ***Economic & Development Impacts***

- 6.10.12 Local agents and people have been employed as a result of the woodland planting. It is understood that the ongoing maintenance will also be undertaken by local villagers. There may be some potential to use some of the timber on a commercial basis in the future. Proposals also consider examining the feasibility of using a Scandinavian designed wood fired district heating system for the school (day) and dwellings (night).
- 6.10.13 Most important to the wider development plan is the potential momentum created by the planting which has involved and drawn on the local community. This may help catalyse the wider masterplan which aims to provide significant further beneficial economic impacts on the local community.

#### ***Environmental***

- 6.10.14 The new woodland planting is sympathetic to the character of woodland in the area. The new areas of woodland link and enlarge existing woodland areas giving a continuity of habitat for a wide range of native species. The change to the landscape has a significant visual impact on the community of the nearest settlement (High Bickington) and will be greater affected as the trees reach maturity. In addition, the introduction of a number of paths across the area will increase the opportunity for walkers and tourists to see the developing landscape. As with all woodland plantations before reaching maturity, the rough scrub and grasses growing between the trees has created an ideal rodent habitat which has had a knock on impact on the populations of their predators. The SWF has helped encourage birds such as Barn Owls by putting nesting and perching sites in their schemes.

#### ***Recreational and Social Impacts***

- 6.10.15 The returns to the local community are significant given the improved access to the countryside through the linking footpaths. This access has been amplified by the SWF's community and education services involvement making the developing woodland an outdoor extension to the local schools classrooms. Local community groups report that the 'six-acre woodland is already a valuable recreational and educational resource for the whole community'.

#### ***Anticipated Future Impacts***

- 6.10.16 The scope of impacts described above is anticipated to grow as the woodland develops. Further wider impacts will depend upon planning permission being granted and the scale of development permissible.

### *Effectiveness and Value for Money*

- 6.10.17 The project manager for High Bickington development stressed the following impacts of SWF's involvement:
- The scale of the woodland would have been much smaller and less integrated with the wider masterplan;
  - Careful planning of the woodland area has significantly improved the access to the local area and enhanced the environmental and social benefits of the plan;
  - SWF have been able to include the community in proposals in a meaningful way through the 'planting army' - SWF advisors have provided much free time at a number of community meetings further securing belief in the project; and
  - It is hoped that the community woodland shows important early progress and momentum to take the wider masterplan forward.

## **6.11 Conclusions**

- 6.11.1 Case studies for SWF indicate that a wide range of impacts have been felt by beneficiaries. These include impacts on businesses, as well as individuals and families.
- 6.11.2 The SWF has enabled the development and continuity of businesses, ensuring the retention of some employment and creation of new employment.
- 6.11.3 There has been an impact on family structures and family life as a consequence of the SWF support. The initiatives enable people to stay on their land in situations where this would not otherwise have been possible. This has a knock on effect of keeping cross-generation families intact. This, of course, has a further effect on the community and environment in the region.
- 6.11.4 Case studies provide further evidence of the soft impacts of the SWF initiatives. Beneficiaries are more confident to move their businesses forward and are optimistic about the future.
- 6.11.5 Environmental impacts and effects are in evidence from the work that has been done by SWF. Case study evidence shows that these effects would not have happened without SWF.

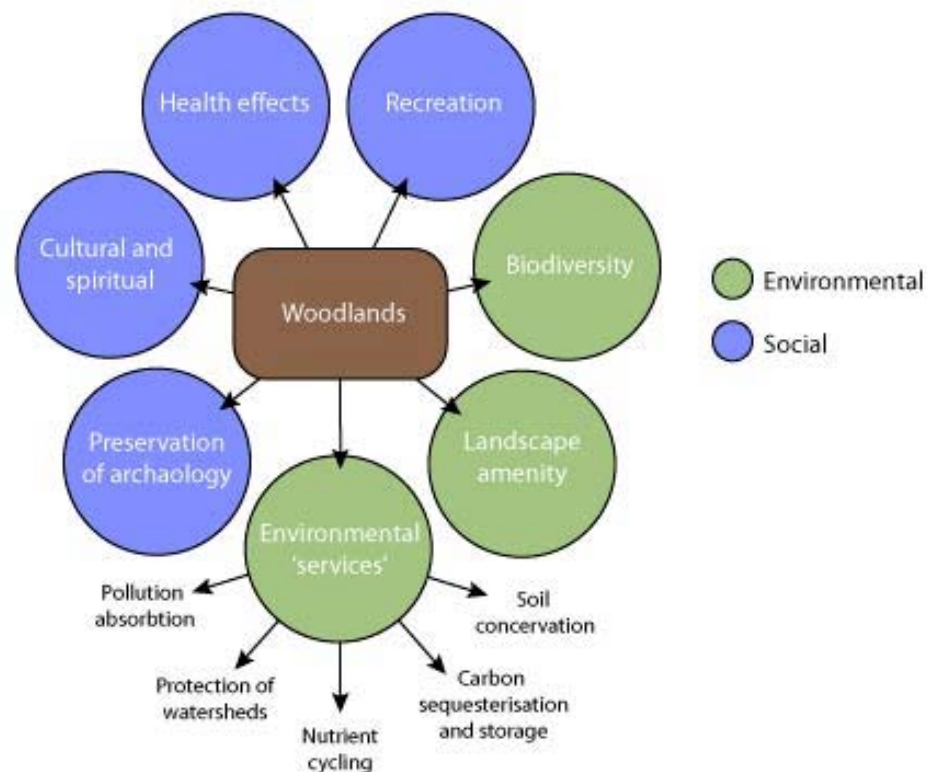
## 7 Environmental Impacts

### 7.1 Introduction

- 7.1.1 This section provides a review of the environmental impacts of the South West Forest (SWF). 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 SWF project on: (i) landscape and visual amenity; (ii) biodiversity and habitat creation; and (iii) broader environmental benefits such as carbon sequestration. Information has been obtained from a number of sources including both Forestry Commission and SWF held data sets, SWF grant assessment forms and beneficiary survey questionnaires.
- 7.1.2 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.

### 7.2 Review Impacts of Woodland Creation

- 7.2.1 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 Section 7.2 we review the types of impact that woodland creation has and explore how this may be evaluated.
- 7.2.2 Environmental impacts are difficult to measure as they do not often have a value, for example 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 7.20.

**Figure 7.20 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*

7.2.3 This chapter is concerned with identifying the environmental non-market benefits (shown in green in Figure 7.20) that the SWF 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 or enhanced existing habitats; and
- **Wider environmental services;** woodlands perform many important environmental functions such as protecting soils, contributing to global natural cycles by retaining nutrients in soils, and storing carbon.

7.2.4 The level of environmental benefit from woodlands varies with time, as they grow. Newly created woodland will have a markedly different impact than mature woodland. Table 7.61 provides an overview of some of these differences. These differences are important to understand as the trees planted as part of the SWF project are young (the oldest planted in 1997 are in their eighth 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 SWF's activities between 2002 and 2005 are examined and this, in terms of woodland creation as part of the SWF project, equates to trees in their first to third growing seasons.

**Table 7.61 Variation of Environmental Impact with Time**

	<b>New Woodland</b>	<b>Mature Woodland</b>
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 taking in and fixing carbon in 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, enhance the recharge of groundwater resources, and can induce a number of local 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*

7.2.5 SWF manages the application, distribution and monitoring of a grant that acts as a top up to the Forestry Commission grants for woodland creation. A variable scoring system has been used since 2003 by SWF to judge applications for the SWF supplementary grant and gives preference to woodlands that are 'robust in design and reflective of the overall targets and ethos of the South West Forest'. The scoring also influences the scale of grant provided incentivising higher quality planting. Table 7.62 indicates the current scoring system used by SWF. Each point scored is worth £100/hectare of grant:

**Table 7.62 South West Forest Supplementary Grant Scoring System**

Category	Criteria	Points
1. Spacing	Investment in close spacing for timber quality. Spacing to be closer than FC minimum requirement. Only applicable to woodlands with 70% of the area planted at a density of 2800 trees per hectare.	2
2. Deer Fencing	Erection of perimeter fence – helps prevent damage from deer. Perimeter fence to be of a suitable specification.	4
3. Scale	Planting from 5 to 9.9 hectares	1
	Planting from 10 to 24.9 hectares	3
	Planting from 25 to 49.9 hectares	3
	Planting from 50 to 99.9 hectares	2
	Planting from 100 to 200 hectares	1
4. Public Access	'Meaningful access for the benefit of the local community of tourists. Cycling and horse riding encouraged.	1 to 3
5. Community	Where there is community involvement and consultation / collaboration in the design and ongoing maintenance of the forest.	1
6. Biodiversity	Planting helps meet Biodiversity Action Plan (BAP) targets	1
	Links with existing adjacent semi-natural woodlands of a similar type	1
	Areas of open space included in scheme to meet biodiversity objectives beyond just recreation	1
7. Diversification	Where woodlands genuinely develop the business with an additional income stream, e.g. Farmhouse B&B, enhancement of sporting value, etc.	1
8. Research	Where access is provided to researchers	1
9. Integrity / linkages	Links with other schemes or neighbours, e.g. two neighbours producing an integrated WGS/Countryside Stewardship Scheme on a single land holding	1
10. Innovation	Hitting targets in the SWF development plan	1

Source: SWF; Feb 2003

7.2.6 Qualifying applicants must plant more than five hectares of woodland. The scoring system used has developed over time and is primarily a subjective system that the SWF Woodland Advisor uses to determine the level of funding provided. The system was developed in conjunction with a number of stakeholders and based on research undertaken to develop a 'Woodland Opportunities Strategy'<sup>11</sup> for the SWF sub-region. The Woodland Opportunities Strategy identified key objectives and priorities for woodland creation and shaped the scoring system accordingly. Based on the scoring system, the variable SWF supplement is between £100 and £2,000/ha and averages at £1,000/ha. Prior to 2003, a flat rate of grants was provided: £600/ha for 5ha to 9.99ha planting and £1,000/ha for 10ha to 24.99ha. It should be noted that SWF follow a modified assessment process when an application for woodland creation is received for a site that is in proximity to a specially designated area. The modified process differs in that SWF consults with the relevant organisations (English Nature, Environment Agency, etc.).

7.2.7 The historic record of scoring assessments for supplementary woodland creation grants has been obtained from SWF and has been used to document the environmental features of schemes through the evaluation period (Jan 2002 to Jan 2005, with records available for schemes approved from 2003).

<sup>11</sup> A Woodland Opportunities Strategy for the South West Forest Scott Wilson; June 2003.



### Areas of land planted & nature of planting

- 7.2.8 The SWF area covers some 305,000ha, 10.5% of which is total woodland cover (see Table 7.63). The area of Ancient and Semi-Natural Woodland (including replanted Ancient Woodland) is 5818 ha, which represents 1.9% of the area. The *Woodland Opportunities Strategy* identified that an additional 29,922ha of land might be available for planting, either as extensions to existing woodlands in valleys and other blocks about farms or existing conifer plantations.

**Table 7.63 Woodland in the South West Forest area**

	<b>SWF</b>
Total area (ha)	305,478
Total area of Woodland (excluding new SWF planting, ha)*	32,154
% Woodland Cover	10.5%
Total area of Semi Natural Ancient Woodland*	4106
Total area of Replanted Ancient Woodland*	1712
Total plantable area (ha)**	29,922
New SWF woodland (planted between 2002-2005)	636
Number of SWF schemes (between 2002-2005)	56

Notes: \* = from Table 2 'Woodland Blocks'; *Woodland Opportunity Strategy*

\*\* = taken as value for Additional Woodland Capacity from Table 3 'Woodland Landscape Assessment'; *Woodland Opportunity Strategy*

Source: SWF & Scott Wilson

- 7.2.9 The amount of broadleaf and coniferous planting undertaken on the basis of the first payments made to the applicant is shown in Table 7.64, below, based on figures provided by the Forestry Commission. The total amount of planting during the study period (2002 – 2005) taken from these figures is 1,295.2ha. These figures indicate a total 2,950ha for the period of the SWF programme.

**Table 7.64 Types of Planting in the South West Forest area**

Year of first payment	Area (ha)		
	Conifers	Broadleaves	Total
1994	0.0	3.6	3.6
1995	0.0	38.4	38.4
1996	0.9	13.8	14.7
1997	0.1	1.9	2.0
1998	14.3	28.7	43.0
1999	189.0	213.1	402.2
2000	287.5	272.1	559.6
2001	222.7	368.8	591.4
2002	312.6	436.7	749.3
2003	61.5	385.6	447.1
2004	13.6	57.6	71.1
2005	0.0	27.7	27.7
Total	1102.1	1847.9	2950.0
Proportion (%)	37%	63%	100%

Source: FC (Modified from table in Chapter 2).

- 7.2.10 Figure 7.21 illustrates the cumulative total planting of broadleaf and conifer trees during the SWF project. Generally planting in the SWF is broadleaf woodland with



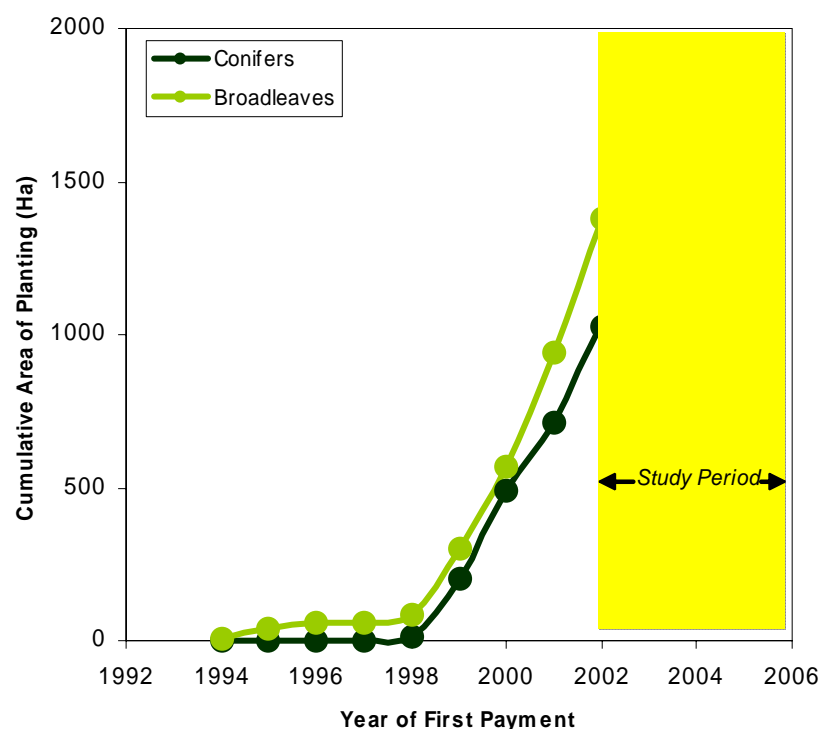
the amount of conifer (390ha) established during the study period approximately two fifths that of the amount of broadleaf (910ha).

7.2.11 Figure 7.21 also shows that the largest area of planting was undertaken prior to the study period, between 1998 and 2003. The *rate* of planting appears to have slowed in more recent times and may be a result of a number of factors:

- Large scale 'quick wins' won early;
- The woodland opportunities strategy undertaken in 2003 may have changed practice toward a different more conservative or focused regime of planting; and
- A widening of the role of the SWF toward wider regeneration, community, educational and business activities.

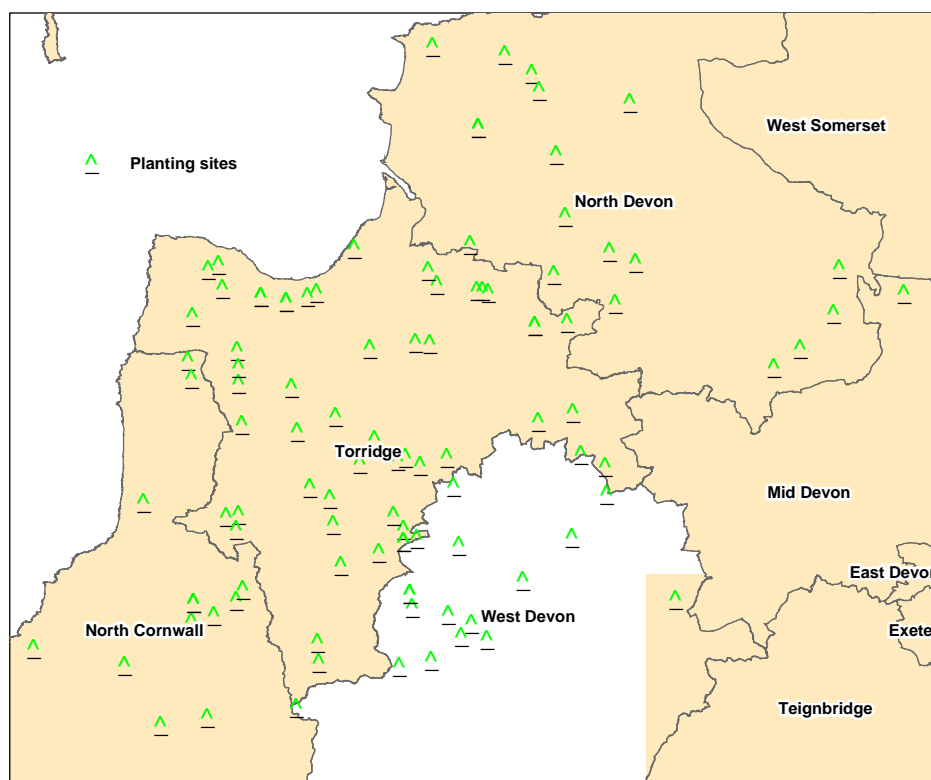
7.2.12 From the 103 schemes planted between 2002 and 2005 the range in size of schemes was between 0.65ha and 130ha. The average size of schemes was 13.19ha. Table 1.5 shows that more than half of all the land planted were in schemes between 10ha to 24.9ha in size, based on SWF provided information.

**Figure 7.21 Amount of Broadleaf and Conifer Planting in South West Forest (Cumulative, All Data)**



Source: PACEC

7.2.13 The locations of the 100 SWF schemes planted between 2002 and 2005 are shown in Figure 7.22, below. Three of the schemes were unable to be located. The map illustrates that the new planting has been well distributed across North Cornwall and North Devon.

**Figure 7.22 Areas of New Woodland Creation (2002 – 2005)**

Source: PACEC

- 7.2.14 Part of the evaluation of the SWF project has involved trying to determine the additional impact that the SWF 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 a distinction 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 SWF 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 SWF supplement. Therefore, the impacts from all areas of new woodland creation are considered. Interviews with beneficiaries undertaken and reported elsewhere as part of this study provide some evidence to confirm this.

### 7.3 Review Impacts from other SWF Activities (Management, Monitoring, Community, Education, Training, Business Support, etc.)

- 7.3.1 Woodland creation is one part of the activities of SWF and in this section we review the impacts of the wider activities. Woodland management, if undertaken in a considerate and sustainable way, act to maximise the environmental benefits of an area of woodland. Direct grants for woodland management have represented a very small part of funding received from the Forestry Commission on a site specific basis

and are therefore difficult to measure in this way. The SWF advisory service provides free advice to those considering planting woodlands (woodland opportunities) and undertakes an average of 125 advisory visits and 60 monitoring visits per year. Woodland management can vary in its extent and its impacts, which can also vary, are similar to those described above in Section 7.2. The impacts of woodland management are closely related to those from woodland creation. Education and business support activities are less likely to directly impact on 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:

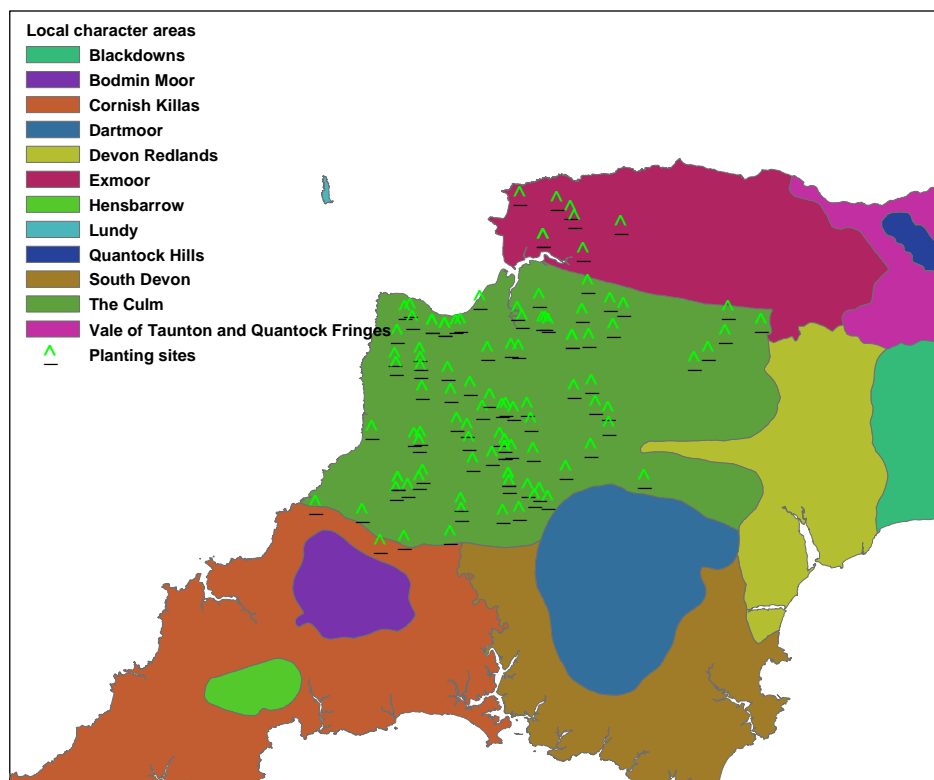
- SWF has made a positive impact on the environment, from the perspective of the vast majority of beneficiaries;
- A majority of wider survey respondents believed that there had been a positive impact on the visibility and image of the area, due to SWF. They were also very positive about the effect on land management and the environment in the local area; and
- Environmental impacts and effects are in evidence from the work that has been done by SWF. Case study evidence shows that these effects would not have happened without SWF.

## 7.4 Landscape and Visual Amenity Impacts

7.4.1 The following section reviews the nature of the impact that SWF 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*

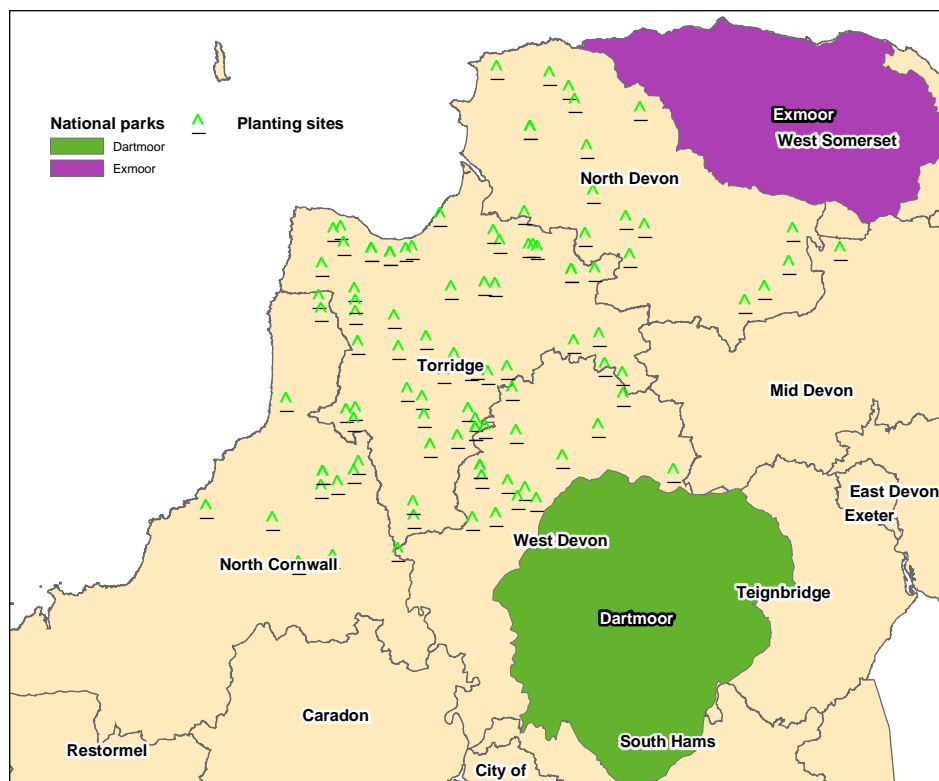
7.4.2 The landscape of North Devon and North Cornwall is divided into a number of Landscape Character Types (LCT's). The regional level classification of landscape character, available from English Nature, is shown in Figure 7.23 and indicates that most of the SWF area is part of the 'Culm' landscape character type (with a minor amount of planting in the 'Exmoor' and 'Cornish Killas' areas).

**Figure 7.23 Landscape Character Types across the SWF area**

Source: English Nature, SWF, PACEC

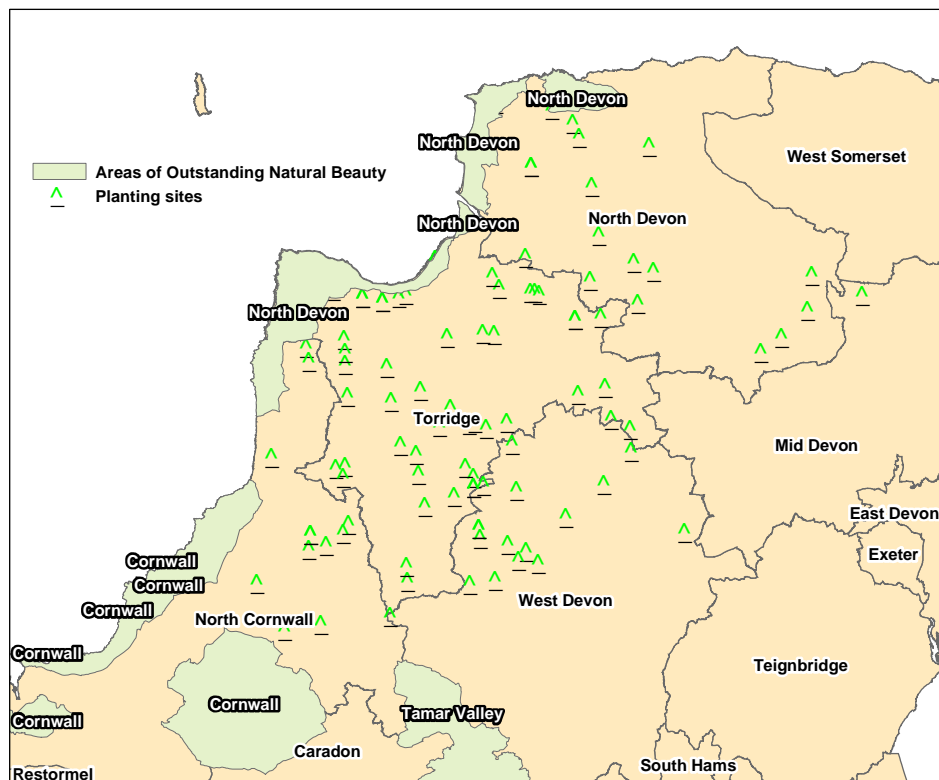
- 7.4.3 The Woodland Opportunities Strategy identified that the Culm area is divided into of a larger number of landscape character types (27 at this county scale which were further subdivided into 57 landscape character areas at a district scale in the study). The rationale for defining the landscape in such detail was to ensure that there was sufficient information to be able to assess the suitability of any new planting.
- 7.4.4 In addition to landscape character areas, there are a number of other areas in, and around the study area that are designated for their landscape importance; Figure 7.24 and Figure 7.25 shows National Parks and Areas of Outstanding Natural Beauty (AONB) in the SWF area:

**Figure 7.24 National Parks and Areas of New Woodland Creation (2002 – 2005)**



Source: SWF, PACEC

**Figure 7.25 Areas of Outstanding Natural Beauty**



Source: SWF, PACEC

- 7.4.5 Table 7.65 compares the area of new woodland creation planted within the landscape designations described above:

**Table 7.65 Comparison of Areas of New Woodland Creation (2002 – 2005) with Landscape Designations**

Landscape Designation	Amount of new planting in LCA (ha)	Proportion of total amount of new planting (%)
<b><u>Landscape Character Assessment Areas</u></b>		
Bideford Bay Coast	44	3.2%
Broadbury and Western Devon Ridges	317	23.2%
Exmoor Fringe	13	1.0%
Hartland Coast	13	1.0%
High Culm Measure Ridges	117	8.6%
High Culm Measures	7	0.5%
North Devon Downs	117	8.6%
Tamar & Torridge Headwaters	246	18.0%
Taw and Torridge Headwaters	45	3.3%
Taw River Valleys	13	1.0%
Tedburn St Mary	6	0.4%
Torridge River Valleys	79	5.8%
Upper Tamar River Valleys	30	2.2%
<b><u>National Parks (within 500m)</u></b>		
Dartmoor	0	0%
Exmoor	0	0%
<b><u>Areas of Outstanding Natural Beauty</u></b>		
North Devon	63	4.6%
Cornwall	4	0.3%

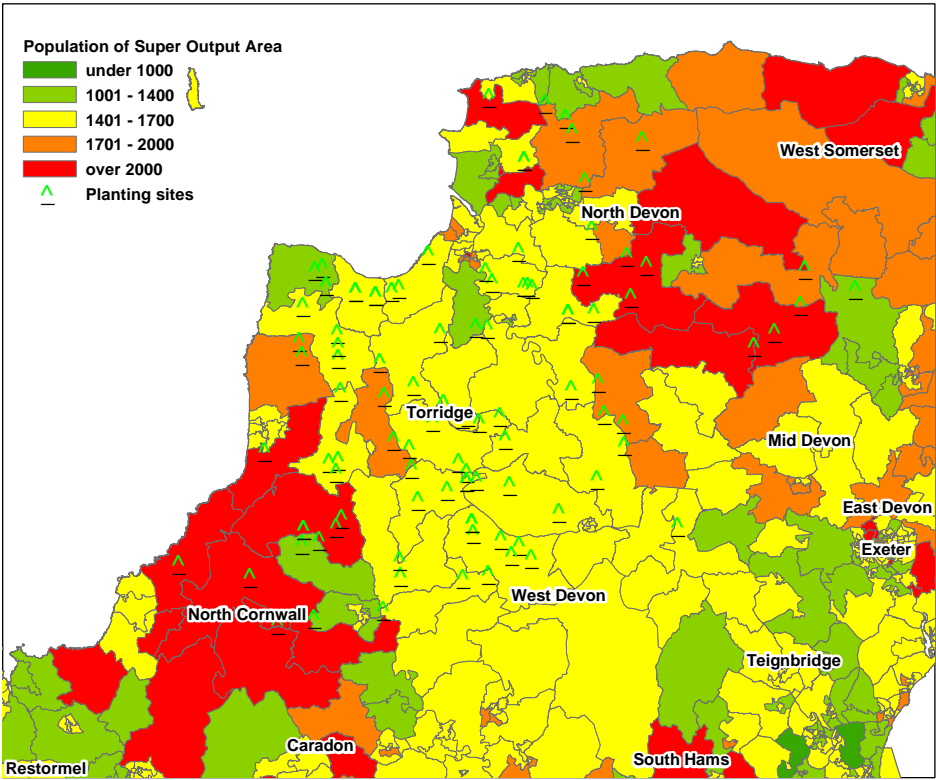
Source: SWF, PACEC

- 7.4.6 No new planting has been undertaken (between 2002 and 2005) within the designated National Park areas and only a small amount (67ha or 5%) of new planting has occurred within AONBs. 13 of the 27 'county scale' landscape character areas have new planting with over two thirds (64.2%) of all new planting within five areas: Broadbury and West Devon Ridges (23.3%), Tamar and Torridge Headwaters (18%), High Culm Measure Ridges (8.6%), North Devon Downs (8.6%) and Torridge River Valleys (5.8%).
- 7.4.7 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

7.4.8 Figure 7.26 and Table 7.66 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 7.26 Population at ‘Super Output’ level across the SWF area



Source: PACEC

Table 7.66 Population Density in the vicinity of new planting across the SWF area

Population Density in the Vicinity of New Planting Scheme people per km	
Number of Schemes	
Proportion of total amount of schemes (%)	
Area of Planting	
Proportion of total area of schemes (%)	
0-19	
	16
	16%
	390ha
	29%
20-49	
	73
	71%

	809ha
	59%
50-99	
	10
	10%
	129ha
	9%
100-199	
	2
	2%
	16ha
	1%
200-399	
	1
	1%
	4ha
	0.3%
<b>Total</b>	
	<b>~103</b>
	<b>100%</b>
	<b>1364ha</b>
	<b>100%</b>

Source: PACEC

- 7.4.9 The SWF Area has a relatively low residential population density (an average of 21 people per km<sup>2</sup> compared with the average of 35 people per km<sup>2</sup> for England and Wales. Plymouth has a population density of around 302 persons per km<sup>2</sup>;<sup>12</sup>) and 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 low overall in the context of the wider SWF landscape. However, 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.

<sup>12</sup> Census 2001, ONS



## 7.5 Biodiversity and Habitat Creation

- 7.5.1 This review of the impacts of the SWF 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 a number of reports looking at biodiversity on recently planted sites in the North Devon AONB area of the SWF has been made available and is summarised here, together with information from the desk based and case studies.
- 7.5.2 Areas of woodland created under the SWF 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 were unavailable for 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.
- 7.5.3 The biodiversity and habitat aspects of woodland creation are well considered in the assessment of schemes by the SWF. The main areas considered are:
- Where planting helps contribute to biodiversity action plan targets (BAPs);
  - Where planting helps link to existing adjacent semi-natural woodland of a similar type;
  - Where areas of open space are included to meet biodiversity objectives; and
  - Where woodlands are between 10-50ha in size.
- 7.5.4 Details of the scores of schemes (details of 17 available) against these biodiversity criteria are summarised in Table 7.67 below. Note that one point represented an additional £100ha of grant. Up to three points were available for schemes of a certain scale (between 10ha to 50ha) and appropriate biodiversity features:

**Table 7.67 Summary of Scoring for New Planting Against Biodiversity Criteria (2004-2005)**

Criteria	Total Number of Schemes Scoring
	Total Score for Schemes
	Average Score
1. Biodiversity (BAP Targets, Links, Open Space)	17
	36 (out of 51)
	2.1 (out of 3)
2. Scale	17

27(out of 51)

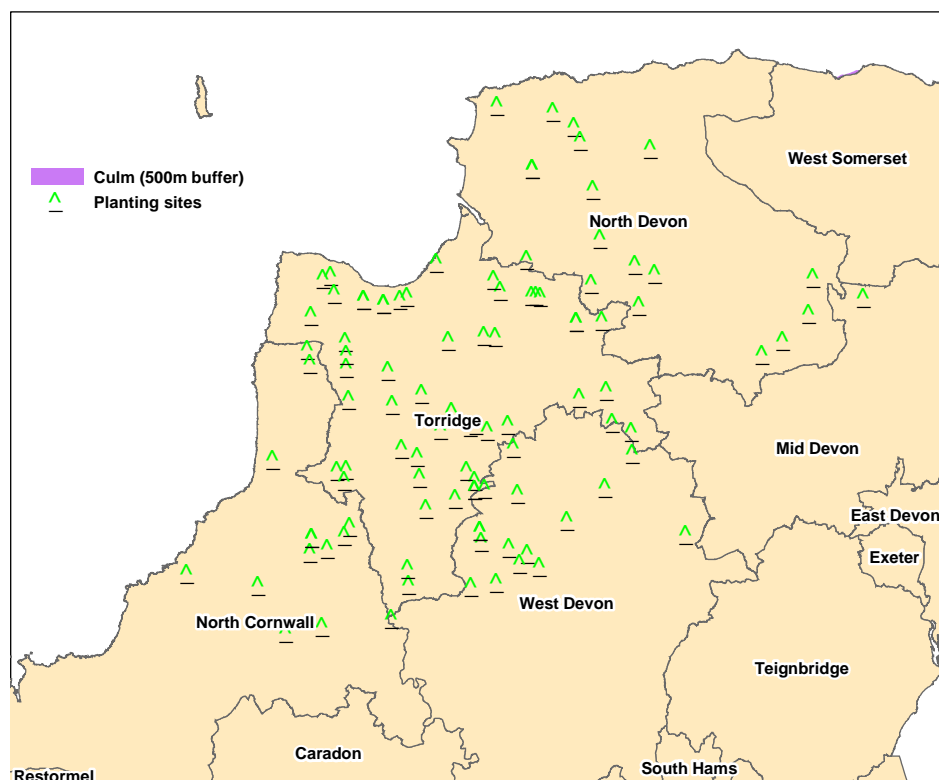
1.6 (out of 3)

Source: PACEC

7.5.5 Although the scoring has been undertaken on the most recent schemes, it can be seen that on average around two of the three main biodiversity criteria were being met by the new woodland created. A prevalence of smaller scale planting in the SWF project (described in Section 7.2) has resulted in fewer points being awarded against the criterion for scale.

7.5.6 Details of some biodiversity and habitat designations were provided and include the locations of Culm Grassland Sites (Details regarding the location of existing semi-natural ancient woodland were not available and would have been an important consideration). Figure 7.27 shows the location of Culm Grassland Sites. Three new planting schemes were identified to be located within 500m of culm grassland sites.

**Figure 7.27 Culm Grassland Sites and Areas of New Woodland Creation (2002 – 2005)**



Source: PACEC

7.5.7 While it has not been possible to obtain evidence from the case studies to evaluate how the SWF have treated such areas sympathetically, the SWF woodland advisor has provided details of a scheme at Stone Quarry Farm:

- Stone Quarry Farm lies within 500m of Culm Grassland SSSIs'. On the basis of the findings of the Woodland Opportunities Strategy SWF agreed to buffer

any known sites by 500m with a presumption against planting, given possible negative impacts;

- SWF consult with English Nature in the event that a woodland creation site is proposed within the buffer and develop an assessment of proposals;
- In this instance planting has proceeded and this incorporates a number of features that maximise options for open ground and aid species migration. This follows best practice and new proposals to allow up to 40% open space in some area, even 're-wilding/wilderness areas'; and
- The Stone Quarry scheme included the aggregation of a number of areas of open ground to form a large linking corridor, fringed in places with fragments of wet woodland and broad buffer strip (20-40ms) and random planting (at 400 stems per hectare) around the main planting block.

### *Available Biodiversity Assessments*

- 7.5.8 The findings from two biodiversity assessments made available for recently planted sites in the North Devon AONB area of the South West Forest are summarized below:

#### **Welcome Community Woodland**

- 7.5.9 The report findings suggest potential positive impacts on the following BAP species;

##### **National BAP**

- Common pipistrelle
- Otter
- Dormouse
- Common Bullfinch
- Song Thrush
- Spotted Flycatcher
- White spotted pinion (subject to Elm establishment on site)\*

##### **Addition Devon BAP Species**

- Barn Owl
- Primrose

##### **Non BAP Species, Locally Important**

- Harvest mouse
- Brown hairstreak
- White letter hairstreak (subject to Elm establishment on site)\*

- 7.5.10 Long term open ground management is one of the key areas to optimising biodiversity and the report identified the following species benefiting from well managed open ground on this site:

- Harvest mouse
- Common Blue
- Marbled White
- Grass snake

- Voles
- Field Mice
- Barn Owls
- Tawny Owls

### **Ogbeare Mill**

- 7.5.11 This report highlights the benefits of woodland creation to a similar range of species and considers recurring long term management themes for open ground.
- 7.5.12 Additional species mentioned in this report included:
- Brimstone Butterfly
  - Birds foot trefoil
  - Kestrel
  - Stoat
  - Weasel
- 7.5.13 The report noted that there might be scope for this site to revert to a more natural grassland (very long term 10-25 years) through less intensive farming practices. The SWF woodland advisor noted that this option would open only to some owners with the continual decline in agricultural incomes although woodland creation on improved grassland sites would achieve the most significant biodiversity gain.
- 7.5.14 Both reports highlighted the importance of the management of open ground which would dictate the degree that the same benefits had been replicated on other sites. SWF Woodland Advisor noted that these sites did not include a pond whereas many in the SWF do and these can support a substantial number of invertebrate species in particular, which in turn attract feeding birds and amphibians.

## **7.6 Other Environmental Impacts**

- 7.6.1 The following section summarises an analysis provided by SWF 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 in the South West Forest.*

- 7.6.2 Since the creation of the South West Forest a little over 3000 hectares of new woodland has been created. This splits roughly 30% conifer and the ever increasing balance being broadleaf.
- 7.6.3 SWF calculate, 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, the volume of carbon being

locked up is 7,500 tonnes per annum, to date therefore woodland creation in the SWF has sequestered in the region of 32,500 tonnes of carbon. Equivalent figures for the study period (2002 to 2005) are estimated at 13,988.

- 7.6.4 SWF note that the carbon rights to around 200 hectares of the planting in the SWF has been purchased for a period of 99 years by a number of companies specialising in carbon sequestration (*Future Forest* or *Treemiles*), the owners have benefited from a payment of approximately around £400/500 per hectare.
- 7.6.5 In the South West Forest Delivery Plan July 2005 – June 2008 the value of carbon has been identified in Programme 8 – Climate Change and Carbon Offset. A series of 10 Actions have been identified, although currently no funding is available opportunities are being considered.

## 7.7 Conclusions

- 7.7.1 The environmental impact of the South West Forest 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.
- 7.7.2 SWF 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 SWF. They were also very positive about the effect on land management and the environment in the local area.
- 7.7.3 Environmental impacts and effects are in evidence from the work that has been done by SWF. Case study evidence shows that these effects would not have happened without SWF.
- 7.7.4 More broadleaf had been planted than conifer and the rate of planting had slowed in the SWF project. The average size of new planting schemes was 13ha and they were well distributed across the SWF area.
- 7.7.5 The Woodland Opportunities Strategy, introduced in 2003 had been very successful in guiding woodland creation and the development of a scoring system for woodland grant applications. This had been used as a method to incentivise biodiversity benefits in woodland creation.
- 7.7.6 *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 low residential population density (21 people per km<sup>2</sup>) in relation to the planting sites, the impact on visual amenity was considered to be low. However, this will change in the medium and longer term.

- 7.7.7 *Biodiversity and Habitat Creation:* No specialist examination of schemes was undertaken as part of this work, although a number of surveys were consulted. These surveys indicated that the schemes (2) they examined had positive impacts on a range of national to locally important Biodiversity Action Plan species. New SWF woodland creation schemes scored highly across, on average, two out of the three biodiversity criteria in grant applications.
- 7.7.8 *Other Environmental Impacts:* Whilst it was not possible to evaluate some of the wider environmental impacts, it was calculated that 13,988 tonnes of carbon have been sequestered in SWF woodland during the study period. Carbon rights to approximately 200 ha of new planting were purchased in the SWF and was of benefit to the owners providing a payment of around £400/500 per ha.

## 8 Economic Impact

### 8.1 Introduction

- 8.1.1 Based on information collected during beneficiary interviews and case studies, together with documentation provided by SWF itself and the Forestry Commission, we have generated an input-output model. This reviews all inputs into the region and based on this, estimates the employment impact of the initiative for the period 2002 to 2005.

### 8.2 Input-output methodology

- 8.2.1 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].

- 8.2.2 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)

- 8.2.3 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)

### 8.3 Employment Impacts

- 8.3.1 This model estimates that 131 (net of deadweight but not displacement) local jobs have been supported through the SWF project. In the UK as a whole, we estimate that 197 jobs have been supported. These are direct, indirect and induced effects. This is presented below in Table 8.68, together with explanation of each step in the process.

- 8.3.2 Note that the employment impacts of SWF 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 the south west 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 8.68 SWF Employment and Expenditure Estimates**

Job type	UK Jobs	Local Jobs	Estimation method
Direct	6 22 36	6 22 36	SWF (those employed directly by SWF) Farmers / landowners Collaboration partners  Note: Estimates of the increase in employment for all beneficiaries (all the above, bar SWF), 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 SWF).
Indirect (first round)	66	60	Both SWF and both beneficiaries make business purchases both locally and in the rest of the UK. These purchases provide manufacturing, retail, and service employment which is known as <b>indirect</b> employment.  Note: The relevant business purchases information was obtained from SWF 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)	8	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 <b>induced</b> employment.  Note: Information about the spending habits of SWF staff was obtained from SWF. 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”	59	6	The indirect (first round) and induced (first round) jobs give rise to indirect and induced 2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> , ..... n <sup>th</sup> 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 2 <sup>nd</sup> , 3 <sup>rd</sup> and subsequent rounds of spending (and resulting employment) by organisations and staff.
<i>Total</i>	<i>197</i>	<i>131</i>	<i>Total of the above</i>

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

Source: PACEC

8.3.3 In looking more closely at these data, a further analysis was undertaken to enable breakdown of these impact figures by Devon, Cornwall and the rest of the SWF area. This indicated that in Devon, 88 local jobs (130 UK) had been supported and in Cornwall 29 local jobs (43 UK) had been supported. In the rest of the SWF area, 14 local jobs had been supported (23 UK). This is shown below in Table 8.69.

**Table 8.69 Regional Breakdown of SWF Employment and Expenditure Estimates**

Job type	UK Jobs	Local Jobs	Devon UK Jobs	Devon Local Jobs	Cornwall UK Jobs	Cornwall Local Jobs	RoSW UK Jobs	RoSW Local Jobs
Direct	6 22 36	6 22 36	6 13 27	6 13 27	0 5 9	0 5 9	0 4 0	0 4 0
Indirect (first round)	66	60	41	37	14	13	10	9
Induced (first round)	8	1	6	1	2	0	0	0
"Knock on"	59	6	38	4	13	1	8	1
<i>Total</i>	<i>196</i>	<i>132</i>	<i>130</i>	<i>88</i>	<i>43</i>	<i>29</i>	<i>23</i>	<i>14</i>

Source: PACEC

## 8.4 Approximation of Costs Per Job Supported

8.4.1 We estimate that the gross cost **per UK job** supported (i.e. retained or created) based on gross project costs, EXCLUDING all grants is £3,080 per job supported. This is based on 60% of gross project costs, EXCLUDING all grants<sup>13</sup>

8.4.2 We estimate that gross cost **per UK job** supported (i.e. retained or created) based on gross project costs, INCLUDING all grants is £12,424 per job supported. This is based on 60% of gross project costs, INCLUDING all grants.

## 8.5 Purchases and Employment Estimation Methodology

8.5.1 The remainder of this chapter details the methodology behind estimating local and UK purchases/spending and employment changes that are creditable to the SWF schemes. It explains the solutions to problems reached such as missing or incomplete data, viable accreditation to the schemes, and methods for estimating local and UK wide effects.

<sup>13</sup> This is a conservative estimate of the proportion of costs associated with the employment impacts. Since employment impacts were not the ultimate goal of SWF, it is not unexpected that a large proportion of project expenditure would be spent working towards achieving project objectives that do not produce employment impacts. Since, in the case of SWF, most beneficiaries were not included in the calculation of jobs supported figures (since by their nature, this was not possible), in order to accurately estimate the cost associated with those jobs that were supported, we have approximated the overall cost to the SWF project.

## 8.6 Summary of Expenditure Estimation

- 8.6.1 The estimation of expenditure is broken down into, local and UK purchases, total purchases (less grants) and total grants received. Sum of Local and UK purchases should therefore equal the sum of total purchases (less grants) and grants received.
- 8.6.2 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.
- 8.6.3 Double counting problems occur when respondents fail to appropriate changes in income into changes in turnover. i.e. 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.
- 8.6.4 Since we were already 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
- 8.6.5 These figures were then weighted according to counterfactual and local and UK 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, which acted as a multiplier for expenditure to access how much the scheme is accountable for the developments in economic activity.
- 8.6.6 Each respondent was also asked: "Excluding labour what proportion of goods and services you buy are purchased in your local area, and in the UK?" 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 SWF was then used as further expenditure and weighted between local and UK in a similar way.
- 8.6.7 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 UK 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 following an explanation of estimation of employment per recipient.

## 8.7 Summary of Direct Employment Estimation

- 8.7.1 Employment estimation was much simpler in that UK 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.
- 8.7.2 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.

## 8.8 Summary of Population Weighting.

- 8.8.1 The main problem with weighting our figures to encapsulate an estimate of the economic effects of the entire SWF 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.
- 8.8.2 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.
- 8.8.3 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.

## 8.9 Estimation of employment and purchasing attributable to Devon and Cornwall

- 8.9.1 Figures for Devon, Cornwall and the Rest of South West (RoSW) were estimated using employment and purchasing figures for SWF and taking a proportion according to the percentage of those people in each benefit group who said they are from Devon or Cornwall.

- 8.9.2 This is the most logically sound methodology because the figures are weighted to incorporate the entire SWF area rather than only those in survey.

## 9 Effectiveness and Value for Money

- 9.1.1 This chapter provides a focused review of the effectiveness and value for money of the SWF project.

### 9.2 Meeting Project Objectives

- 9.2.1 The SWF Development Plan (January 2001) set out the aims, objectives and targets/outputs of the project until January 2007.
- 9.2.2 The SWF Project Director has provided data on progress made against their objectives, as discussed in Chapter 2 above (full data provided in Appendix A).
- 9.2.3 In order to supplement this, we have undertaken an evaluation of the SWF based on the information gathered to assess its activities from 2002 to 2005 and in relation to the core targets/outputs listed in the Development Plan. This evaluation matrix is found in Appendix F. 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'.
- 9.2.4 This analysis has broadly shown that the SWF has met and in some cases exceeded its fundamental targets within the Delivery Plan. It was noted that many of the targets/outputs in the January 2001 Development Plan were less relevant to SWF's current operations and it was recognised that much work has been undertaken as part of the new 2005 – 2008 SWF Delivery Programme reviewed and update SWF's targets/actions. This is consistent with the data from the SWF Project Director which shows that most aims have been either completed or are in process.

### 9.3 Effectiveness of the Project

- 9.3.1 The analysis has shown that the project has met many of its core objectives, as set out in the SWF Development Plan, concerning the expansion of the area of forestry and promotion of integrated rural development. The SWF has also contributed to several of the aims of the Regional Development Strategy and other regional development priorities in the area, such as the South West England Woodland and Forestry Strategic Economic Study. The SWF project's fit with the strategic priorities of partners and other stakeholders has been relatively clear and remains relevant given the continued decline of the agricultural sector and sustained socio-economic context.
- 9.3.2 The survey of beneficiaries has identified that without SWF involvement only 64% of the woodlands would have been planted (payments have been almost entirely for new planting, with only 2.8% of the public expenditure was for the management or improvement of existing woodlands).

- 9.3.3 There has been 1,295.2 ha of new planting in the SWF project between 2002-5.. This study estimates that 197 jobs have been supported (based on details from 2002 – 2005) with the average gross cost per job supported, including grants being £9,344 (based on 60% of project costs). We conclude that the project is an effective and ‘low cost’ route for achieving a range of economic and wider benefits and compares favourably against challenge planting schemes elsewhere in the UK (described earlier) especially given the breadth of impacts from the funding.
- 9.3.4 Up until the recently introduced Environmental Stewardship Schemes no other direct form of funding was available for woodlands unless the woodland was a SSSI. Entry Level Scheme (ELS) payments of £30 per hectare may be paid on small farm woodlands for maintaining woodland fences and buffering woodland margins, but this will contribute nothing to woodland management and little to the environmental and biodiversity value of small farm woodlands.. ELS funding is readily accessible to most farmers but depends on the woodland size in relation to the farm and the farmers’ selection of priorities. Higher Level Stewardship (HLS) has a range of woodland creation (up to 3 ha) and management options at attractive grant rates. However, the competitive nature of HLS will mean only a small number of farm woodlands will be included in the scheme, especially as woodland will not be a priority for most farms.
- 9.3.5 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. The structure and activities of the SWF project also serve to reinforce the effectiveness of the project, mostly as a result of a combination of factors:
- There is evidence to suggest that SWF acts at a local level to understand issues and works to obtain the widest possible range of benefits to be incorporated within advice and new planting schemes;
  - A high number of advisory visits and local networking has provided on-going support to beneficiaries and there is evidence to suggest that SWF has helped to establish a community between forestry and related practitioners that may help extend the range of benefits and sustainability of projects;
  - SWF through their own strategies and research to identify opportunities have focused efforts on areas with the greatest potential to succeed; and
  - SWF is a well established project and the skills, experience and understanding developed and held within the team of rural development will help magnify potential positive impacts.

## 9.4 Value for Money

- 9.4.1 The budgeted gross expenditure by SWF for the evaluation period was £1,011,362. The Forestry Commission has contributed £150,000 as a partnership contribution to this phase of the project which equates to approximately 18% of total SWF costs. The building blocks and aims of SWF were delivered through to four distinct programmes. The following table shows an approximate breakdown of net costs between these elements.

**Table 9.70 Distribution of SWF costs across four major programme areas**

<b>Programme</b>	<b>% Total Project Cost</b>
Advisory Programme	28.1%
Training Programme	25.1%
Community & Education Programme	27.5%
Annual Woodfair	19.3%
<i>Total Cost</i>	<i>100%</i>

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

### *Advisory Programme Outputs*

9.4.3 All visits generate reports to beneficiaries and a total of 621 reports were sent out in the period. The table below shows the average time spent on each activity and extends this to show a total of 4130 hours of advisory time. The advisor's time is currently charged at 16.63/hr which with NI/superannuation, travel and overheads will gross up to around £30/hr. The value of this advice at cost can therefore be roughly calculated at £123,900. This would increase to £165,200 assuming commercial charge-out rates are currently £40/hr.

9.4.4 In addition, the South West Forest worked with consultants to produce a Woodland Opportunities Strategy which allowed detailed data held on GIS to be manipulated to provide a tool for determining spatial preferences for woodland creation. In addition the tool provides farm scale plans detailing local constraints and opportunities that enhance the advice provided.

**Table 9.71 Average time spent on each Advisory Programme activity**

<b>Activity</b>	<b>No</b>	<b>Area(Ha)</b>	<b>Hours</b>	<b>Total hrs</b>
Visits - Woodland Creation	227	1520	8	1816
Visits - Woodland Management	144	1118	6	864
Monitoring Visits	250	2850	4	1000
FC Grants & service promotion at shows	45		10	450



### *Training and Best Practice Programme Outputs*

9.4.5 A total of nearly 1000 beneficiaries were trained in the evaluation period, as shown in the table. In addition a network of 19 Demonstration woodland sites were maintained covering a range of issues throughout the South West Forest area.

9.4.6 An excellent 16 page glossy colour Best Practice guide was published titled "Managing Weeds in the South West Forest". This booklet is enclosed with all advisory reports on woodland creation and has been widely distributed at shows.

**Table 9.72 Beneficiaries involved in training and best practice activities**

Activity	No Courses	No Beneficiaries
Technical Training	120	526
Best Practice Events	82	472
Totals	202	998

### *Community and Education Programme Outputs*

9.4.7 This programme is the product of an increasing willingness in recent years to value some of the non-timber services and experiences that woodland can provide. It enabled SWF to fund a Woodland Projects Officer and part time Community Education Ranger who have delivered the outputs in the table below.

**Table 9.73 Community and education activities**

Activity	Number
Community Woodland Schemes facilitated	22
Educational school visits	130
School children involved	3950
Walking for Health pilot schemes	3
Walking for Health beneficiaries	150
SWF Collaboration Group created - Members	143
Coppice Development Group formed	1
Celtic Roundhouse constructed	1
Tree for All programme – schools involved	22
Tree for All programme – children involved	873

### *Woodfair*

9.4.8 Three annual Woodfairs have been held at Roadford Lake in the period of evaluation. Approximately 130 exhibitors and over 5000 visitors participated in the event.

## 9.5 Overall Delivery of the Project

- 9.5.1 Beneficiaries were generally pleased with the advice although beneficiary surveys highlighted that some had issues with the timescale to obtain funding. However, the costs to the farmer for a grant application were low as most advice was given free, with processing time the main issue often outside of the control of SWF. It was clear from the case studies that without the current model of local delivery that many of the farmers and landowners would have found it hard to access assistance to diversify and improve their situation.
- 9.5.2 Early shortcomings in the assessment and scoring system used for the allocation of supplementary grants for woodland creation had been amended with the introduction of a variable grant and scoring system with advisors getting involved in the application process at an early stage. There was evidence to suggest that this had resulted in better quality planting schemes coming forward. Unfortunately there were a number of smaller community schemes that were unable to qualify for financial support, despite these projects having real development needs and significant potential for success.
- 9.5.3 Stakeholders and partners thought that the leadership of the SWF had ‘crystallised’ and become technically balanced with quality supporting staff. It was felt by some partners that the SWF had developed excellent local connections but lacked political links at a higher regional / strategic level that might hamper access to funding, etc. (partially as a result of a loss of some staff) – this was particularly important considering the imminent proposed structural changes associated with the formation of Natural England (EN/CA/RDS).
- 9.5.4 Despite much information being made available for this study from SWF there was a significant lag in information coming forward from some of the funding organisations (particularly the Forestry Commission). The original Development Plan (2001) placed a duty on the SWF to undertake a very wide range of data collection and monitoring (such as ‘Set-up monitoring programme to evaluate the effectiveness of different types of grant aid, advice, and farmers’ levels of involvement in SWF’) and whilst this level of record keeping is likely inappropriate for the day to day running of the project, would greatly assist attempts to monitor the project. In addition, it has not proved possible to estimate to an exact degree the value of environmental and social (non-market) benefits from the project in this study. Therefore, it is important that a programme of baseline surveys be devised and put in place.

## 9.6 Conclusions

- 9.6.1 The SWF project has made good progress towards achieving its objectives.
- 9.6.2 SWF has been effective in achieving significant results and its outputs represent a good return on investment and good value for money. From the perspective of the funders of this project which produced a wide range of non-market impacts and supported 197 UK jobs, this has been a good investment. Within the project itself, the

impressive range of impacts and outputs have been achieved at a (gross) project cost of £1,011,362 with grants provided of £3.068m.

- 9.6.3 Delivery of the project has been good and beneficiaries, stakeholders and partners all consider that SWF has been delivered effectively.

## 10 Conclusions

10.1.1 All key statistical information produced and utilised in the evaluation may be found in a summary in Appendix H. Conclusions are presented here in the context of the three core questions that were central to reviewing and evaluating the performance of SWF. The specific objectives of the evaluation of SWF 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<sup>14</sup>.

10.1.2 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***

10.1.3 As detailed above in Chapter 2, SWF has made good progress against its stated aims and objectives. Cutting across the six building blocks and associated objectives were four main programmes of activity: their advisory programme, training programme, community and education programme and their annual woodfair. The expenditure within SWF was spread across these four programmes relatively evenly.

### ***Outputs***

10.1.4 The advisory programme has involved a total of 4130 hours of advisory time over the evaluation period which would be valued at £165,200 at commercial rates. The training programme has resulted in the inclusion of 998 beneficiaries in either training or best practise activities. The Community and Education programme includes a wide range of activities and has benefited almost 4000 school children, 150 health walkers and 143 members of their collaborative groups. The annual woodfair benefited over 5000 participants in 2005.

### ***Outcomes***

10.1.5 The outcomes arising from these activities are summarised below. These outcomes are based upon evidence gathered during the primary research and from documentation provided by SWF.

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<sup>14</sup> 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.

*Advisory Programme*

- 1,295ha of new planting, 70% of which was broadleaved planting
- Community and social impacts – people enabled to stay on land
- Employment – 197 UK jobs and 131 local jobs supported

*Training and Best Practice*

- Development of knowledge and skill base of 998 local people
- Dissemination of best practice to other regions of the UK
- Social impacts – increased optimism and broadened horizons of participants

*Community and Education*

- Stimulated interest in environmental matters among a large number of young people
- Provided useful educational context for school teachers
- Improved access for 150 people to healthy walking activities and in the long term, improved health and wellbeing of participants
- Access to new social network for walkers
- Opportunity to access new ideas by 143 collaborators

*Woodfair*

- Access to large market by 130 exhibitors/demonstrators
- Benefit of access to new ideas by 5000 attendees at woodfair
- Major social event in region offering opportunity to network and develop community interaction

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

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

***Employment***

- 10.1.7 In the UK as a whole, we estimate that **197** jobs have been supported by SWF, of which 130 arise in Devon, 43 in Cornwall and 23 in the rest of the SW area. Within the SWF local area itself, we estimate that **131** jobs have been supported, with 88 in Devon, 29 in Cornwall and 14 in the rest of the SW area.

***Community Effects***

- 10.1.8 There has been an impact on family structures and family life as a consequence of the SWF activity. The initiatives have enabled people to stay on their land in situations where this would not otherwise have been possible. This had a knock on effect of keeping cross-generational families intact. This, of course, has had a further effect on the community and environment in the region. While the extent of this and

the monetary value associated with it are difficult to measure, case study evidence clearly shows that this is taking place.

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

***Financial***

- 10.1.9 131 local jobs (net of deadweight but not displacement, since displacement effects were not observed during the evaluation) have been supported through the SWF project.
- 10.1.10 The project has generated notable economic effects. There is evidence of positive business performance effects for approximately one quarter of respondents to the beneficiary survey. Most of the participants in the wider survey believed that SWF had had a positive impact on businesses in the area.
- 10.1.11 Case study evidence suggested that SWF has enabled the development and continuity of businesses, ensuring the retention of some employment and creation of new employment.

***Social***

- 10.1.12 In terms of social effects, quality of life and/or lifestyle improvement is taking place among SWF beneficiaries. One third of beneficiaries believed their involvement had resulted in a quality of life or lifestyle improvement. Given the longer-term nature of this type of indicator, this is a notable outcome from SWF.
- 10.1.13 There were further positive results in terms of the improvement of outlook and attitude among people benefiting from the SWF activities. Half of the SWF beneficiaries felt more confident about the future as a consequence of their involvement and many planned new or follow-up activities. Most beneficiaries found that their horizons had been broadened from this experience.

***Environmental***

- 10.1.14 The environmental impact of the SWF was reviewed in relation to Landscape and Visual Amenity (potential and actual), Biodiversity and Habitat Creation, and wider Environmental Services.
- 10.1.15 *Landscape and Visual Amenity:* Although it is believed that planting was sympathetic to the local landscape character, given the generally low residential population density (21 people per km<sup>2</sup>) 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.

- 10.1.16 *Biodiversity and Habitat Creation:* Review of two biodiversity surveys indicated that SWF has had positive impacts on a range of national to locally important Biodiversity Action Plan species. New SWF woodland creation schemes scored highly across, on average, two out of the three biodiversity criteria in grant applications.
- 10.1.17 *Other Environmental Impacts:* Whilst it was not possible to evaluate all of the wider environmental impacts, it was calculated that 13,988 tonnes of carbon were sequestered in SWF woodland during the study period (based on approximately 1295.2 ha of new woodland created from 2002-5. Carbon rights to approximately 200ha of new planting had been purchased by Future Forest and Treemiles and was of benefit to the owners providing a one-off payment of approximately £400/500 per ha.
- 10.1.18 More broadleaf has been planted than conifer and the rate of conifer planting has slowed during the SWF project timescale. The proportion of conifer planting has reduced from approximately 50% in 2000 to under 10% in 2005. The average size of new planting schemes was 13ha and they were well distributed across the SWF area. The nature of the planting has been varied due to the different types of activities undertaken by the SWF, including farm woodlands, community woodlands and domestic plantings. Most of the expenditure (approximately 97%) has been on new woodland creation rather than existing woodland management or improvement.
- 10.1.19 SWF 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 SWF. They were also very positive about the effects on land management and the environment in the local area. Case study evidence also shows that these effects would not have happened without SWF.

## 10.2 Overall Observations

- 10.2.1 SWF has made good progress against its objectives and has had wide ranging outcomes.
- 10.2.2 Looking across these outcomes from the SWF 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 SWF over the period of evaluation was £1,011,362 and the contribution of the Forestry Commission represented approximately 15% of this. Looking across the programmes of activity, the advisory programme utilised 28.1% of this gross figure, the training programme utilised 25.1% of this, the community and education programme utilised 27.5% of this and the annual woodfair utilised 19.3% of this figure. The outputs and outcomes from these programmes of activity have been in line with expectations as detailed above.
- 10.2.3 Rural development activity has been achieved, most notably through support for 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, training of large numbers of people living in the area, assisting with community development and contributing to the social and economic aspects of the area through the annual woodfair.

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



## **Appendix A     Project Funders for SWF**

A1.1        Main funders for the SWF project have been:

- Objective 1
- Vocational Training Scheme
- Rural Enterprise Scheme
- The Forestry Commission
- Countryside Agency
- Devon County Council
- Cornwall County Council
- North Devon DC
- Torridge DC
- West Devon BC
- Landfill Tax - via SWEET (UK) Ltd
- Woodland Trust - Tree 4 All Programme
- Forest Education Initiative Partnership Fund

## Appendix B South West Forest – Local Economic Profiling Report

### B1 Introduction to LEPS

B1.1 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. misclassification 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

### B2 PACEC indicators: Measuring performance, competitiveness and social wellbeing

B2.1 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. For the current analysis, the South West Forest area is assessed and includes Torridge, North Devon, 41.9% of West Devon, 40% of Mid Devon and 46% of North Cornwall. 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 B2.1 PACEC Indicators**

Section	Group	Indicators	
Performance	Overall	Gross value Added	Population
		Employment	Unemployment
		Prosperity	Earnings
		Productivity	
Competitiveness	Enterprise Development	Businesses	Company Births
		Company deaths	Floorspace
		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

B2.2 Tables and charts illustrate all topics. Summary bar charts are given showing multiple indicators using standard (z) scores.

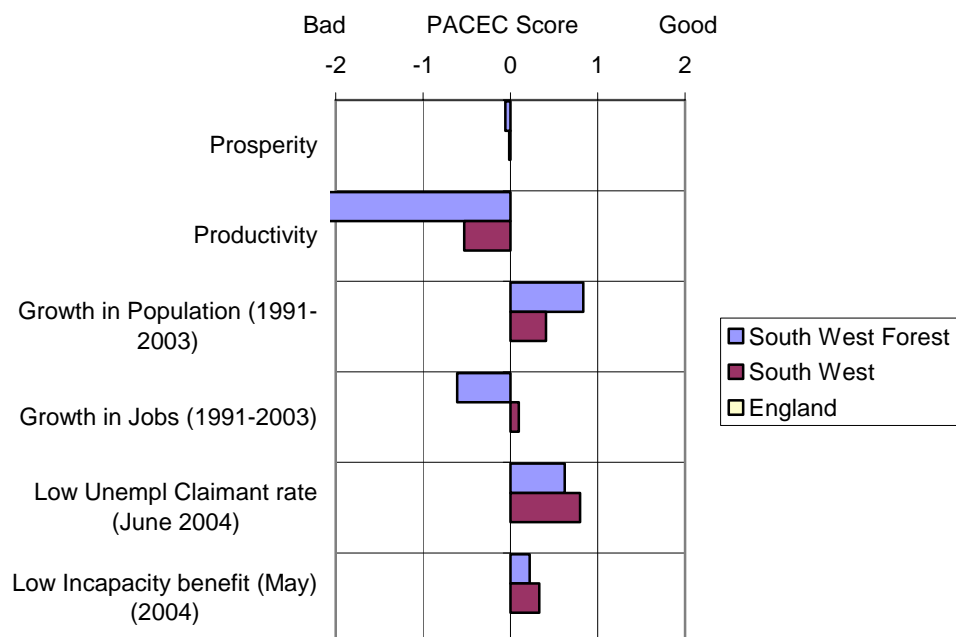
B2.3 The sources used for all of the PACEC data sets are described in the table below.

**Table B2.2 Sources**

Source	Description
PACEC-Jobs	<p>This PACEC dataset comprises estimates of employment, including the self employed, by district from 1971 to 2021, for 101 sectors.</p> <p>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.</p> <p>Estimates for the Self Employed are based on the Labour Force Survey and Census of Population.</p> <p>Forecasts</p>
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 Floorspace 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	

## B3 Performance

**Figure B3.1 Performance Indicators**



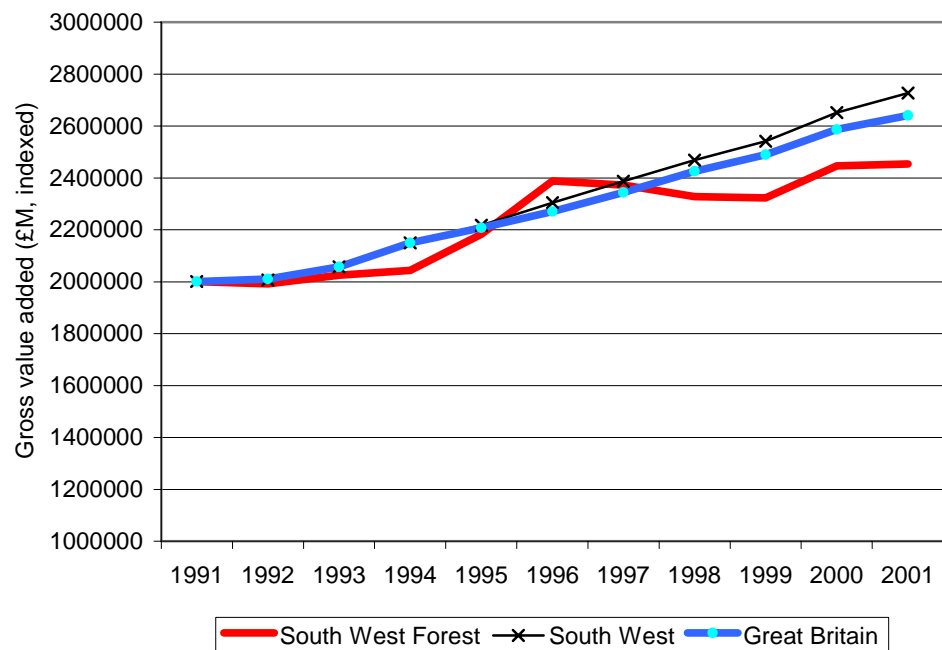
Source: ONS; PACEC

## B4 Gross Value Added, Prosperity and Productivity

**Table B4.3 Gross Value Added, change from 1991**

	South West Forest	South West	Great Britain
1991	2bn	55bn	709bn
2001	2.45bn	74.9bn	936bn
Change	454m	20bn	227bn
Benchmark (%)	22.7%	36.3%	32.0%
Differential (%)	0.0%	-13.6%	-9.3%
Excess	0	-273m	-186m
Indicator	0.00	-0.43	-0.29

South West Forest is benchmarked against different areas  
Source: ONS; PACEC

**Figure B4.2 Gross Value Added**

The graph shows how South West Forest would have grown if it had had the growth rates of the other areas.

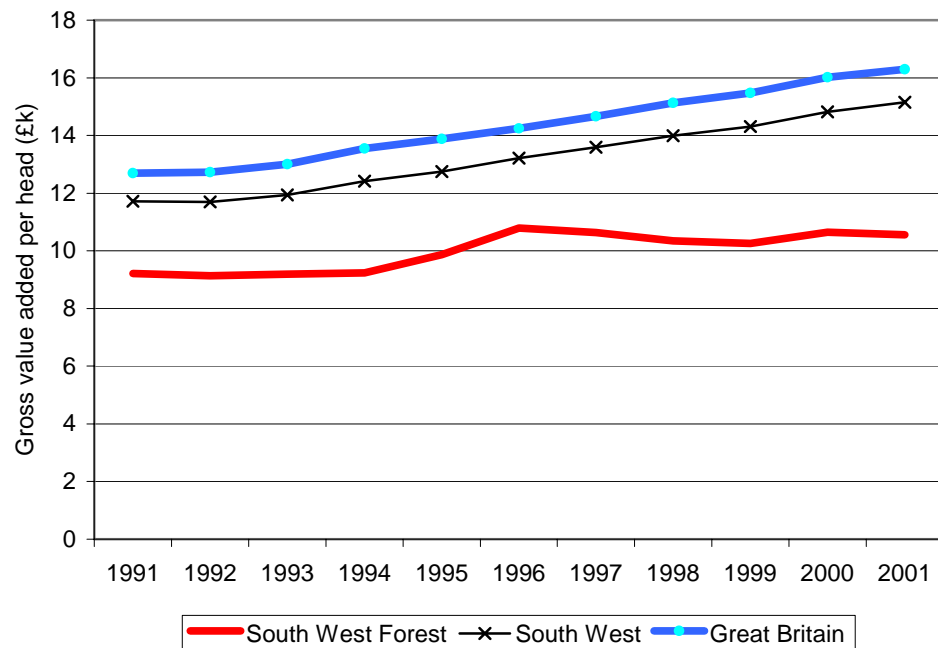
Source: ONS; PACEC

**Table B4.4 Prosperity: Gross Value Added per head, 2001**

	South West Forest	South West	Great Britain
Population	232k	4.94m	57.4m
Gross Value Added (2004 prices)	£2.45bn	£74.9bn	£936bn
Prosperity	£10,600	£15,200	£16,300
Differential	£0	£-4,600	£-5,730
Excess	£0	£-1.07bn	£-1.33bn
Indicator	0.00	-0.04	-0.05

South West Forest is benchmarked against different areas

Source: ONS; PACEC

**Figure B4.3 Prosperity: Gross Value Added per head**

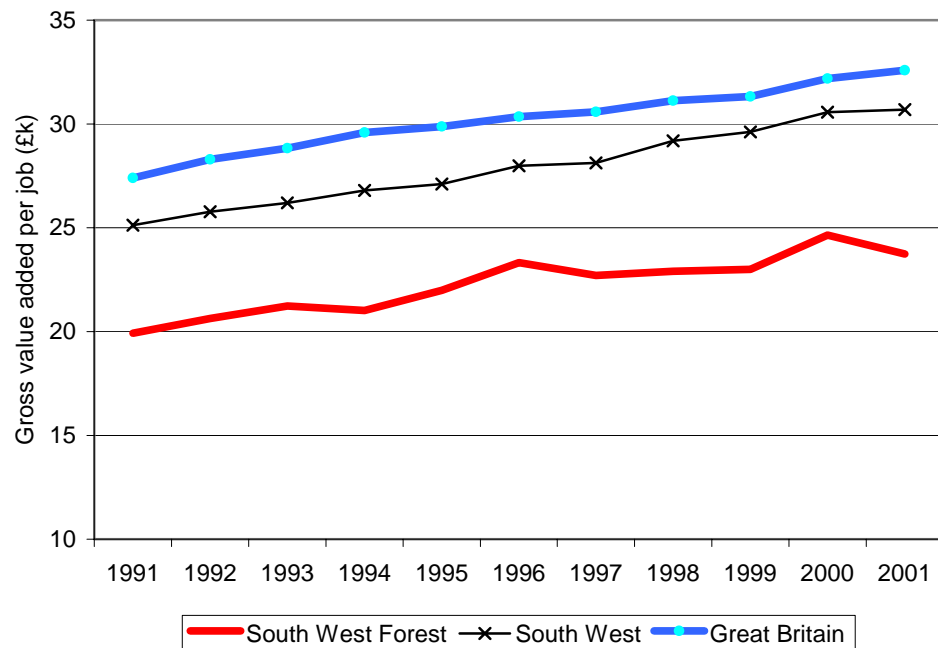
Source: ONS; PACEC

**Table B4.5 Productivity: Gross Value Added per job, 2001**

	South West Forest	South West	Great Britain
Workplace jobs	103k	2.44m	28.7m
Gross Value Added (2004 prices)	£2.45bn	£74.9bn	£936bn
Productivity	£23,700	£30,700	£32,600
Differential	£0	£-6,960	£-8,850
Excess	£0	£-719m	£-914m
Indicator	0.00	-1.67	-2.13

South West Forest is benchmarked against different areas

Source: ONS; PACEC

**Figure B4.4 Productivity: Gross Value Added per job, 2001**

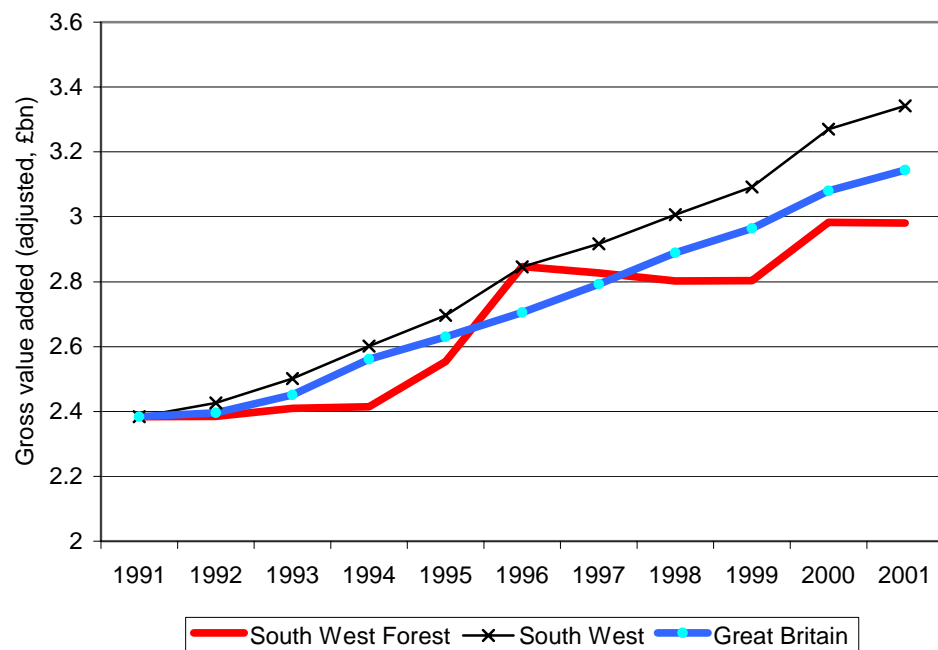
Source: ONS; PACEC

**Table B4.6 Structurally adjusted Productivity, 2001**

	South West Forest	South West	Great Britain
Workplace jobs	103k	2.44m	28.7m
Gross Value Added (Adjusted - 04 prices)	£2.98bn	£78.2bn	£933bn
Productivity	£28,800	£32,000	£32,500
Differential	£0	£-3,210	£-3,650
Excess	£0	£-332m	£-377m
Indicator	0.00	-1.13	-1.28

South West Forest is benchmarked against different areas. Adjusted for industrial structure.  
Source: ONS; PACEC



**Figure B4.5 Gross Value Added (Adjusted)**

Adjusted for industrial structure. The graph shows the growth South West Forest would have achieved if it had had the growth rates of the other areas.

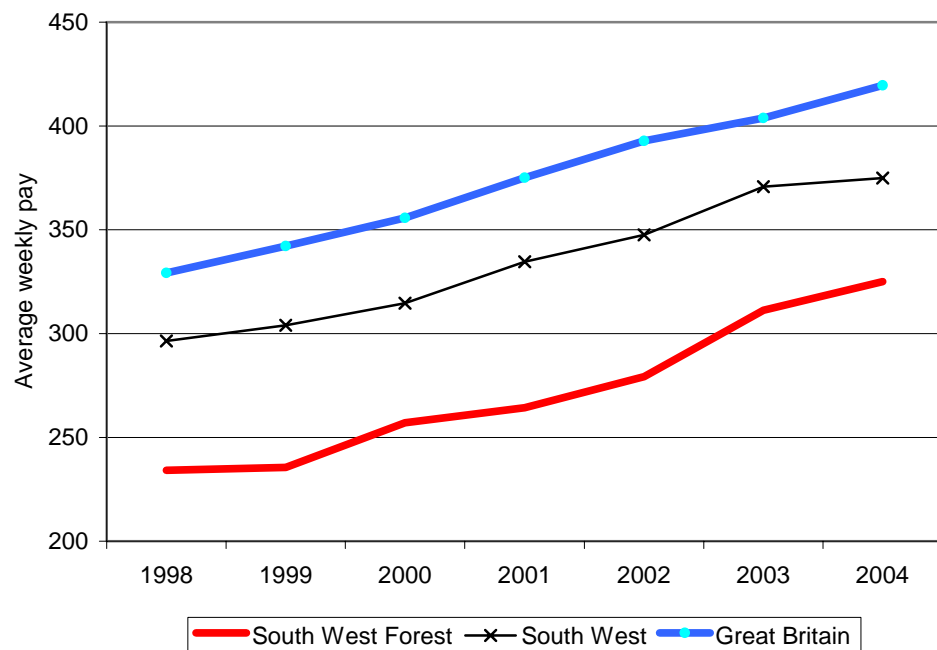
Source: ONS; PACEC

**Table B4.7 Estimate of Average Weekly Earnings (Workplace-based) (2004, 1998)**

	South West Forest	South West	England
Estimate of workplace jobs	70,100	1.87m	18.4m
Estimate of workplace-based total weekly gross earnings	£22.8bn	£700bn	£7830bn
Estimate of mean gross weekly pay	£325	£375	£427
Differential	£0	£-50	£-102
Excess	£0	£-3.49m	£-7.12m
Indicator	0.00	-0.58	-1.19
Change in rate (£)	£91	£78	£93
Differential change in rate (£)	£0	£13	£-2
Differential change in rate (total, £)	£0	£878k	£-121k
Indicator	0.00	0.31	-0.04

ASHE surveys are based on samples; at local authority level the sample size is very small and the figures are unreliable. South West Forest 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 B4.6 Average Weekly Earnings (Workplace-based) (2004, 1998)**

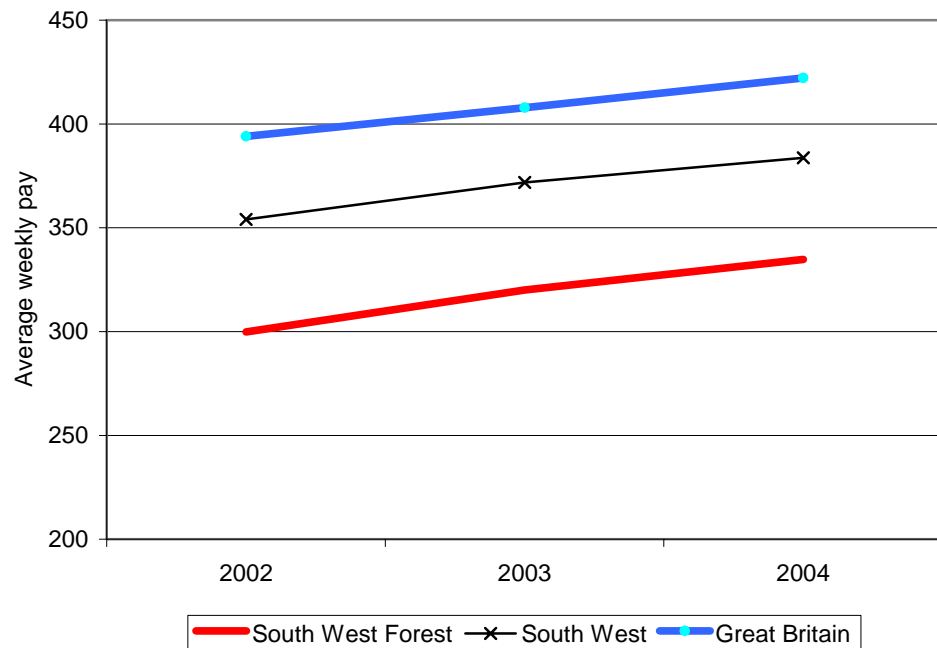
Changes in official definitions in 2004 mean the data is not strictly comparable with previous years.  
Source: ONS: ASHE; PACEC

**Table B4.8 Estimate of Average Weekly Earnings (Residence-based) (2004, 2002)**

	South West Forest	South West	England
Estimate of residence-based jobs	82,900	1.87m	17.9m
Estimate of residence-based total weekly gross earnings	£27.7bn	£715bn	£7680bn
Estimate of mean gross weekly pay	£335	£384	£429
Differential	£0	£-49	£-95
Excess	£0	£-4.06m	£-7.84m
Indicator	0.00	-0.52	-1.00
Change in rate (£)	£35	£30	£28
Differential change in rate (£)	£0	£5	£6
Differential change in rate (total, £)	£0	£432k	£533k
Indicator	0.00	0.22	0.27

ASHE surveys are based on samples; at local authority level the sample size is very small and the figures are unreliable. South West Forest 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 B4.7 Average Weekly Earnings (Residence-based) (2004, 2002)**

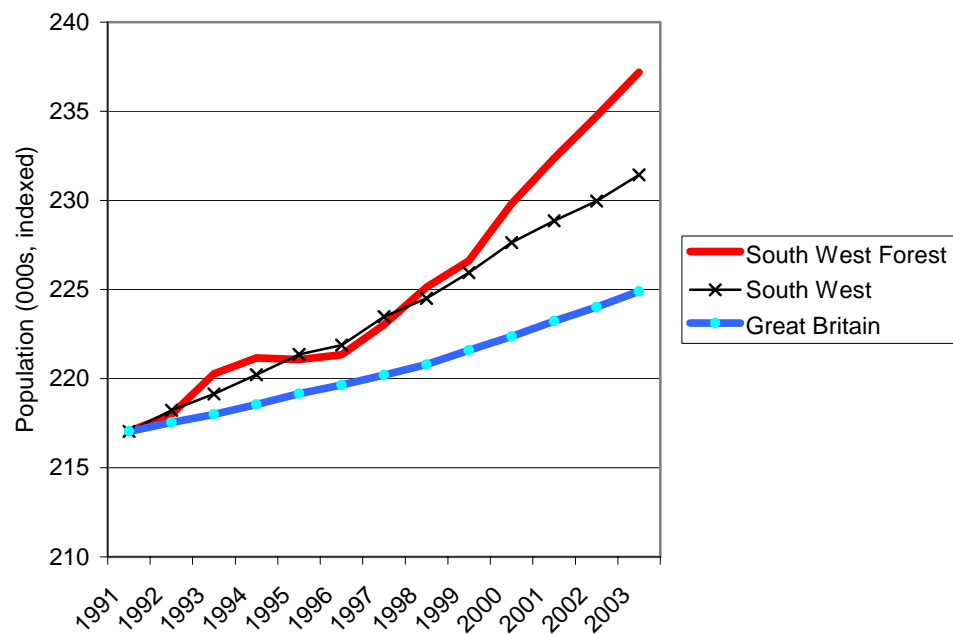
Changes in official definitions in 2004 mean the data is not strictly comparable with previous years.  
Source: ONS: ASHE; PACEC

## B5 Population

**Table B5.9 Population analysis (2003, 1991)**

	South West Forest	South West	Great Britain
1991	217k	4.69m	55.8m
2003	237k	5m	57.9m
Change	20,100	311k	2.02m
Benchmark (%)	9.3%	6.6%	3.6%
Differential (%)	0.0%	2.6%	5.7%
Excess	0	5,750	12,300
Indicator	0.00	0.43	0.92

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

**Figure B5.8 Population**

The graph shows how South West Forest would have grown if it had had the growth rates of the other areas.

Source: Mid Year Population estimates, ONS, NISRA; PACEC

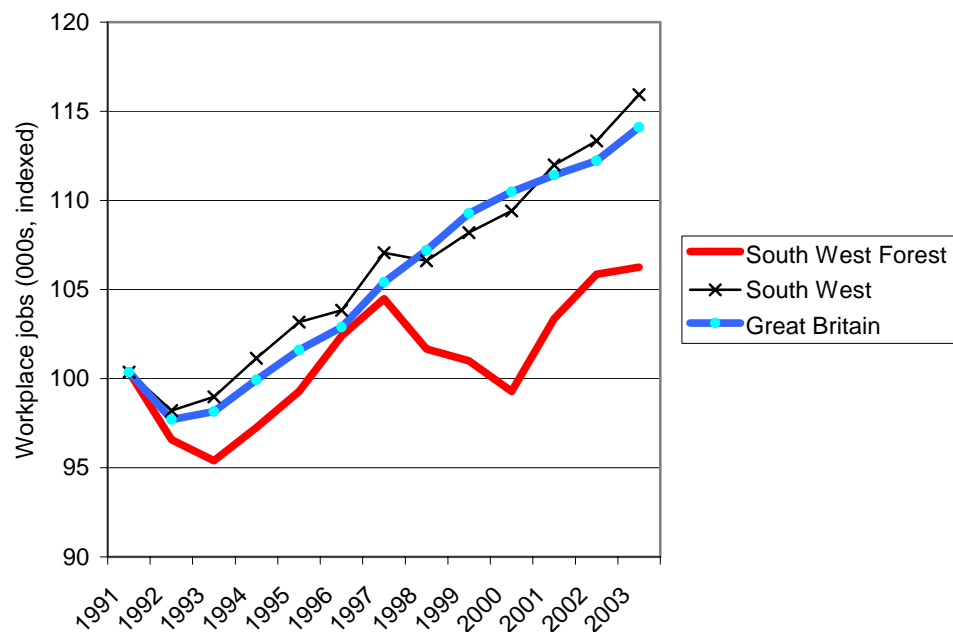
## B6 Workplace jobs

**Table B6.10 Workplace jobs (2003, 1991)**

	South West Forest	South West	Great Britain
Population	237k	5m	57.9m
Workplace jobs	106k	2.53m	29.4m
Jobs per head of population	44.8%	50.5%	50.8%
Differential	0.0%	-5.7%	-6.0%
Excess	0	-13,600	-14,300
Indicator	0.00	-0.03	-0.03
Growth	5,910	339k	3.54m
Growth (%)	5.9%	15.5%	13.7%
Differential (%) growth	0.0%	-9.6%	-7.8%
Excess	0	-9,670	-7,840
Indicator	0.00	-0.70	-0.57
Change in rate (%)	-1.4%	3.9%	4.5%
Differential change in rate (#)	0.0%	-5.3%	-5.9%
Differential change in rate (#)	0	-12,600	-14,100
Indicator	0.00	-0.39	-0.43

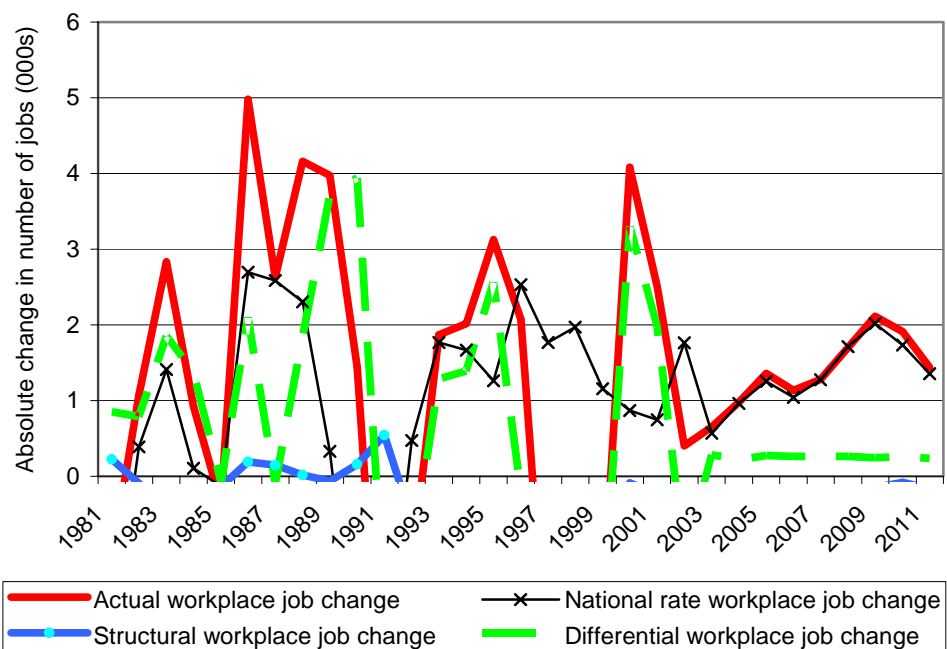
South West Forest is benchmarked against different areas

Source: Annual Business Inquiry to 2003, Labour Force Survey to 2004, Census of Population to 2001, ONS; PACEC

**Figure B6.9 Workplace jobs**

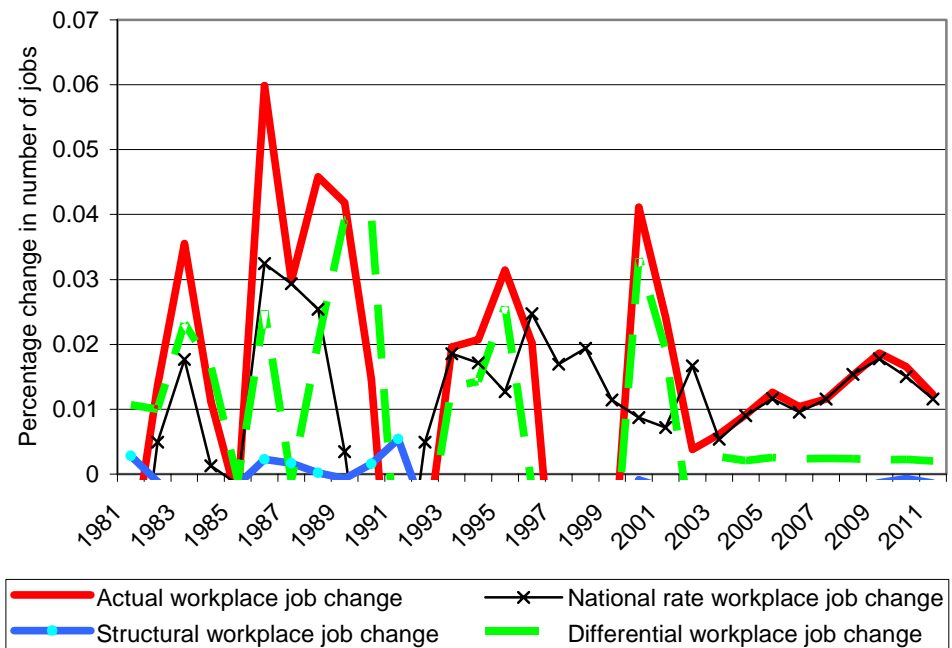
The graph shows how South West Forest would have grown if it had had the growth rates of the other areas.

Source: Annual Business Inquiry to 2003, Labour Force Survey to 2004, Census of Population to 2001, ONS; PACEC

**Figure B6.10 Workplace jobs in South West Forest: structural breakdown and projection**

Source: Annual Business Inquiry to 2003, Labour Force Survey to 2004, Census of Population to 2001, ONS; PACEC

**Figure B6.11 Workplace job rates in South West Forest : structural breakdown and projection**



Source: Annual Business Inquiry to 2003, Labour Force Survey to 2004, Census of Population to 2001, ONS; PACEC

## B7 Unemployment, incapacity benefit

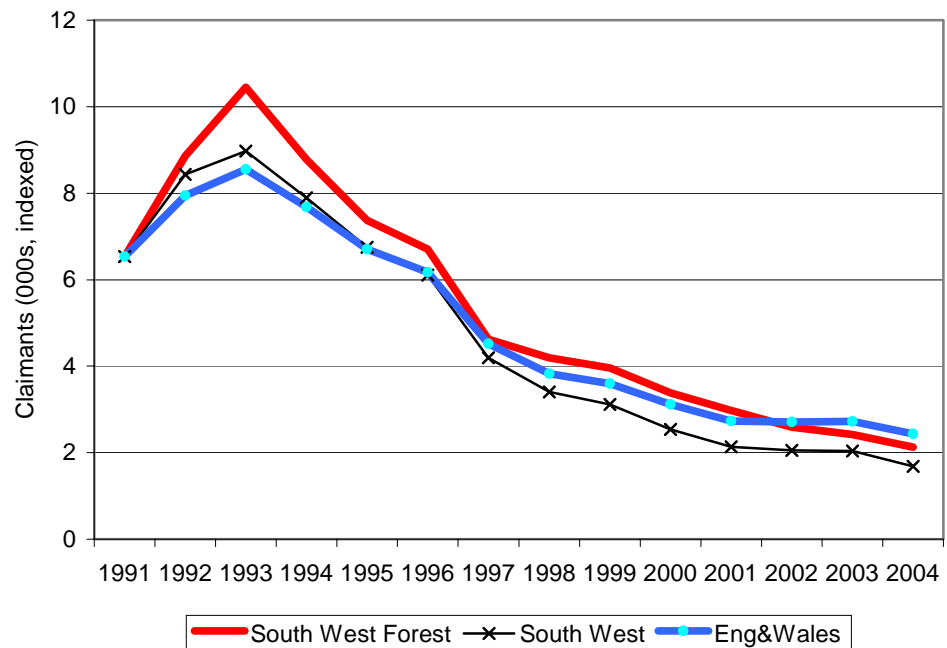
**Table B7.11 Claimant unemployment**

	South West Forest	South West	Eng&Wales
Economically Active	113k	2.42m	25.6m
Unemployment Claimant Benefits (June)	2,130	39,400	718k
Unemployment Claimant Benefits (June) rate	1.9%	1.6%	2.8%
Differential	0.0%	0.3%	-0.9%
Excess	0	287	-1,050
Indicator	0.00	-0.17	0.63
Growth	-4,410	-114k	-1.21m
Growth (%)	-67.4%	-74.2%	-62.7%
Differential (%) growth	0.0%	6.8%	-4.7%
Excess	0	446	-306
Indicator	0.00	-0.73	0.50
Change in rate (%)	-4.6%	-5.2%	-5.0%
Differential change in rate (#)	0.0%	0.5%	0.4%
Differential change in rate (#)	0	601	410
Indicator	0.00	-0.30	-0.20

South West Forest is benchmarked against different areas

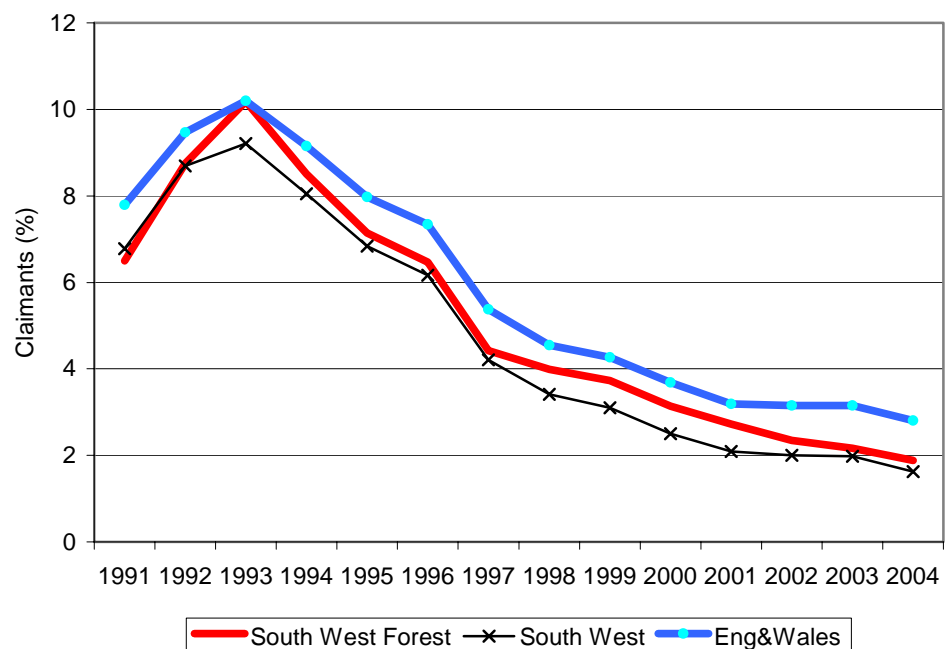
Source: ONS: Claimant Unemployment; PACEC



**Figure B7.12 Claimant unemployment**

The graph shows how South West Forest would have grown if it had had the growth rates of the other areas.

Source: ONS: Claimant Unemployment; PACEC

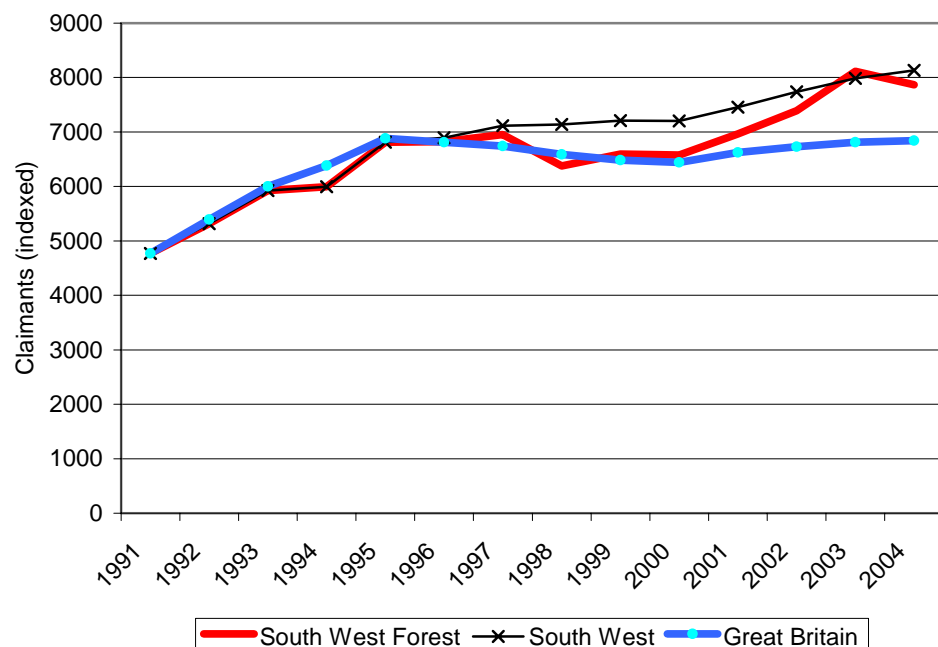
**Figure B7.13 Changes in the claimant unemployment rate**

Source: ONS: Claimant Unemployment; PACEC

**Table B7.12 Incapacity benefit (2004, 1991)**

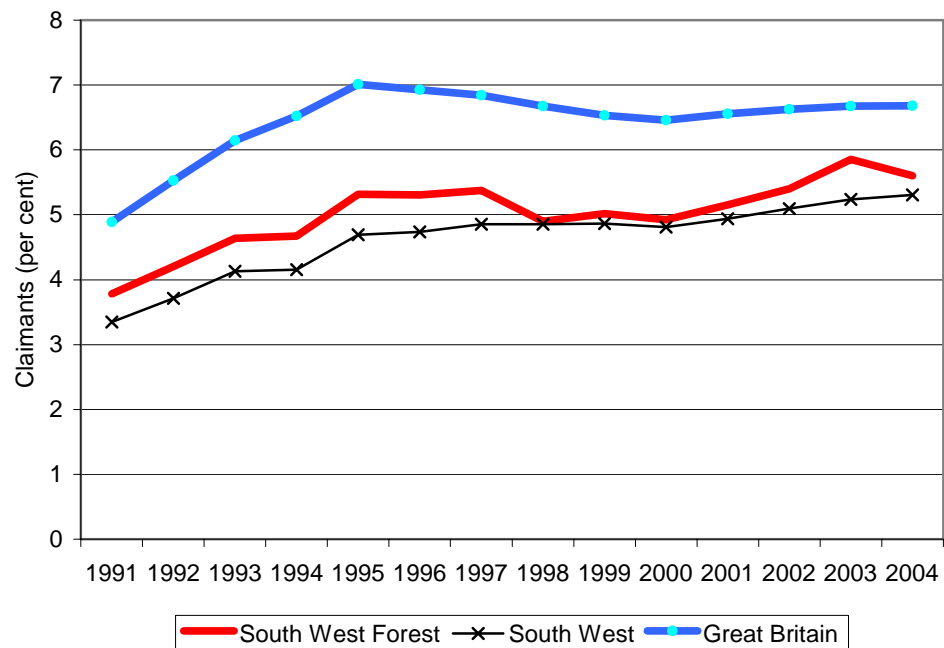
	South West Forest	South West	Great Britain
Population of working age (16-59/64)	140k	2.99m	35.9m
Incapacity benefit (May)	7,870	159k	2.4m
Incapacity benefit (May) rate	5.6%	5.3%	6.7%
Differential	0.0%	0.3%	-1.1%
Excess	0	413	-1,510
Indicator	0.00	-0.11	0.40
Growth	3,100	65,600	726k
Growth (%)	64.9%	70.4%	43.4%
Differential (%) growth	0.0%	-5.5%	21.5%
Excess	0	-264	1,020
Indicator	0.00	0.19	-0.76
Change in rate (%)	1.8%	2.0%	1.8%
Differential change in rate (#)	0.0%	-0.1%	0.0%
Differential change in rate (#)	0	-202	35
Indicator	0.00	0.16	-0.03

South West Forest is benchmarked against different areas  
Source: DWP; PACEC

**Figure B7.14 Incapacity benefit**

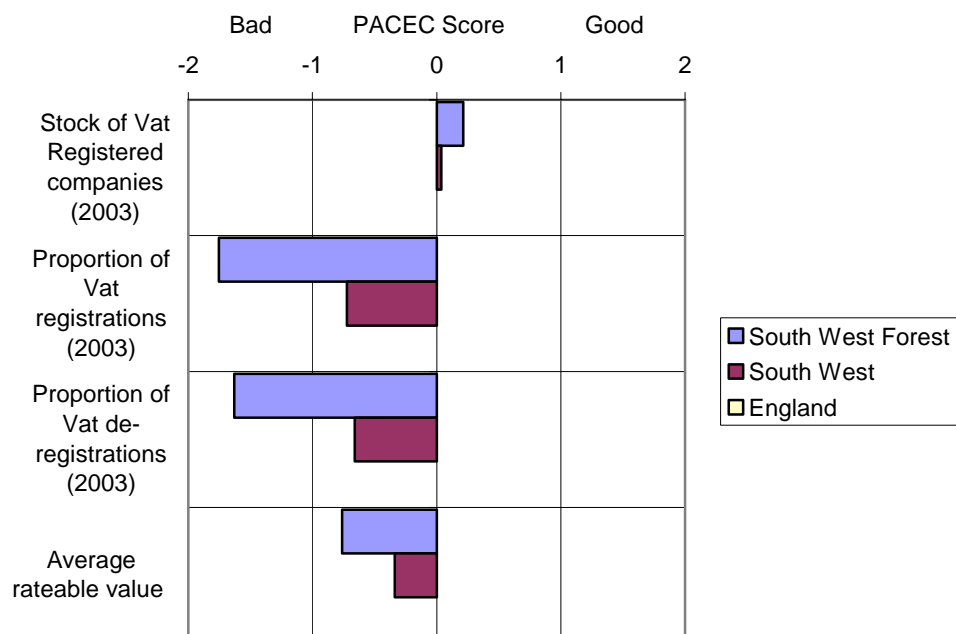
The graph shows how South West Forest would have grown if it had had the growth rates of the other areas.

Source: DWP; PACEC

**Figure B7.15 Incapacity benefit**

Source: DWP; PACEC

## B8 Competitiveness: Enterprise Development

**Figure B8.16 Enterprise indicators**

Source: ONS; PACEC

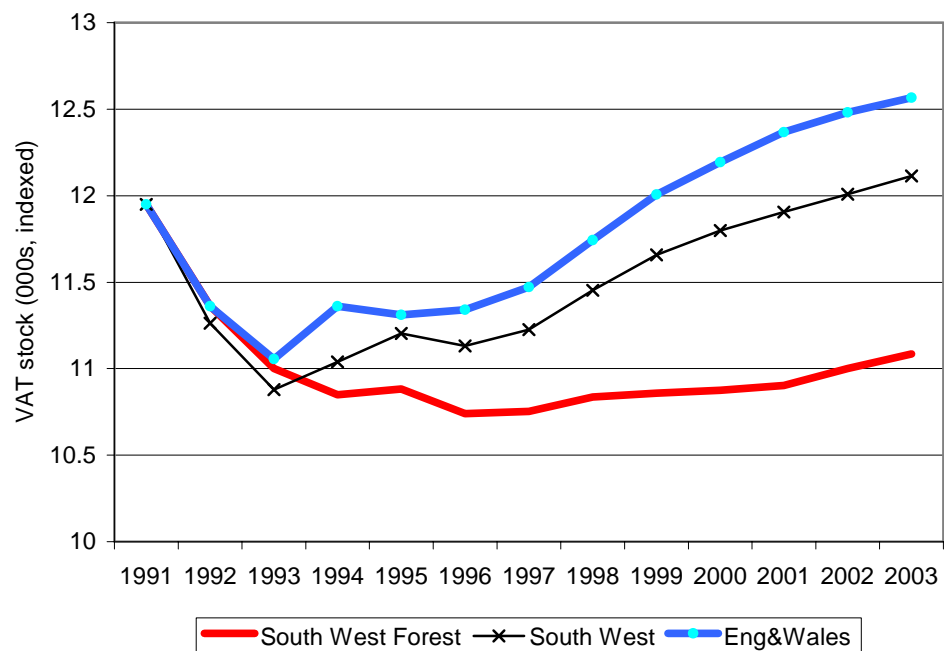
## B9 Business Stock, 2003

**Table B9.13 Stock of VAT registered businesses (2003, 1991)**

	South West Forest	South West	Great Britain
1991	11,900	165k	1.65m
2003	11,100	168k	1.74m
Change	-864	2,270	82,300
Benchmark (%)	-7.2%	1.4%	5.0%
Differential (%)	0.0%	-8.6%	-12.2%
Excess	0	-1,030	-1,460
Indicator	0.00	-0.70	-1.00

South West Forest is benchmarked against different areas  
Source: ONS: Vat registrations; PACEC

**Figure B9.17 Stock of VAT registered businesses**



The graph shows how South West Forest would have grown if it had had the growth rates of the other areas.

Source: ONS: Vat registrations; PACEC

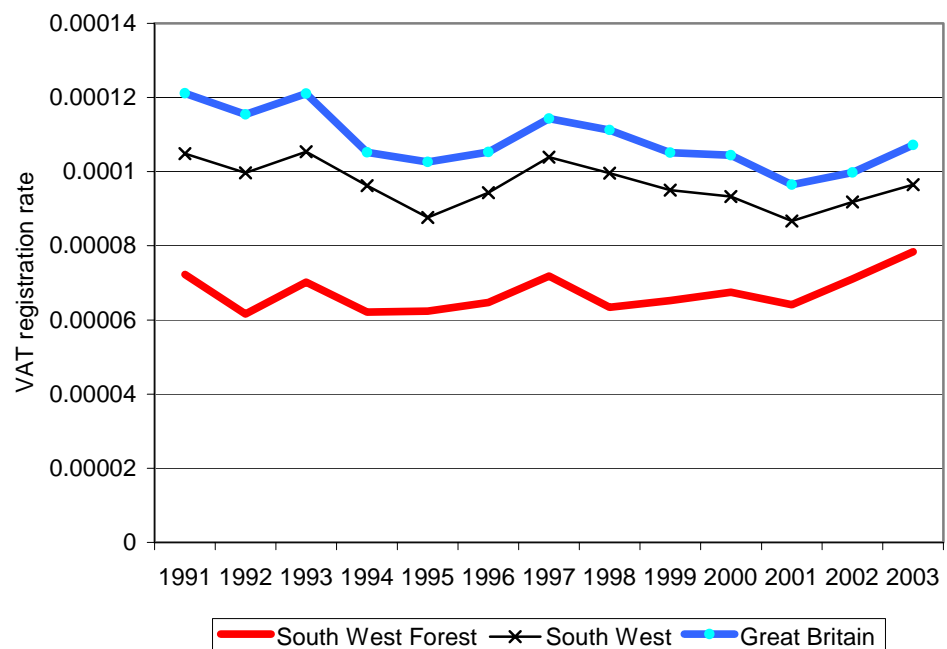
## B10 Company Birth Rate

**Table B10.14 VAT registration rate (2003)**

	South West Forest	South West	Great Britain
Stock of Vat Registered companies	11,100	168k	1.74m
Vat registrations	869	16,200	186k
VAT registration rate	7.8%	9.7%	10.7%
Differential	0.0%	-1.8%	-2.9%
Excess	0	-201	-319
Indicator	0.00	-1.03	-1.64

South West Forest is benchmarked against different areas  
Source: ONS: Vat registrations; PACEC

**Figure B10.18 VAT registration rate**



Source: ONS: Vat registrations; PACEC

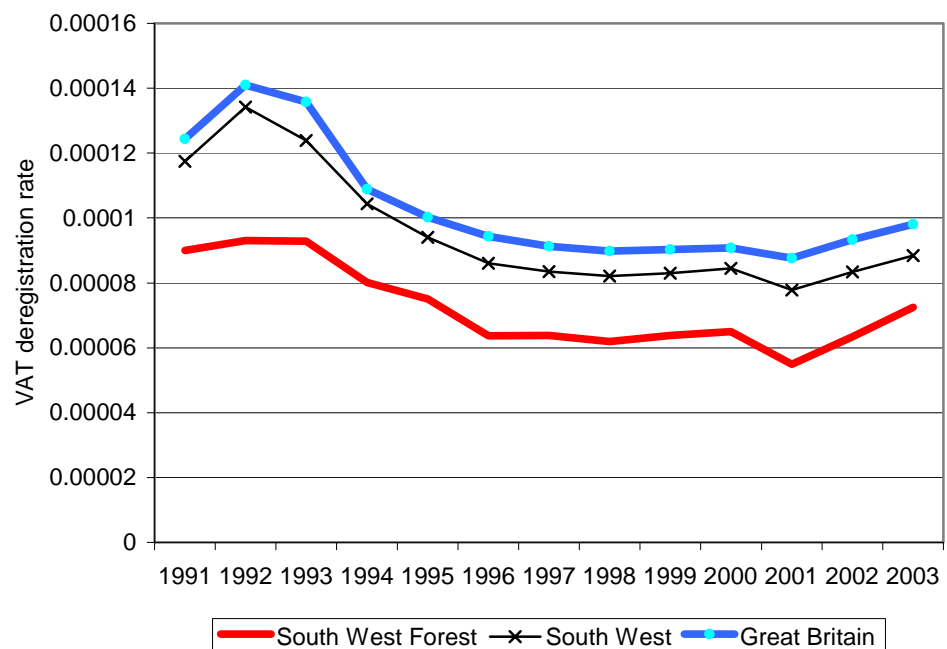
## B11 Company Death Rate

**Table B11.15 VAT deregistrations (2003)**

	South West Forest	South West	Great Britain
Stock of Vat Registered companies	11,100	168k	1.74m
Vat de-registrations	804	14,800	170k
VAT deregistration rate	7.3%	8.8%	9.8%
Differential	0.0%	-1.6%	-2.6%
Excess	0	-177	-284
Indicator	0.00	-0.97	-1.56

South West Forest is benchmarked against different areas  
Source: ONS: Vat registrations; PACEC

**Figure B11.19 VAT deregistrations**



Source: ONS: Vat registrations; PACEC

## B12 Floorspace

**Table B12.16 Average rateable value**

	South West Forest	South West	England
Area of Rateable value (m2)	1.95m	47.9m	556m
Rateable value total (£)	£63.2m	£2.15bn	£30.6bn
Average rateable value	£32	£45	£55
Differential	£0	£-13	£-23
Excess	£0	£-24.6m	£-44.3m
Indicator	0.00	-0.42	-0.76

South West Forest is benchmarked against different areas

Source: ODPM: Commercial and Industrial Floorspace; PACEC

**Table B12.17 Rateable area per workplace job**

	South West Forest	South West	England
Workplace jobs	106k	2.53m	25.5m
Area of Rateable value (m2)	1.95m	47.9m	556m
Rateable area per job	18.37	18.95	21.77
Differential	0.00	-0.58	-3.40
Excess	0.00	-61,907.70	-360,919.33
Indicator	0.00	-0.08	-0.44

South West Forest is benchmarked against different areas

Source: ODPM: Commercial and Industrial Floorspace; PACEC

## B13 Competitiveness: Industrial Structure

## B14 Industrial Structure, 2003

**Table B14.18 Employment by 9 sectors (2003, 1995, GB LQ)**

	Workpla ce Jobs 2003	Share (%)	LQ	Excess	Change	Change (%)
Primary	7,760	7.3%	3.15	5,300	-4,210	-35.1%
Manufacturing	13,900	13.1%	1.10	1,300	-3,700	-21.0%
Construction	9,550	9.0%	1.38	2,640	2,040	27.2%
Retail	15,100	14.2%	1.08	1,070	2,690	21.6%
Wholesale	3,810	3.6%	0.94	-262	1,000	35.8%
Leisure	16,800	15.8%	1.28	3,650	1,590	10.5%
Transport	3,970	3.7%	0.60	-2,610	615	18.3%
Finance and business	11,300	10.6%	0.53	-9,850	2,280	25.3%
Public service	24,100	22.7%	0.95	-1,240	3,690	18.1%
Total (by SIC)	106k	100.0%	1.00	0	6,000	6.0%

South West Forest is benchmarked against Great Britain

Source: Annual Business Inquiry, 2003; PACEC

**Table B14.19 Establishments by 9 sectors (2003, 2001, GB LQ)**

	Workpla ces 2003	Share (%)	LQ	Excess	Change	Change (%)
Primary	206	2.1%	2.11	108	27	15.0%
Manufacturing	796	8.0%	1.03	24	6	0.8%
Construction	1,180	11.9%	1.32	288	94	8.6%
Retail	1,950	19.6%	1.18	301	-4	-0.2%
Wholesale	488	4.9%	0.85	-87	17	3.7%
Leisure	1,900	19.1%	1.18	292	159	9.2%
Transport	451	4.5%	0.97	-13	30	7.2%
Finance and business	2,000	20.1%	0.66	-1,030	268	15.5%
Public service	980	9.8%	1.14	118	-50	-4.9%
Total (by SIC)	9,960	100.0%	1.00	0	548	5.8%

South West Forest is benchmarked against Great Britain  
Source: Annual Business Inquiry, 2003; PACEC

**Table B14.20 Workplace employment by 9 sectors (2003, GB LQ)**

	South West Forest	South West	Great Britain
Primary	3.15	1.41	1.00
Manufacturing	1.10	0.98	1.00
Construction	1.38	1.08	1.00
Retail	1.08	1.12	1.00
Wholesale	0.94	0.88	1.00
Leisure	1.28	1.07	1.00
Transport	0.60	0.77	1.00
Finance and business	0.53	0.87	1.00
Public service	0.95	1.04	1.00
Total (by SIC)	1.00	1.00	1.00

Each area is benchmarked against Great Britain  
Source: Annual Business Inquiry, 2003; PACEC



**Table B14.21 Change in workplace employment 1995-2003 by 9 sectors**

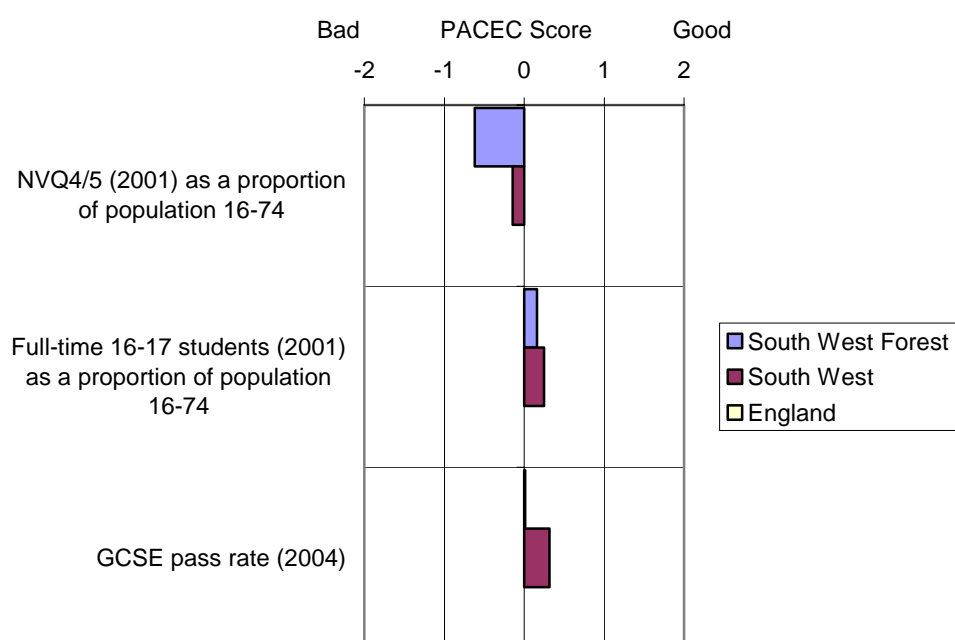
	Workpl ace Jobs 2003	Chang e	Chang e (%)	Bench mark (%)	Differe ntial	Exces s	Indicat or
Primary	7,760	- 4,210	- 35.1 %	- 21.0 %	- 14.1 %	- 1,690	-0.26
Manufacturing	13,90 0	- 3,700	- 21.0 %	- 17.0 %	-4.0%	-699	-0.10
Construction	9,550	2,040	27.2 %	10.1 %	17.1 %	1,280	0.50
Retail	15,10 0	2,690	21.6 %	15.4 %	6.2%	769	0.29
Wholesale	3,810	1,000	35.8 %	8.9%	26.9 %	756	0.55
Leisure	16,80 0	1,590	10.5 %	20.1 %	-9.6%	- 1,460	-0.41
Transport	3,970	615	18.3 %	19.4 %	-1.1%	-35	-0.03
Finance and business	11,30 0	2,280	25.3 %	27.7 %	-2.4%	-216	-0.06
Public service	24,10 0	3,690	18.1 %	20.2 %	-2.1%	-422	-0.10
Total (by SIC)	106k	6,000	6.0%	12.4 %	-6.4%	- 6,400	-0.55

South West Forest is benchmarked against Great Britain

Source: Annual Business Inquiry, 2003; PACEC

## B15 Competitiveness: Skills

**Figure B15.20 Skills indicators**



Source: ONS; PACEC

## B16 Adult qualifications, 2001

**Table B16.22 Qualifications (Census 2001)**

	South West Forest	South West	England
16 - 74 Population	100.0%	100.0%	100.0%
NVQ0	29.9%	26.2%	28.9%
NVQ1	18.1%	17.7%	16.6%
NVQ2	21.5%	21.4%	19.4%
NVQ3	7.0%	8.6%	8.3%
NVQ4/5	15.3%	18.8%	19.9%
Missing	8.2%	7.2%	6.9%

Source: Census of Population, 2001; PACEC

## B17 Students and qualifications

**Table B17.23 Full-time students aged 16-17 (2001, 1991)**

	South West Forest	South West	England
All people aged 16+	188k	3.99m	39.2m
Full-time 16-17 students	4,380	93,600	955k
Share (%)	2.3%	2.3%	2.4%
Differential (%)	0.0%	0.0%	-0.1%
Excess	0	-36	-202
Indicator	0.00	-0.07	-0.37
Growth	427	11,800	174k
Growth (%)	10.8%	14.4%	22.3%
Differential (%) growth	0.0%	-3.6%	-11.5%
Excess	0	-144	-456
Indicator	0.00	-0.21	-0.67
Change in rate (%)	0.1%	0.2%	0.4%
Differential change in rate (%)	0.0%	-0.1%	-0.3%
Differential change in rate (#)	0	-169	-547
Indicator	0.00	-0.27	-0.88

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B17.24 All full-time students (2001, 1991)**

	South West Forest	South West	England
16 - 74 Population	166k	3.53m	35.5m
Full-time students	7,150	223k	2.5m
Share (%)	4.3%	6.3%	7.0%
Differential (%)	0.0%	-2.0%	-2.7%
Excess	0	-3,300	-4,500
Indicator	0.00	-0.70	-0.95
Growth	-483	25,100	478k
Growth (%)	-6.3%	12.7%	23.6%
Differential (%) growth	0.0%	-19.0%	-30.0%
Excess	0	-1,450	-2,290
Indicator	0.00	-0.69	-1.09
Change in rate (%)	-0.6%	0.4%	1.0%
Differential change in rate (%)	0.0%	-1.0%	-1.6%
Differential change in rate (#)	0	-1,580	-2,710
Indicator	0.00	-0.61	-1.04

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B17.25 Population aged 16-17 (2001, 1991)**

	South West Forest	South West	England
Population of all ages	232k	4.93m	49.1m
16 - 17 Population	5,590	119k	1.23m
Proportion aged 16-17	2.4%	2.4%	2.5%
Differential (%)	0.0%	0.0%	-0.1%
Excess	0	-3	-221
Indicator	0.00	-0.01	-0.37
Growth	203	4,990	54,600
Growth (%)	3.8%	4.4%	4.6%
Differential (%) growth	0.0%	-0.6%	-0.9%
Excess	0	-33	-47
Indicator	0.00	-0.05	-0.08
Change in rate (%)	-0.1%	-0.1%	0.0%
Differential change in rate (%)	0.0%	0.0%	-0.1%
Differential change in rate (#)	0	-62	-210
Indicator	0.00	-0.13	-0.43

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B17.26 Full-time students in 16-17 age group (2001, 1991)**

	South West Forest	South West	England
16 - 17 Population	5,590	119k	1.23m
Full-time 16-17 students	4,380	93,600	955k
Share (%)	78.3%	78.8%	77.6%
Differential (%)	0.0%	-0.4%	0.8%
Excess	0	-24	43
Indicator	0.00	-0.09	0.16
Growth	427	11,800	174k
Growth (%)	10.8%	14.4%	22.3%
Differential (%) growth	0.0%	-3.6%	-11.5%
Excess	0	-144	-456
Indicator	0.00	-0.21	-0.67
Change in rate (%)	5.0%	6.9%	11.2%
Differential change in rate (%)	0.0%	-2.0%	-6.2%
Differential change in rate (#)	0	-109	-349
Indicator	0.00	-0.24	-0.76

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

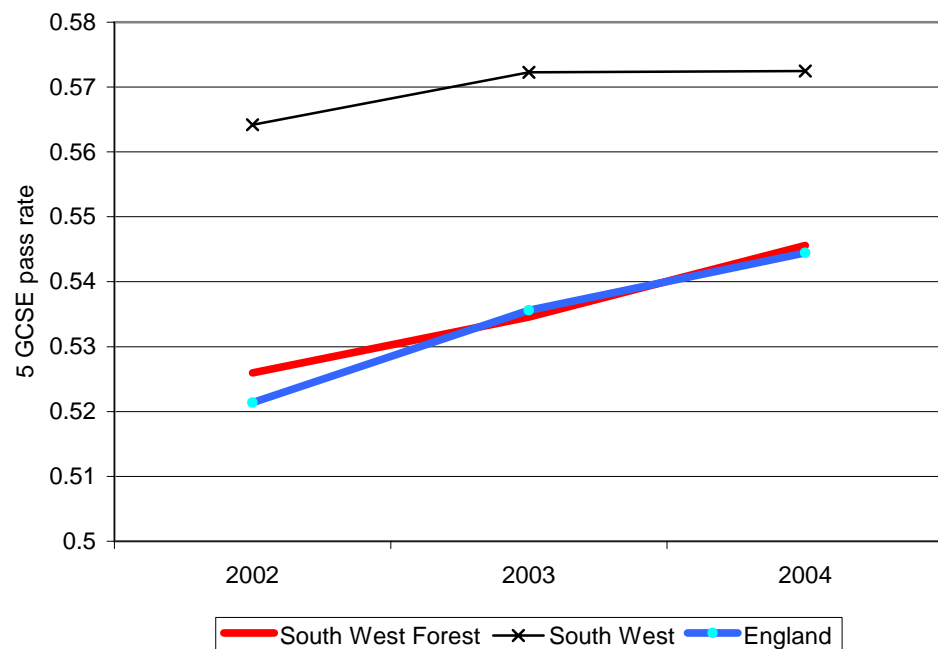
## B18 GCSEs, 2004

**Table B18.27 5 GCSEs A\*-C pass rate**

	South West Forest	South West	England
Number of GCSE students (aged 15)	3,100	63,400	634k
Number of students (aged 15) obtaining 5 GCSEs A* to C	1,690	36,300	345k
Proportion of students with 5 GCSE A*-C grades	54.6%	57.2%	54.4%
Differential	0.0%	-2.7%	0.1%
Excess	0	-83	3
Indicator	0.00	-0.30	0.01
Change in rate (%)	1.1%	0.0%	0.9%
Differential change in rate (#)	0.0%	1.1%	0.2%
Differential change in rate (#)	0	34	7
Indicator	0.00	0.40	0.08

South West Forest is benchmarked against different areas  
Source: DfES - Performance Tables; PACEC

**Figure B18.21 5 GCSEs A\*-C pass rate**



Source: DfES - Performance Tables; PACEC

## B19 Occupational structure, 2001

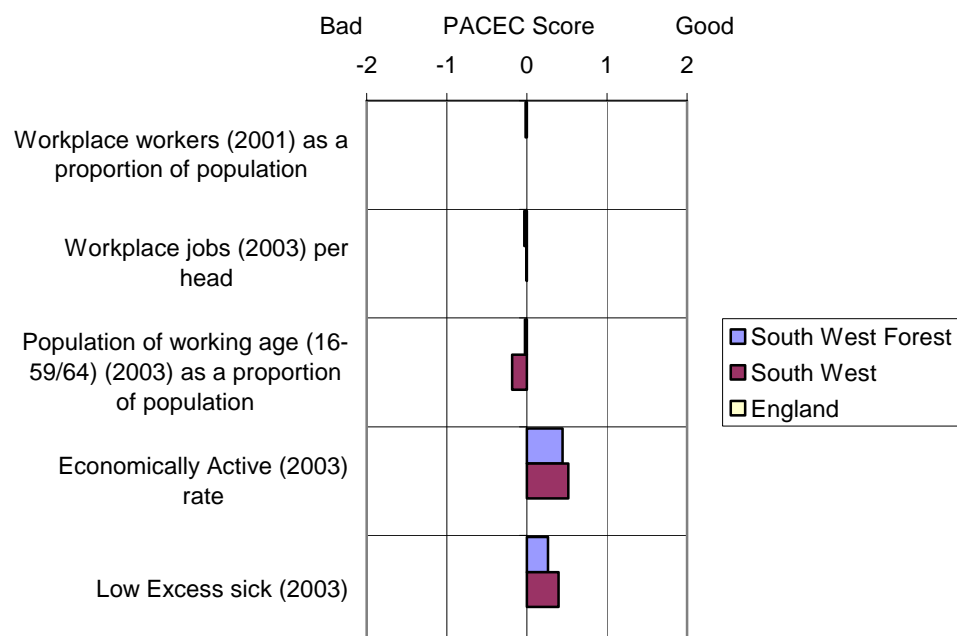
**Table B19.28 SOC (Census 2001)**

	South West Forest	South West	Eng&Wales
Managers and senior officials	13.4%	14.5%	15.1%
Professional occupations	8.2%	10.3%	11.2%
Associate professional and technical occupations	10.9%	13.6%	13.8%
Administrative and secretarial occupations	10.1%	12.8%	13.3%
Skilled trades occupations	19.0%	13.3%	11.6%
Personal service occupations	8.0%	7.2%	6.9%
Sales and customer service occupations	7.2%	8.0%	7.7%
Process; plant and machine operatives	9.3%	8.1%	8.5%
Elementary occupations	13.9%	12.2%	11.9%

Source: Census of Population, 2001; PACEC

## B20 Competitiveness: Labour Market Balance

**Figure B20.22 Labour indicators**



Source: Census of Population 1991, 2001; PACEC

## B21 Jobs balance sheet, 2001

**Table B21.29 Workers (workplace-based)**

	South West Forest	South West	England
Population of all ages	232k	4.93m	49.1m
Workplace workers	97,400	2.26m	22.4m
Share (%)	42.0%	45.8%	45.5%
Differential (%)	0.0%	-3.8%	-3.5%
Excess	0	-8,810	-8,220
Indicator	0.00	-0.02	-0.02
Growth	12,700	268k	2.08m
Growth (%)	15.0%	13.5%	10.3%
Differential (%) growth	0.0%	1.6%	4.8%
Excess	0	1,320	4,020
Indicator	0.00	0.17	0.51
Change in rate (%)	2.8%	2.6%	2.4%
Differential change in rate (%)	0.0%	0.1%	0.4%
Differential change in rate (#)	0	290	819
Indicator	0.00	0.00	0.00

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B21.30 Net in-commuting**

	South West Forest	South West	England
All 16-74 residents in employment	103k	2.29m	22.4m
Net in-commuting	-5,790	-29,300	-65,500
Share (%)	-5.6%	-1.3%	-0.3%
Differential (%)	0.0%	-4.3%	-5.3%
Excess	0	-4,470	-5,490
Indicator	0.00	-0.01	-0.01
Growth	-248	-30,000	2,200
Growth (%)	4.5%	-4322.2%	-3.3%
Differential (%) growth	0.0%	4326.7%	7.7%
Excess	0	-240k	-429
Indicator	0.00	2.21	0.00
Change in rate (%)	0.5%	-1.3%	0.0%
Differential change in rate (%)	0.0%	1.8%	0.5%
Differential change in rate (#)	0	1,880	481
Indicator	0.00	0.01	0.00

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B21.31 Resident workplace workers**

	South West Forest	South West	England
All 16-74 residents in employment	103k	2.29m	22.4m
Res+Workplace workers	82,200	1.61m	13.3m
Share (%)	79.7%	70.6%	59.5%
Differential (%)	0.0%	9.1%	20.2%
Excess	0	9,410	20,900
Indicator	0.00	0.64	1.43
Growth	5,740	89,300	118k
Growth (%)	7.5%	5.9%	0.9%
Differential (%) growth	0.0%	1.6%	6.6%
Excess	0	1,260	5,050
Indicator	0.00	0.17	0.68
Change in rate (%)	-4.7%	-4.5%	-4.8%
Differential change in rate (%)	0.0%	-0.3%	0.1%
Differential change in rate (#)	0	-261	128
Indicator	0.00	-0.06	0.03

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC



**Table B21.32 Double jobbing**

	South West Forest	South West	England
Workplace workers	97,400	2.26m	22.4m
Double jobbing + adjustment	10,500	284k	3.6m
Share (%)	10.8%	12.6%	16.1%
Differential (%)	0.0%	-1.8%	-5.3%
Excess	0	-1,740	-5,150
Indicator	0.00	-0.16	-0.48

South West Forest is benchmarked against different areas  
Source: Census of Population 2001; PACEC

**Table B21.33 Workplace-based employment**

	South West Forest	South West	England
Population of all ages	232k	4.93m	49.1m
Workplace Jobs	108k	2.54m	26m
Share (%)	46.5%	51.6%	52.9%
Differential (%)	0.0%	-5.0%	-6.3%
Excess	0	-11,700	-14,700
Indicator	0.00	-0.02	-0.03
Growth	6,290	354k	3.58m
Growth (%)	6.2%	16.2%	16.0%
Differential (%) growth	0.0%	-10.0%	-9.8%
Excess	0	-10,200	-9,980
Indicator	0.00	-0.66	-0.65
Change in rate (%)	-0.6%	4.1%	5.3%
Differential change in rate (%)	0.0%	-4.7%	-5.8%
Differential change in rate (#)	0	-10,800	-13,500
Indicator	0.00	-0.05	-0.06

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B21.34 Workers working long hours (49+/week)**

	South West Forest	South West	England
All 16-74 residents in employment	103k	2.29m	22.4m
Working long hours (49+hours per week)	20,500	379k	3.65m
Proportion working long hours	19.8%	16.6%	16.3%
Differential (%)	0.0%	3.3%	3.6%
Excess	0	3,370	3,670
Indicator	0.00	-0.98	-1.07
Growth	10,100	232k	2.46m
Growth (%)	97.4%	158.4%	205.6%
Differential (%) growth	0.0%	-61.0%	-108.3%
Excess	0	-6,330	-11,200
Indicator	0.00	1.01	1.80
Change in rate (%)	8.4%	9.4%	10.5%
Differential change in rate (%)	0.0%	-1.0%	-2.1%
Differential change in rate (#)	0	-989	-2,140
Indicator	0.00	0.42	0.91

South West Forest is benchmarked against different areas

Source: Census of Population 1991, 2001; PACEC

**Table B21.35 Workers (residence-based)**

	South West Forest	South West	England
Population of working age	135k	2.94m	30.2m
All 16-74 residents in employment	103k	2.29m	22.4m
Employment rate	76.7%	77.7%	74.2%
Differential (%)	0.0%	-1.0%	2.5%
Excess	0	-1,400	3,330
Indicator	0.00	-0.17	0.40
Growth	12,500	255k	1.87m
Growth (%)	13.8%	12.5%	9.1%
Differential (%) growth	0.0%	1.3%	4.8%
Excess	0	1,190	4,310
Indicator	0.00	0.15	0.55
Change in rate (%)	4.8%	3.6%	2.9%
Differential change in rate (%)	0.0%	1.2%	1.9%
Differential change in rate (#)	0	1,580	2,570
Indicator	0.00	0.48	0.79

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B21.36 Notified vacancies rate**

	South West Forest	South West	England
Workplace jobs	107k	2.54m	25.7m
Notified Vacancies	1,110	26,200	243k
Vacancies per job	0.01	0.01	0.01
Differential	0.00	0.00	0.00
Excess	0.00	8.22	99.01
Indicator	0.00	0.01	0.12

South West Forest is benchmarked against different areas  
Source: Job Centre Vacancies, DWP; PACEC

**Table B21.37 Self-employed**

	South West Forest	South West	England
Workplace jobs	107k	2.54m	25.7m
Self Employed (wplace)	23,400	374k	3.26m
Self employment rate	0.22	0.15	0.13
Differential	0.00	0.07	0.09
Excess	0.00	7,672.95	9,823.88
Indicator	0.00	1.86	2.38

South West Forest is benchmarked against different areas  
Source: Annual Business Inquiry to 2003, Labour Force Survey to 2004, Census of Population to 2001, ONS; PACEC

**Table B21.38 Jobs balance**

	South West Forest	South West	England
Workplace workers	42.0%	45.8%	45.5%
Net in-commuting	-5.6%	-1.3%	-0.3%
Res+Workplace workers	79.7%	70.6%	59.5%
Double jobbing + adjustment	10.8%	12.6%	16.1%
Workplace Jobs	46.5%	51.6%	52.9%
Working long hours (49+hours per week)	19.8%	16.6%	16.3%
All 16-74 residents in employment	76.7%	77.7%	74.2%

Source: Census of Population, 2001; PACEC

**B22 Labour market structure, 2001****Table B22.39 Population aged 16+**

	South West Forest	South West	Great Britain
Population of all ages	232k	4.93m	57.1m
All people aged 16+	188k	3.99m	45.6m
Proportion aged 16+	81.1%	81.0%	79.9%
Differential (%)	0.0%	0.2%	1.2%
Excess	0	437	2,820
Indicator	0.00	0.11	0.71
Growth	13,200	252k	3.51m
Growth (%)	7.6%	6.7%	8.3%
Differential (%) growth	0.0%	0.8%	-0.8%
Excess	0	1,440	-1,320
Indicator	0.00	0.14	-0.12
Change in rate (%)	0.1%	-0.1%	0.0%
Differential change in rate (%)	0.0%	0.2%	0.1%
Differential change in rate (#)	0	526	208
Indicator	0.00	0.26	0.10

South West Forest is benchmarked against different areas

Source: Census of Population 1991, 2001; PACEC

**Table B22.40 Population aged 16-74**

	South West Forest	South West	Great Britain
Population of all ages	232k	4.93m	57.1m
16 - 74 Population	166k	3.53m	41.3m
Proportion aged 16 - 74	71.5%	71.7%	72.4%
Differential (%)	0.0%	-0.2%	-0.9%
Excess	0	-540	-2,110
Indicator	0.00	-0.14	-0.53
Growth	10,300	209k	3.52m
Growth (%)	6.6%	6.3%	9.3%
Differential (%) growth	0.0%	0.4%	-2.7%
Excess	0	574	-4,140
Indicator	0.00	0.05	-0.39
Change in rate (%)	-0.5%	-0.4%	0.7%
Differential change in rate (%)	0.0%	-0.1%	-1.2%
Differential change in rate (#)	0	-238	-2,760
Indicator	0.00	-0.04	-0.44

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B22.41 Population of working age**

	South West Forest	South West	Great Britain
Population of all ages	232k	4.93m	57.1m
Population of working age	135k	2.94m	35.1m
Pop of working age (% of total)	58.0%	59.7%	61.4%
Differential (%)	0.0%	-1.7%	-3.4%
Excess	0	-3,860	-7,920
Indicator	0.00	-0.55	-1.14
Growth	8,530	201k	2.74m
Growth (%)	6.8%	7.3%	8.5%
Differential (%) growth	0.0%	-0.6%	-1.7%
Excess	0	-710	-2,140
Indicator	0.00	-0.08	-0.23
Change in rate (%)	-0.4%	0.2%	0.1%
Differential change in rate (%)	0.0%	-0.6%	-0.5%
Differential change in rate (#)	0	-1,390	-1,050
Indicator	0.00	-0.37	-0.28

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B22.42 Numbers economically active**

	South West Forest	South West	Great Britain
Population of working age	135k	2.94m	35.1m
Economically Active	109k	2.39m	27.4m
Economic activity rate	80.8%	81.1%	78.3%
Differential (%)	0.0%	-0.3%	2.6%
Excess	0	-452	3,440
Indicator	0.00	-0.07	0.53
Growth	7,820	158k	1.71m
Growth (%)	7.8%	7.1%	6.6%
Differential (%) growth	0.0%	0.7%	1.1%
Excess	0	677	1,120
Indicator	0.00	0.10	0.16
Change in rate (%)	0.7%	-0.2%	-1.3%
Differential change in rate (%)	0.0%	0.9%	2.1%
Differential change in rate (#)	0	1,250	2,790
Indicator	0.00	0.33	0.74

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B22.43 ILO unemployed**

	South West Forest	South West	Great Britain
Economically Active	109k	2.39m	27.4m
Unemployed (ILO)	5,230	90,800	1.41m
Unemployment rate	4.8%	3.8%	5.1%
Differential (%)	0.0%	1.0%	-0.3%
Excess	0	1,090	-351
Indicator	0.00	-0.52	0.17
Growth	-2,260	-77,600	-944k
Growth (%)	-30.2%	-46.1%	-40.1%
Differential (%) growth	0.0%	15.9%	9.9%
Excess	0	1,190	745
Indicator	0.00	-1.75	-1.09
Change in rate (%)	-2.6%	-3.8%	-4.0%
Differential change in rate (%)	0.0%	1.1%	1.4%
Differential change in rate (#)	0	1,240	1,520
Indicator	0.00	-0.70	-0.86

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B22.44 Long term unemployment (ILO)**

	South West Forest	South West	Great Britain
Economically Active	109k	2.39m	27.4m
Long Term unemployment (ILO)	1,560	24,200	1.57m
Long-term unemployment rate	1.4%	1.0%	5.7%
Differential (%)	0.0%	0.4%	-4.3%
Excess	0	462	-4,640
Indicator	0.00	-0.55	5.49

South West Forest is benchmarked against different areas  
Source: Census of Population 2001; PACEC

**Table B22.45 Long term sick**

	South West Forest	South West	Great Britain
Population of working age	135k	2.94m	35.1m
Long term sick	8,480	160k	2.35m
Proportion of long-term sick	6.3%	5.4%	6.7%
Differential (%)	0.0%	0.9%	-0.4%
Excess	0	1,180	-544
Indicator	0.00	-0.34	0.16
Growth	2,960	48,800	685k
Growth (%)	53.5%	44.0%	41.0%
Differential (%) growth	0.0%	9.5%	12.5%
Excess	0	525	692
Indicator	0.00	-0.44	-0.58
Change in rate (%)	1.9%	1.4%	1.5%
Differential change in rate (%)	0.0%	0.5%	0.4%
Differential change in rate (#)	0	724	500
Indicator	0.00	-0.55	-0.38

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B22.46 Residential employment**

	South West Forest	South West	England
Population of working age	135k	2.94m	30.2m
All 16-74 residents in employment	103k	2.29m	22.4m
Employment rate	76.7%	77.7%	74.2%
Differential (%)	0.0%	-1.0%	2.5%
Excess	0	-1,400	3,330
Indicator	0.00	-0.17	0.40
Growth	12,500	255k	1.87m
Growth (%)	13.8%	12.5%	9.1%
Differential (%) growth	0.0%	1.3%	4.8%
Excess	0	1,190	4,310
Indicator	0.00	0.15	0.55
Change in rate (%)	4.8%	3.6%	2.9%
Differential change in rate (%)	0.0%	1.2%	1.9%
Differential change in rate (#)	0	1,580	2,570
Indicator	0.00	0.48	0.79

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B22.47 Population balance (Census 2001)**

	South West Forest	South West	England
Population of all ages	107.4%	106.9%	104.4%
Population of working age	58.0%	59.7%	61.5%
Long term sick	6.3%	5.4%	6.2%
Economically Active	80.8%	81.1%	78.6%
Unemployed (ILO)	4.8%	3.8%	5.0%
All 16-74 residents in employment	76.7%	77.7%	74.2%
Workplace workers	42.0%	45.8%	45.5%
Workplace Jobs	46.5%	51.6%	52.9%

Source: Census of Population, 2001; PACEC

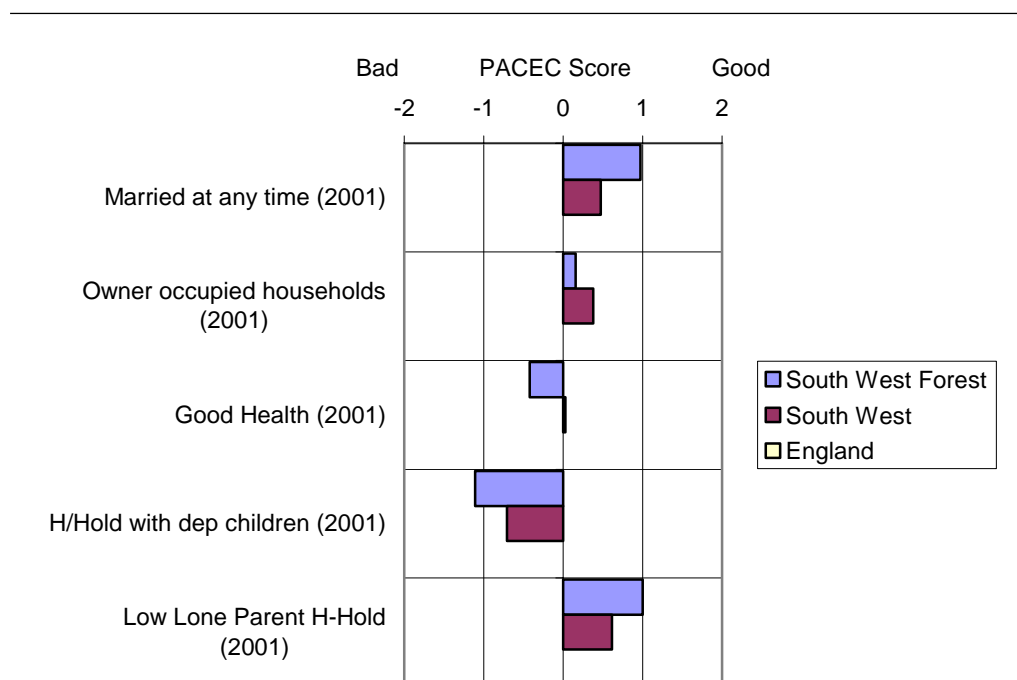


**Table B22.48 Population balance over time in South West Forest**

	Census 1981	Census 1991	Census 2001
Population of working age	56.7%	58.4%	58.0%
Economically Active	75.6%	80.1%	80.8%
Unemployed (ILO)	7.2%	7.4%	4.8%
Res+Workplace workers	84.4%	84.4%	79.7%
Net in-commuting	-21.1%	-6.1%	-5.6%
Gross Out commuting	15.6%	15.6%	20.3%
Gross In Commuting	-5.5%	9.5%	14.7%

Source: Census of Population 1981, 1991, 2001; PACEC

## B23 Social Well-being: People

**Figure B23.23 People indicators**

Source: Census of Population 1991, 2001; PACEC

## B24 Social structure

**Table B24.49 Living arrangements (2001)**

	South West Forest	South West	England
All 16+ in households	85.2%	84.2%	81.6%
Living as a couple	66.2%	63.7%	60.6%
Divorced at any time, or separated	31.3%	31.2%	29.2%
Married at any time	67.4%	64.3%	61.5%

Source: Census of Population, 2001; PACEC

**Table B24.50 Those over 16 and living as a couple (2001, 1991)**

	South West Forest	South West	England
All 16+ in households	184k	3.88m	38.4m
Living as a couple	122k	2.47m	23.3m
Proportion of couples	66.2%	63.7%	60.6%
Differential (%)	0.0%	2.5%	5.6%
Excess	0	4,580	10,300
Indicator	0.00	0.38	0.87
Growth	73,500	1.45m	13.4m
Growth (%)	152.4%	142.4%	137.1%
Differential (%) growth	0.0%	10.0%	15.3%
Excess	0	4,810	7,390
Indicator	0.00	0.56	0.86
Change in rate (%)	38.7%	36.3%	34.1%
Differential change in rate (%)	0.0%	2.4%	4.6%
Differential change in rate (#)	0	4,440	8,540
Indicator	0.00	0.46	0.89

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B24.51 Those over 16 and married (2001, 1991)**

	South West Forest	South West	England
All people aged 16+	188k	3.99m	39.2m
Married at any time	127k	2.57m	24.1m
Proportion ever married	67.4%	64.3%	61.5%
Differential (%)	0.0%	3.1%	5.9%
Excess	0	5,740	11,200
Indicator	0.00	0.50	0.97
Growth	17,500	310k	2.19m
Growth (%)	16.0%	13.7%	10.0%
Differential (%) growth	0.0%	2.3%	6.0%
Excess	0	2,490	6,600
Indicator	0.00	0.36	0.95
Change in rate (%)	4.9%	4.0%	3.2%
Differential change in rate (%)	0.0%	0.9%	1.7%
Differential change in rate (#)	0	1,780	3,260
Indicator	0.00	0.54	0.99

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B24.52 Those divorced or separated (2001, 1991)**

	South West Forest	South West	England
Married at any time	127k	2.57m	24.1m
Divorced at any time, or separated	39,700	801k	7.05m
Proportion of divorced to married	31.3%	31.2%	29.2%
Differential (%)	0.0%	0.1%	2.1%
Excess	0	165	2,670
Indicator	0.00	-0.04	-0.62

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B24.53 Owner-occupation (2001, 1991)**

	South West Forest	South West	England
All household spaces	106k	2.19m	21.3m
Owner occupied households	71,500	1.52m	14.1m
Share (%)	67.6%	69.7%	66.1%
Differential (%)	0.0%	-2.1%	1.5%
Excess	0	-2,240	1,600
Indicator	0.00	-0.22	0.16
Growth	9,080	182k	1.43m
Growth (%)	14.6%	13.6%	11.3%
Differential (%) growth	0.0%	1.0%	3.3%
Excess	0	613	2,030
Indicator	0.00	0.11	0.35
Change in rate (%)	2.1%	2.9%	2.8%
Differential change in rate (%)	0.0%	-0.8%	-0.7%
Differential change in rate (#)	0	-877	-722
Indicator	0.00	-0.36	-0.29

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B24.54 Lone parent households (2001, 1991)**

	South West Forest	South West	England
All households	97,500	2.09m	20.5m
Lone parent households	4,800	113k	1.31m
Share (%)	4.9%	5.4%	6.4%
Differential (%)	0.0%	-0.5%	-1.5%
Excess	0	-479	-1,450
Indicator	0.00	0.29	0.89
Growth	2,510	58,700	621k
Growth (%)	109.1%	107.9%	89.8%
Differential (%) growth	0.0%	1.1%	19.3%
Excess	0	26	444
Indicator	0.00	-0.03	-0.47
Change in rate (%)	2.2%	2.5%	2.7%
Differential change in rate (%)	0.0%	-0.3%	-0.5%
Differential change in rate (#)	0	-245	-474
Indicator	0.00	0.37	0.71

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B24.55 Single person households (2001, 1991)**

	South West Forest	South West	England
All households	97,500	2.09m	20.5m
Single person households	27,200	618k	6.15m
Share (%)	27.9%	29.6%	30.1%
Differential (%)	0.0%	-1.7%	-2.2%
Excess	0	-1,700	-2,140
Indicator	0.00	-0.41	-0.52
Growth	6,240	132k	1.14m
Growth (%)	29.8%	27.3%	22.9%
Differential (%) growth	0.0%	2.5%	6.9%
Excess	0	527	1,450
Indicator	0.00	0.27	0.73
Change in rate (%)	3.4%	3.5%	3.4%
Differential change in rate (%)	0.0%	-0.1%	0.0%
Differential change in rate (#)	0	-89	31
Indicator	0.00	-0.08	0.03

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B24.56 Households with dependent children (2001, 1991)**

	South West Forest	South West	England
All households	97,500	2.09m	20.5m
Households with dependent children	26,200	570k	6.02m
Share (%)	26.9%	27.3%	29.4%
Differential (%)	0.0%	-0.5%	-2.6%
Excess	0	-440	-2,530
Indicator	0.00	-0.15	-0.86
Growth	1,560	45,100	407k
Growth (%)	6.4%	8.6%	7.2%
Differential (%) growth	0.0%	-2.2%	-0.9%
Excess	0	-552	-219
Indicator	0.00	-0.22	-0.09
Change in rate (%)	-1.9%	-0.9%	-0.5%
Differential change in rate (%)	0.0%	-1.0%	-1.4%
Differential change in rate (#)	0	-969	-1,370
Indicator	0.00	-0.72	-1.02

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

## B25 Health

**Table B25.57 Those in good health (2001)**

	South West Forest	South West	England
Population of all ages	232k	4.93m	49.1m
Good Health	156k	3.39m	33.8m
Proportion with Good Health	67.3%	68.9%	68.8%
Differential (%)	0.0%	-1.6%	-1.5%
Excess	0	-3,720	-3,500
Indicator	0.00	-0.45	-0.42

South West Forest is benchmarked against different areas  
Source: Census of Population, 2001; PACEC

**Table B25.58 Those not in good health (2001)**

	South West Forest	South West	England
Population of all ages	232k	4.93m	49.1m
Not Good Health	20,800	419k	4.44m
Proportion with Not Good Health	9.0%	8.5%	9.0%
Differential (%)	0.0%	0.5%	-0.1%
Excess	0	1,070	-129
Indicator	0.00	-0.23	0.03

South West Forest is benchmarked against different areas  
Source: Census of Population, 2001; PACEC

**Table B25.59 Unpaid carers (2001)**

	South West Forest	South West	England
16 - 74 Population	166k	3.53m	35.5m
Unpaid carers	24,300	495k	4.88m
Proportion of Unpaid carers	14.7%	14.0%	13.7%
Differential (%)	0.0%	0.6%	0.9%
Excess	0	1,050	1,540
Indicator	0.00	0.39	0.56

South West Forest is benchmarked against different areas  
Source: Census of Population, 2001; PACEC

**Table B25.60 Limiting long-term illness (2001, 1991)**

	South West Forest	South West	England
Population of all ages	232k	4.93m	49.1m
Limiting long-term illness	44,400	892k	8.81m
Proportion with limiting long-term illness	19.1%	18.1%	17.9%
Differential (%)	0.0%	1.0%	1.2%
Excess	0	2,420	2,820
Indicator	0.00	-0.32	-0.37
Growth	16,800	327k	3m
Growth (%)	60.9%	58.0%	51.6%
Differential (%) growth	0.0%	2.9%	9.3%
Excess	0	799	2,560
Indicator	0.00	-0.23	-0.75
Change in rate (%)	6.4%	5.8%	5.6%
Differential change in rate (%)	0.0%	0.5%	0.8%
Differential change in rate (#)	0	1,180	1,810
Indicator	0.00	-0.38	-0.58

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B25.61 Limiting long term illness (working age) (2001, 1991)**

	South West Forest	South West	England
Population of working age	135k	2.94m	30.2m
Limiting long-term illness of working age	18,700	373k	4.01m
Proportion with Limiting long-term illness of working age	13.9%	12.7%	13.3%
Differential (%)	0.0%	1.2%	0.7%
Excess	0	1,670	878
Indicator	0.00	-0.39	-0.21
Growth	8,640	170k	1.63m
Growth (%)	85.6%	84.0%	68.1%
Differential (%) growth	0.0%	1.6%	17.4%
Excess	0	161	1,760
Indicator	0.00	-0.09	-0.97
Change in rate (%)	5.9%	5.3%	5.0%
Differential change in rate (%)	0.0%	0.6%	0.9%
Differential change in rate (#)	0	846	1,240
Indicator	0.00	-0.48	-0.71

South West Forest is benchmarked against different areas

Source: Census of Population 1991, 2001; PACEC

**Table B25.62 Long-term sick (economically inactive) (2001, 1991)**

	South West Forest	South West	England
Population of working age	135k	2.94m	30.2m
Long term sick	8,480	160k	1.88m
Proportion of long-term sick	6.3%	5.4%	6.2%
Differential (%)	0.0%	0.9%	0.1%
Excess	0	1,180	97
Indicator	0.00	-0.34	-0.03
Growth	2,960	48,800	472k
Growth (%)	53.5%	44.0%	33.4%
Differential (%) growth	0.0%	9.5%	20.2%
Excess	0	525	1,110
Indicator	0.00	-0.44	-0.93
Change in rate (%)	1.9%	1.4%	1.3%
Differential change in rate (%)	0.0%	0.5%	0.6%
Differential change in rate (#)	0	724	794
Indicator	0.00	-0.55	-0.61

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

## B26 Crime

**Table B26.63 Total crime PACEC score (high = beneficial)**

	South West Forest	South West	England
Low Recorded crimes (2004)	1.04	0.49	0.00
Low Violent crime (2004)	0.52	0.34	0.00
Low Sexual crime (2004)	0.76	0.27	0.00
Low Robbery (2004)	0.97	0.55	0.00
Low Burglary (2004)	1.34	0.67	0.00
Low Theft of a motor vehicle (2004)	1.38	0.66	0.00
Low Theft from a motor vehicle (2004)	0.94	0.25	0.00

Source: Home Office - Recorded Crime Statistics; PACEC



**Table B26.64 Total crime (2004, 2000)**

	South West Forest	South West	England
Population	240k	5.03m	50.1m
Recorded crimes	5,920	180k	2.28m
Recorded crimes rate	2.5%	3.6%	4.6%
Differential	0.0%	-1.1%	-2.1%
Excess	0	-2,630	-5,010
Indicator	0.00	0.55	1.04
Growth	1,540	26,700	254k
Growth (%)	35.1%	17.5%	12.5%
Differential (%) growth	0.0%	17.6%	22.5%
Excess	0	770	988
Indicator	0.00	-0.71	-0.91
Change in rate (%)	0.6%	0.5%	0.4%
Differential change in rate (#)	0.0%	0.1%	0.1%
Differential change in rate (#)	0	246	297
Indicator	0.00	-0.15	-0.18

South West Forest is benchmarked against different areas  
Source: Home Office - Recorded Crime Statistics; PACEC

**Table B26.65 Types of crime in South West Forest (2004, 2000)**

	Recorded crimes	Violent crime	Sexual crime	Robbery	Burglary	Theft of a motor vehicle	Theft from a motor vehicle
Population	240k	240k	240k	240k	240k	240k	240k
**na	5,920	3,260	159	40	613	337	1,510
Rate	2.5%	1.4%	0.1%	0.0%	0.3%	0.1%	0.6%
Differential	-2.1%	-0.4%	0.0%	-0.2%	-0.5%	-0.4%	-0.5%
Excess	- 5,010	- 1,060	-80	-438	- 1,250	-977	- 1,210
Indicator	1.04	0.52	0.76	0.97	1.34	1.38	0.94
Growth	1,540	1,810	54	3	-42	-77	-216
Change (%)	35.1 %	125.5 %	51.4 %	7.5%	-6.4%	- 18.6 %	- 12.5 %
Differential (%) growth	22.5 %	60.4 %	11.0 %	-4.3%	-2.4%	0.4%	-5.0%
Excess	988	874	12	-2	-16	2	-87
Indicator	-0.91	-0.91	-0.17	0.04	0.06	-0.02	0.22
Change in rate (%)	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	-0.1%
Differential change in rate (#)	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Differential change in rate (#)	297	95	-17	-42	39	241	-20
Indicator	-0.18	-0.09	0.27	0.27	-0.09	-0.54	0.03

Source: Home Office - Recorded Crime Statistics; PACEC

**Table B26.66 Crime rates by year in South West Forest**

	2000	2001	2002	2003	2004
Recorded crimes	1.9%	1.9%	1.6%	2.3%	2.5%
Violent crime	0.6%	0.6%	0.6%	1.2%	1.4%
Sexual crime	0.0%	0.0%	0.0%	0.1%	0.1%
Robbery	0.0%	0.0%	0.0%	0.0%	0.0%
Burglary	0.3%	0.3%	0.2%	0.3%	0.3%
Theft of a motor vehicle	0.2%	0.2%	0.1%	0.2%	0.1%
Theft from a motor vehicle	0.8%	0.7%	0.5%	0.6%	0.6%

Source: Home Office - Recorded Crime Statistics; PACEC

**Table B26.67 Types of crime by area (rates)**

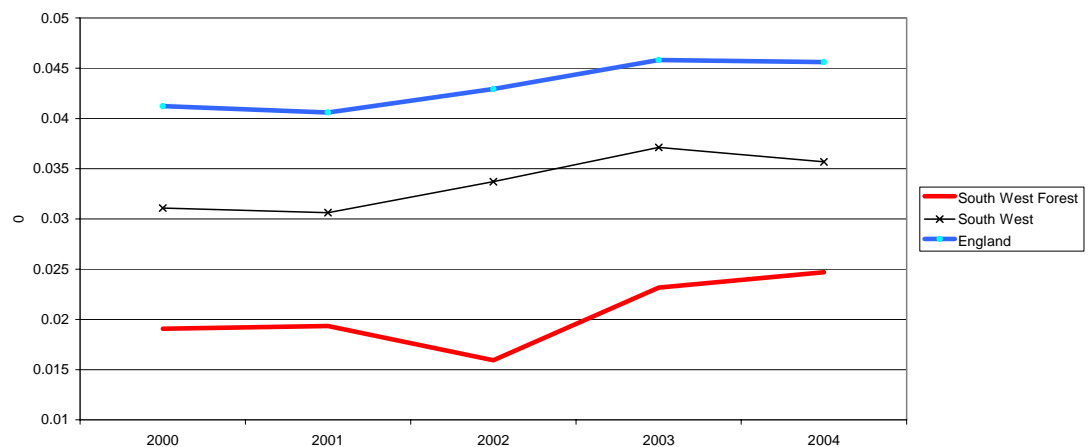
	Recorded crimes	Violent crime	Sexual crime	Robbery	Burglary	Theft of a motor vehicle	Theft from a motor vehicle
South West Forest	2.5%	1.4%	0.1%	0.0%	0.3%	0.1%	0.6%
South West	3.6%	1.5%	0.1%	0.1%	0.5%	0.4%	1.0%
England	4.6%	1.8%	0.1%	0.2%	0.8%	0.5%	1.1%

Source: Home Office - Recorded Crime Statistics; PACEC

**Table B26.68 Annual crime rates**

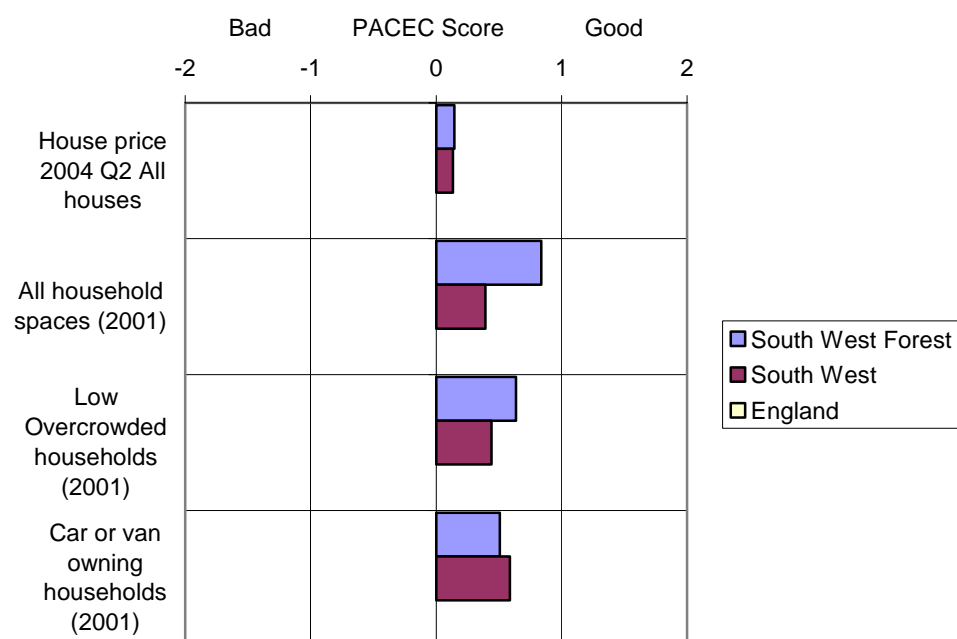
	2000	2001	2002	2003	2004
South West Forest	1.9%	1.9%	1.6%	2.3%	2.5%
South West	3.1%	3.1%	3.4%	3.7%	3.6%
England	4.1%	4.1%	4.3%	4.6%	4.6%

Source: Home Office - Recorded Crime Statistics; PACEC

**Figure B26.24 Crime rates**

Source: Home Office - Recorded Crime Statistics; PACEC

## B27 Social Well-being: Environment

**Figure B27.25 Environment indicators**

Source: Residential Property Prices, HM Land Registry; Census 2001; PACEC

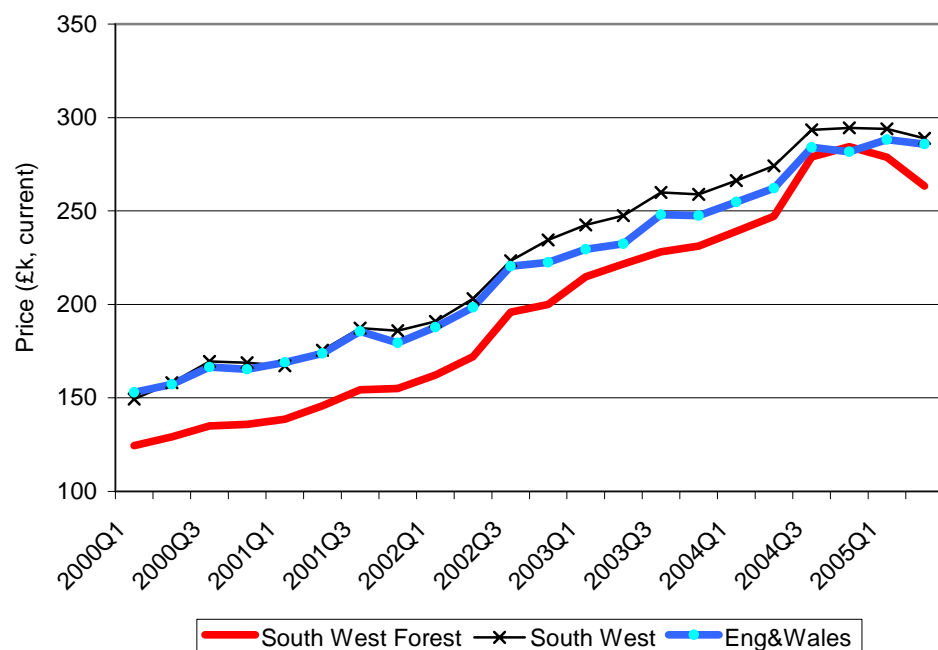
## B28 House prices, 2004

**Table B28.69 Housing market (detached)**

	South West Forest	South West	Eng&Wales
Sales (Detached)	358	6,020	43,400
Value (Detached) (000s)	£94.2m	£1.74bn	£12.4bn
Average house price (detached)	£263k	£289k	£286k
Differential	£279k	£253k	£256k
Excess	£16.7m	£15.2m	£15.4m
Indicator	1.64	1.49	1.51
Growth	£11.4m	£112m	£535m
Growth (%)	13.8%	6.9%	4.5%
Differential (%) growth	-17.7%	-10.8%	-8.4%
Excess	£-5.98m	£-3.64m	£-2.85m
Indicator	0.76	0.81	0.84

South West Forest is benchmarked against different areas  
Source: Residential Property Prices, HM Land Registry; PACEC

**Figure B28.26 Average house price (detached)**



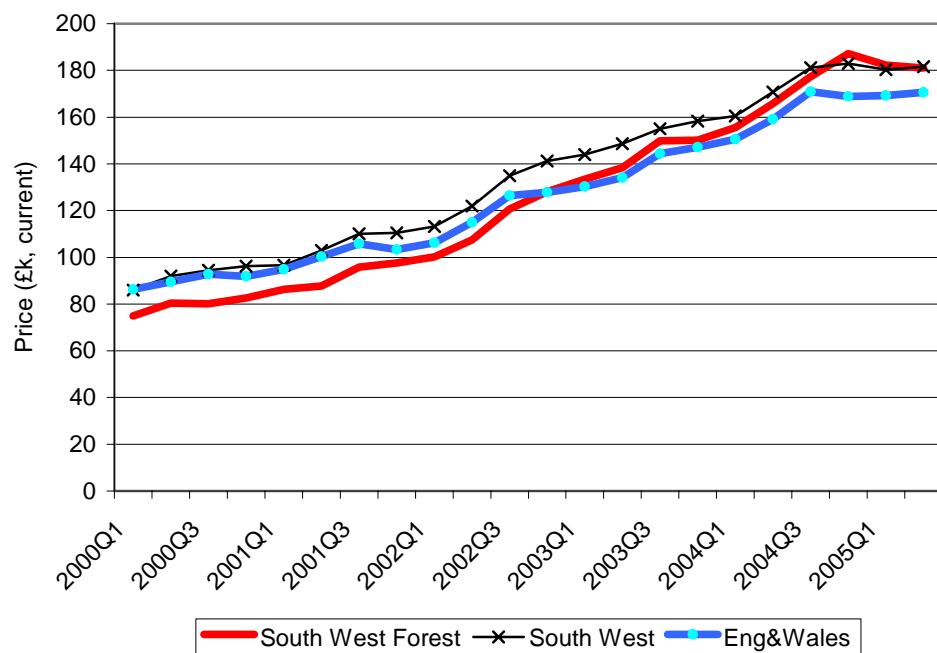
Source: Residential Property Prices, HM Land Registry; PACEC

**Table B28.70 Housing market (semi)**

	South West Forest	South West	Eng&Wales
Sales (Semis)	209	5,520	61,300
Value (Semis)	£37.8m	£1bn	£10.5bn
Average house price (semi)	£181k	£181k	£171k
Differential	£67,300	£66,800	£77,600
Excess	£4.71m	£4.67m	£5.43m
Indicator	0.44	0.44	0.51
Growth	£8.77m	£274m	£2.67bn
Growth (%)	30.2%	37.6%	34.3%
Differential (%) growth	-5.8%	-13.2%	-9.9%
Excess	£-811k	£-1.84m	£-1.39m
Indicator	-0.24	-0.03	0.12

South West Forest is benchmarked against different areas

Source: Residential Property Prices, HM Land Registry; PACEC

**Figure B28.27 Average house price (semi)**

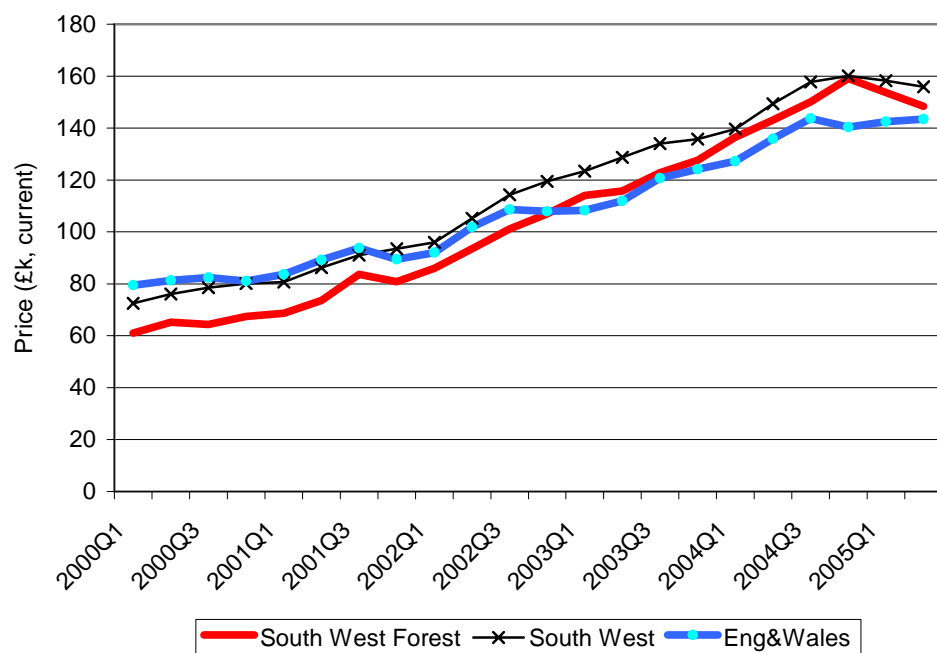
Source: Residential Property Prices, HM Land Registry; PACEC

**Table B28.71 Housing market (terrace)**

	South West Forest	South West	Eng&Wales
Sales (Terraced)	343	7,260	74,500
Value (Terraced)	£50.9m	£1.13bn	£10.7bn
Average house price (terrace)	£148k	£156k	£144k
Differential	£58,400	£50,900	£63,300
Excess	£8.12m	£7.08m	£8.8m
Indicator	0.51	0.44	0.55
Growth	£16.9m	£313m	£2.96bn
Growth (%)	49.6%	38.3%	38.3%
Differential (%) growth	-5.4%	6.0%	6.0%
Excess	£-1.07m	£1.2m	£1.19m
Indicator	0.46	0.58	1.19

South West Forest is benchmarked against different areas

Source: Residential Property Prices, HM Land Registry; PACEC

**Figure B28.28 Average house price (terrace)**

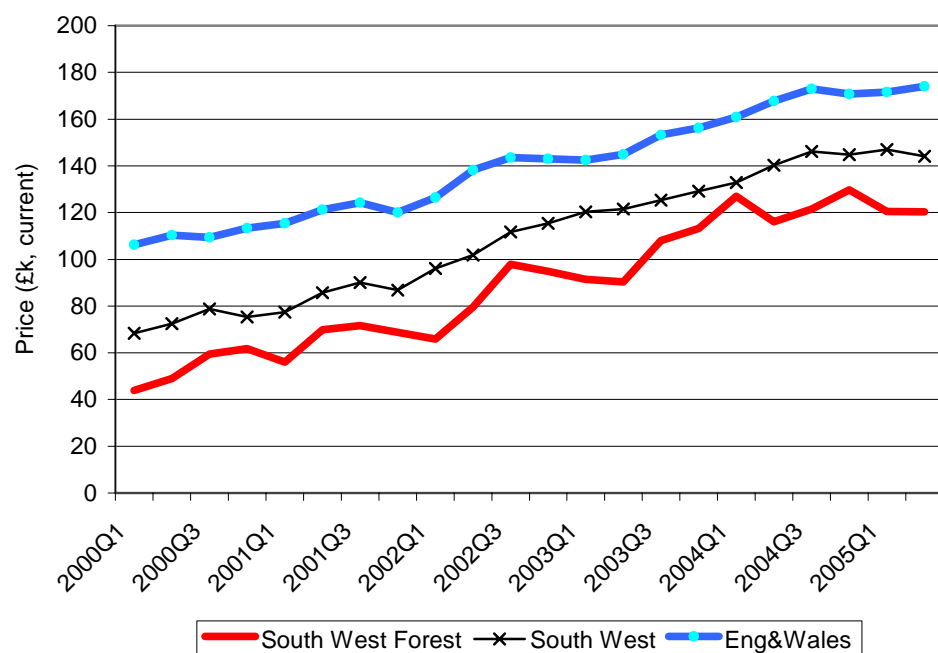
Source: Residential Property Prices, HM Land Registry; PACEC

**Table B28.72 Housing market (flat)**

	South West Forest	South West	Eng&Wales
Sales (Flats)	96	3,820	37,700
Value (Flats)	£11.5m	£550m	£6.57bn
Average house price (flat)	£120k	£144k	£174k
Differential	£27,800	£4,010	£-26,000
Excess	£2.56m	£369k	£-2.39m
Indicator	0.55	0.08	-0.51
Growth	£6.31m	£189m	£839m
Growth (%)	121.9%	52.4%	14.7%
Differential (%) growth	-55.5%	14.0%	51.8%
Excess	£-4.54m	£1.15m	£4.24m
Indicator	-0.19	-0.21	0.22

South West Forest is benchmarked against different areas

Source: Residential Property Prices, HM Land Registry; PACEC

**Figure B28.29 Average house price (flat)**

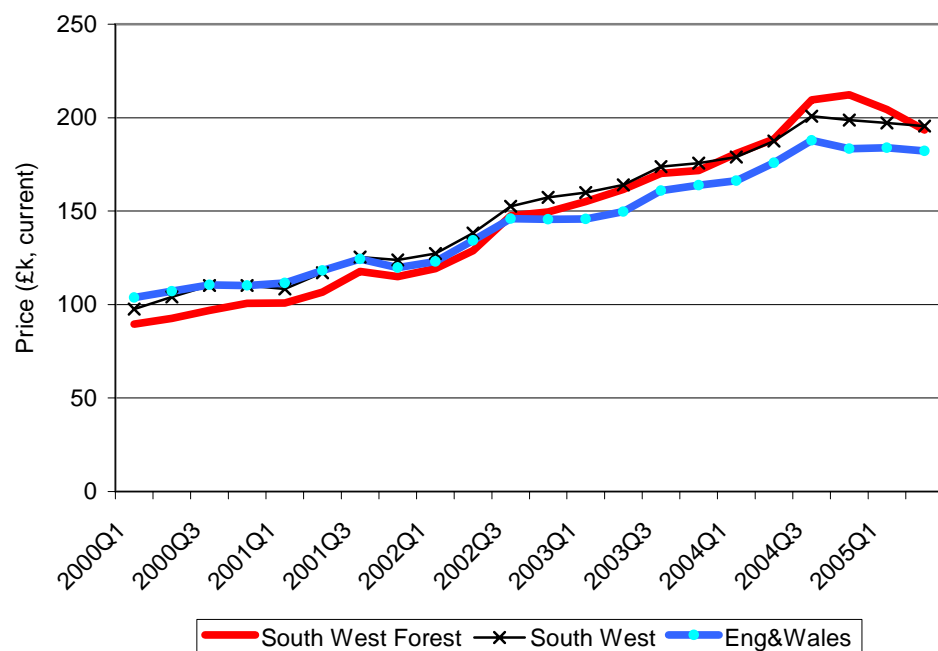
Source: Residential Property Prices, HM Land Registry; PACEC

**Table B28.73 Housing market (overall)**

	South West Forest	South West	Eng&Wales
Sales (Overall)	1,010	22,600	213k
Value (Overall)	£194m	£4.42bn	£38.8bn
Average house price (overall)	£193k	£195k	£182k
Differential	£62,200	£60,100	£73,400
Excess	£22.4m	£21.7m	£26.5m
Indicator	0.97	0.93	1.14
Growth	£43.4m	£888m	£5.73bn
Growth (%)	28.7%	25.1%	17.3%
Differential (%) growth	-7.2%	-3.6%	4.2%
Excess	£-5.46m	£-2.72m	£3.2m
Indicator	-0.39	0.06	0.85

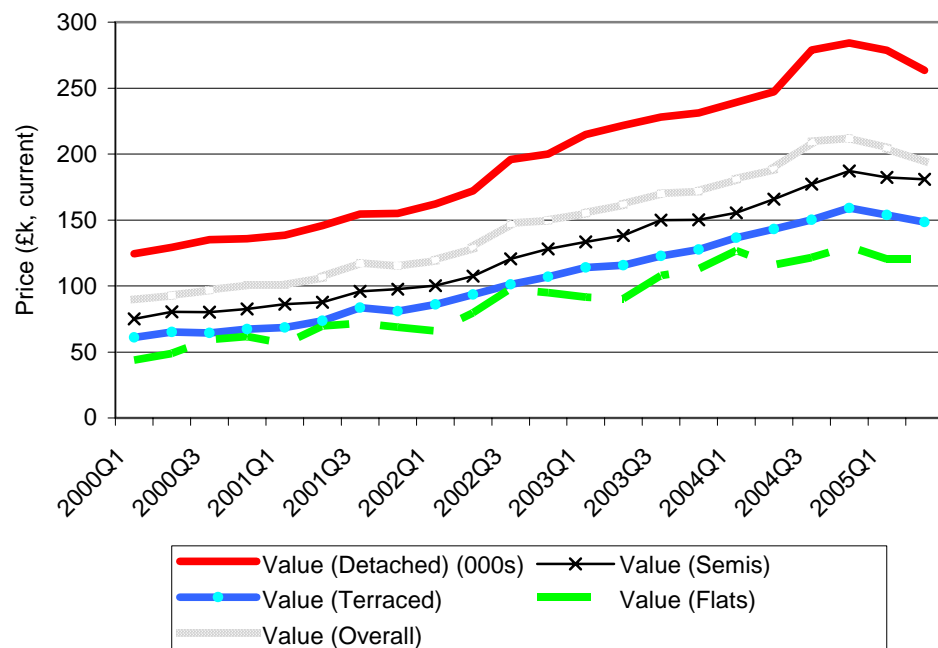
South West Forest is benchmarked against different areas

Source: Residential Property Prices, HM Land Registry; PACEC

**Figure B28.30 Average house price (overall)**

Source: Residential Property Prices, HM Land Registry; PACEC



**Figure B28.31 House prices by type**

Source: Residential Property Prices, HM Land Registry; PACEC

**B29 Household structure (2001)****Table B29.74 Households (2001)**

	South West Forest	South West	Great Britain
Population of all ages	107.4%	106.9%	104.0%
All household spaces	45.6%	44.4%	43.5%
Vacant household spaces	3.6%	2.8%	3.3%
Second residence / holiday accommodation	4.2%	1.8%	0.7%
Car or van owning households	75.3%	76.1%	69.6%
Owner occupied households	67.6%	69.7%	65.6%
Overcrowded households	3.9%	4.8%	7.1%
Households with basic amenities	78.9%	85.8%	87.7%
Lone parent households	4.9%	5.4%	6.5%
Single person households	27.9%	29.6%	30.3%
Households with dependent children	26.9%	27.3%	29.4%

Source: Census of Population, 2001; PACEC

**Table B29.75 Household spaces (2001, 1991)**

	South West Forest	South West	Great Britain
All household spaces	106k	2.19m	24.8m
Total population	232k	4.93m	57.1m
Average household size	2.19	2.25	2.30
Differential (%)	0.00	-0.06	-0.10
Excess	0.00	-6,432.74	-11,040.21
Indicator	0.00	-0.48	-0.82
Growth	16,100	319k	4.39m
Growth (%)	0.07	0.07	0.08
Differential (%) growth	0.00	0.01	-0.01
Excess	0	1,140	-1,880
Indicator	0.00	0.09	-0.14
Change in rate (%)	-0.07	-0.04	-0.20
Differential change in rate (%)	0.0%	-3.3%	12.3%
Differential change in rate (#)	0	-3,470	13,000
Indicator	0.00	-0.42	1.57

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B29.76 Vacant household spaces (2001, 1991)**

	South West Forest	South West	Great Britain
All household spaces	106k	2.19m	24.8m
Vacant household spaces	3,810	61,600	815k
Share (%)	3.6%	2.8%	3.3%
Differential (%)	0.0%	0.8%	0.3%
Excess	0	832	345
Indicator	0.00	-0.72	-0.30
Growth	-810	-33,000	-230k
Growth (%)	-17.5%	-34.9%	-22.0%
Differential (%) growth	0.0%	17.4%	4.5%
Excess	0	803	207
Indicator	0.00	-0.72	-0.19
Change in rate (%)	-1.2%	-1.9%	-1.7%
Differential change in rate (%)	0.0%	0.6%	0.4%
Differential change in rate (#)	0	682	439
Indicator	0.00	-0.50	-0.32

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B29.77 Second residence / holiday accommodation (2001, 1991)**

	South West Forest	South West	Great Britain
All household spaces	106k	2.19m	24.8m
Second residence / holiday accommodation	4,410	38,400	180k
Share (%)	4.2%	1.8%	0.7%
Differential (%)	0.0%	2.4%	3.4%
Excess	0	2,560	3,650
Indicator	0.00	-1.23	-1.75
Growth	448	870	7,410
Growth (%)	11.3%	2.3%	4.3%
Differential (%) growth	0.0%	9.0%	7.0%
Excess	0	356	277
Indicator	0.00	-0.12	-0.09
Change in rate (%)	0.0%	-0.1%	-0.1%
Differential change in rate (%)	0.0%	0.1%	0.1%
Differential change in rate (#)	0	129	108
Indicator	0.00	-0.27	-0.23

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B29.78 Overcrowded households (2001, 1991)**

	South West Forest	South West	Great Britain
All household spaces	106k	2.19m	24.8m
Overcrowded households	4,090	105k	1.77m
Overcrowding rate	3.9%	4.8%	7.1%
Differential (%)	0.0%	-0.9%	-3.2%
Excess	0	-972	-3,430
Indicator	0.00	0.20	0.69
Growth	2,990	77,800	1.35m
Growth (%)	273.6%	290.5%	326.5%
Differential (%) growth	0.0%	-16.9%	-52.8%
Excess	0	-184	-578
Indicator	0.00	0.08	0.27
Change in rate (%)	2.7%	3.5%	5.2%
Differential change in rate (%)	0.0%	-0.7%	-2.4%
Differential change in rate (#)	0	-776	-2,580
Indicator	0.00	0.19	0.64

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B29.79 Households with basic amenities (2001, 1991)**

	South West Forest	South West	Great Britain
All household spaces	106k	2.19m	24.8m
Households with basic amenities	83,400	1.88m	21.8m
Share (%)	78.9%	85.8%	87.7%
Differential (%)	0.0%	-6.9%	-8.8%
Excess	0	-7,280	-9,270
Indicator	0.00	-1.18	-1.50
Growth	19,300	390k	4.96m
Growth (%)	30.1%	26.3%	29.5%
Differential (%) growth	0.0%	3.8%	0.6%
Excess	0	2,440	389
Indicator	0.00	0.42	0.07
Change in rate (%)	11.6%	11.9%	8.1%
Differential change in rate (%)	0.0%	-0.3%	3.5%
Differential change in rate (#)	0	-315	3,690
Indicator	0.00	-0.08	0.92

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B29.80 Households owning cars (2001, 1991)**

	South West Forest	South West	Great Britain
All household spaces	106k	2.19m	24.8m
Car or van owning households	79,600	1.66m	17.3m
Share (%)	75.3%	76.1%	69.6%
Differential (%)	0.0%	-0.8%	5.7%
Excess	0	-849	6,040
Indicator	0.00	-0.08	0.58
Growth	13,400	270k	3.15m
Growth (%)	20.2%	19.4%	22.3%
Differential (%) growth	0.0%	0.8%	-2.1%
Excess	0	533	-1,410
Indicator	0.00	0.16	-0.44
Change in rate (%)	5.7%	6.7%	2.7%
Differential change in rate (%)	0.0%	-1.0%	3.0%
Differential change in rate (#)	0	-1,050	3,200
Indicator	0.00	-0.62	1.88

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

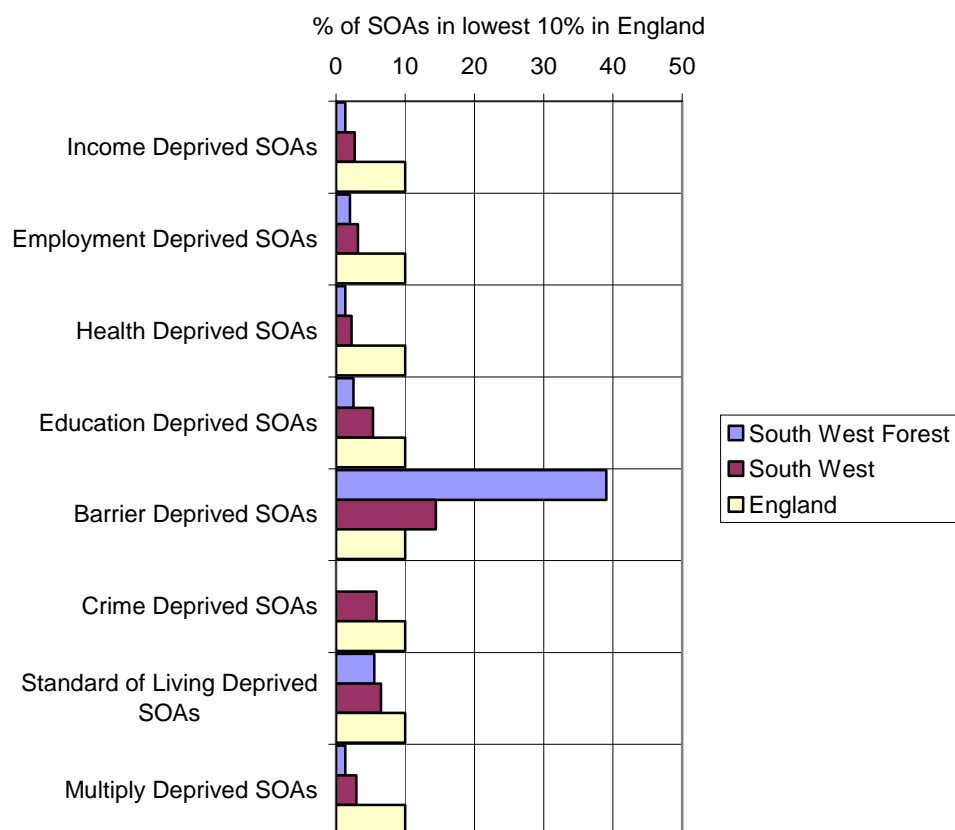
## B30 Social Well-being: Access

**Table B30.81 Percentage of SOAs in the lowest 10% in England**

	South West Forest	South West	England
Income Deprived SOAs	1.3%	2.7%	10.0%
Employment Deprived SOAs	2.0%	3.2%	10.0%
Health Deprived SOAs	1.3%	2.3%	10.0%
Education Deprived SOAs	2.5%	5.3%	10.0%
Barrier Deprived SOAs	39.0%	14.4%	10.0%
Crime Deprived SOAs	0.0%	5.9%	10.0%
Standard of Living Deprived SOAs	5.5%	6.5%	10.0%
Multiply Deprived SOAs	1.3%	2.9%	10.0%

SOAs are Super Output Areas, as defined by Census 2001  
Source: Index of Deprivation 2004; PACEC

**Figure B30.32 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

## B31 Gender

**Table B31.82 Females (2001)**

	South West Forest	South West	Eng&Wales
Population of all ages	232k	4.93m	52m
Female	119k	2.53m	26.7m
Share (%)	51.3%	51.4%	51.3%
Differential (%)	0.0%	-0.1%	0.0%
Excess	0	-193	-104
Indicator	0.00	-0.11	-0.06

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B31.83 Females not in good health (2001)**

	South West Forest	South West	Eng&Wales
Female	119k	2.53m	26.7m
Female Not good health	11,200	232k	2.64m
Share (%)	9.4%	9.1%	9.9%
Differential (%)	0.0%	0.2%	-0.5%
Excess	0	289	-586
Indicator	0.00	-0.12	0.25

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B31.84 Females 16-74 (2001)**

	South West Forest	South West	Eng&Wales
Female	119k	2.53m	26.7m
Females 16-74	83,500	1.79m	19.1m
Share (%)	70.2%	70.6%	71.5%
Differential (%)	0.0%	-0.4%	-1.3%
Excess	0	-489	-1,510
Indicator	0.00	-0.23	-0.72

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B31.85 Economically active females (2001)**

	South West Forest	South West	Eng&Wales
Females 16-74	83,500	1.79m	19.1m
Female Economically Active	48,900	1.09m	11.4m
Share (%)	58.6%	60.7%	59.5%
Differential (%)	0.0%	-2.1%	-0.9%
Excess	0	-1,750	-781
Indicator	0.00	-0.50	-0.22

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

**Table B31.86 Unemployed females (2001)**

	South West Forest	South West	Eng&Wales
Female Economically Active	48,900	1.09m	11.4m
Female Unemployed ILO	2,020	35,800	467k
Share (%)	4.1%	3.3%	4.1%
Differential (%)	0.0%	0.8%	0.0%
Excess	0	410	12
Indicator	0.00	-0.61	-0.02

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC

## B32 Blacks and ethnic minorities

**Table B32.87 Black and ethnic minority (2001)**

	South West Forest	South West	Eng&Wales
Population of all ages	232k	4.93m	52m
BEM	2,130	113k	4.52m
Share (%)	0.9%	2.3%	8.7%
Differential (%)	0.0%	-1.4%	-7.8%
Excess	0	-3,200	-18,000
Indicator	0.00	-0.15	-0.83

South West Forest is benchmarked against different areas  
Source: Census of Population, 2001; PACEC

**Table B32.88 Black and ethnic minority aged 16-74 (2001)**

	South West Forest	South West	Eng&Wales
BEM	2,130	113k	4.52m
BEM 16-74	1,380	76,500	3.09m
Share (%)	64.9%	67.6%	68.4%
Differential (%)	0.0%	-2.8%	-3.5%
Excess	0	-59	-75
Indicator	0.00	-0.34	-0.43

South West Forest is benchmarked against different areas  
Source: Census of Population, 2001; PACEC

**Table B32.89 Black and ethnic minority economically active (2001)**

	South West Forest	South West	Eng&Wales
BEM 16-74	1,380	76,500	3.09m
BEM Economically Active	805	48,100	1.86m
Share (%)	58.3%	62.9%	60.2%
Differential (%)	0.0%	-4.6%	-1.9%
Excess	0	-63	-26
Indicator	0.00	-0.58	-0.24

South West Forest is benchmarked against different areas  
Source: Census of Population, 2001; PACEC

**Table B32.90 Black and ethnic minority unemployed (2001)**

	South West Forest	South West	Eng&Wales
BEM Economically Active	805	48,100	1.86m
BEM Unemployed ILO	63	3,270	186k
Share (%)	7.8%	6.8%	10.0%
Differential (%)	0.0%	1.0%	-2.1%
Excess	0	8	-17
Indicator	0.00	-0.32	0.65

South West Forest is benchmarked against different areas  
Source: Census of Population, 2001; PACEC

**Table B32.91 Black and ethnic minority not good health (2001)**

	South West Forest	South West	Eng&Wales
BEM	2,130	113k	4.52m
BEM Not good Health	104	6,740	330k
Share (%)	4.9%	6.0%	7.3%
Differential (%)	0.0%	-1.1%	-2.4%
Excess	0	-23	-51
Indicator	0.00	0.57	1.28

South West Forest is benchmarked against different areas  
Source: Census of Population, 2001; PACEC

**Table B32.92 Those born in the UK (2001, 1991)**

	South West Forest	South West	Great Britain
Population of all ages	232k	4.93m	57.1m
Born in the UK	224k	4.68m	52.3m
Proportion born in the UK	96.7%	94.9%	91.5%
Differential (%)	0.0%	1.7%	5.1%
Excess	0	3,990	11,900
Indicator	0.00	0.22	0.66
Growth	14,500	265k	3.26m
Growth (%)	6.9%	6.0%	6.7%
Differential (%) growth	0.0%	0.9%	0.2%
Excess	0	1,880	522
Indicator	0.00	0.16	0.04
Change in rate (%)	-0.5%	-0.8%	-1.4%
Differential change in rate (%)	0.0%	0.3%	0.9%
Differential change in rate (#)	0	763	2,170
Indicator	0.00	0.20	0.57

South West Forest is benchmarked against different areas  
Source: Census of Population 1991, 2001; PACEC



**Table B32.93 White (2001, 1991)**

	South West Forest	South West	Great Britain
Population of all ages	232k	4.93m	57.1m
White	226k	4.7m	50.5m
Proportion white	97.5%	95.4%	88.4%
Differential (%)	0.0%	2.1%	9.1%
Excess	0	4,970	21,100
Indicator	0.00	0.18	0.75
Growth	11,400	155k	3.56m
Growth (%)	5.3%	3.4%	7.6%
Differential (%) growth	0.0%	1.9%	-2.3%
Excess	0	4,080	-4,890
Indicator	0.00	0.22	-0.27
Change in rate (%)	-2.0%	-3.2%	-0.6%
Differential change in rate (%)	0.0%	1.3%	-1.4%
Differential change in rate (#)	0	2,920	-3,190
Indicator	0.00	0.22	-0.24

South West Forest is benchmarked against different areas

Source: Census of Population 1991, 2001; PACEC

## Appendix C Sampling Strategy for SWF Beneficiaries

	<i>Farmers/Other Landowners</i>	<i>Trainee</i>	<i>Trainer</i>	<i>Collaboration Partner</i>	<i>Woodland Consultant /Contractor</i>	<i>Woodfair Beneficiary</i>	<i>Tourist/ Participant in Local Activities</i>	<i>Community Project Beneficiary</i>	<i>Teacher</i>	<i>Health Walker</i>	<i>Business Start-up/ Growing Firm</i>	<i>Total</i>
<b>SWF</b>	50 (346) <sup>15</sup>	50 (995)	10 (15)	25 (135)	10 (36)	50 (130 + 5170)	15 (50)	15 (11)	10 (20)	15 (59)	-	250

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<sup>15</sup> Total population in brackets.

## **Appendix D    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? <i>(Please tick one)</i>			
	Independent organisation	<input type="checkbox"/>	Part of a larger group	<input type="checkbox"/> <input type="checkbox"/> N/A <input type="checkbox"/>

*(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: <i>(Please tick one)</i>	
	SWF? <input type="checkbox"/>	FF? <input type="checkbox"/>

Q8	Can you describe what you think SWF / FF was set up to do?	

Q9	Are you a: <i>(Please tick as many as apply)</i>
----	--

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:

Woodland Management (please tick one)

Yes	1	No	2
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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:

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   
Low

Quite high   
None

Average   
Don't know

Please describe this impact


Q14 How did you become involved with SWF / FF, eg 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   
Below average

Quite easy   
Not at all easy

Average   
Don't know

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   
To a small extent

Mostly   
Not at all

To a certain extent   
Don't know

*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

No

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

Private sector	<input type="checkbox"/>
Forestry Commission	<input type="checkbox"/>
Farming and Wildlife Advisory Group (FWAG)	<input type="checkbox"/>
Wildlife Trust	<input type="checkbox"/>
Rural Development Service (RDS)	<input type="checkbox"/>
Areas of Outstanding Natural Beauty (AONB) teams	<input type="checkbox"/>
Other local initiative (Please specify below)	<input type="checkbox"/>
	<input type="checkbox"/>

And with what result?

	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Q19 Has there been any impact on your lifestyle or quality of life since you received this support? (Please tick one)

Yes ☐ <sup>1</sup> No ☐ <sup>2</sup>

If yes, please give details

	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Q20 Have you seen a difference overall on your household since this support was provided? (Please tick one)

Yes ☐ <sup>1</sup> No ☐ <sup>2</sup>

If yes, please give details

	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Q21 What other sources of support have you used in addition to the SWF/FF support? (Please give details)

	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

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	<input type="checkbox"/>	Improved incomes	<input type="checkbox"/>
Developed woodlands	<input type="checkbox"/>	Increased value of assets	<input type="checkbox"/>
		Other ( <i>Please specify below</i> )	<input type="checkbox"/>
			<input type="checkbox"/>

Q23 Do you currently use any of your land in any of the following ways? (*Please tick as many as apply*)

Woodland	<input type="checkbox"/>
Tourist accommodation	<input type="checkbox"/>
Creating and selling woodland products	<input type="checkbox"/>
Shooting	<input type="checkbox"/>
Managed retirement	<input type="checkbox"/>
Attracting visitors	<input type="checkbox"/>
Other ( <i>Please specify below</i> )	<input type="checkbox"/>
	<input type="checkbox"/>

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	<input type="checkbox"/>
To develop tourist accommodation	<input type="checkbox"/>
To create and sell woodland products	<input type="checkbox"/>
For shooting	<input type="checkbox"/>
For managed retirement	<input type="checkbox"/>
To attract visitors	<input type="checkbox"/>
Other ( <i>Please specify below</i> )	<input type="checkbox"/>
	<input type="checkbox"/>



Q25 Which of the following did you receive: *(Please tick as many as apply)*

Advice	<input type="checkbox"/>	A Grant	<input type="checkbox"/>	A Loan	<input type="checkbox"/>	Ongoing support	<input type="checkbox"/>	Other <i>(Please specify below)</i>	<input type="checkbox"/>

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?

£
Ha

Or relating to how many hectares?

*SWF Beneficiaries*

Was this grant provided by..... *(Please tick one)*

Woodland Grant Scheme?  
 Farm Woodland Premium Scheme?  
 Countryside Stewardship Scheme?  
 Other *(Please specify below)*

1
2
3
4

*FF / CW Beneficiaries*

Was this grant a ... *(Please tick one)*

FF new planting grant?  
 FF woodland improvement grant?  
 FF Business Support?  
 Other *(Please specify below)*

1
2
3
4

How well do these three types of grants interact in your opinion? *(Please tick one)*

Very well	<input type="checkbox"/>	Average	<input type="checkbox"/>	Not well	<input type="checkbox"/>
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What do you/did you aim to do with the grant funds you received? *(Please give details)*

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☐  
☐

Were there any other sources that you could have applied to for this grant? *(Please give details)*

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☐  
☐  
☐

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)*

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☐  
☐  
☐  
☐  
☐  
☐

Q29 Has this grant had an impact on your annual income level? *(Please tick one)*

Yes ☐

No ☐

Don't know ☐

*If yes, please describe the impact? (Please give details)*

£0-500 ☐

£2,000-5,000 ☐

£500-1,000 ☐

£5,000+ ☐

£1,000-2,000 ☐

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☐  
☐

Q30 Did the receipt of this grant benefit you in other ways (apart from financial)? *(Please tick one)*

Yes ☐

No ☐

Don't know ☐

*If yes, please describe below (eg: helped to manage a change)? (Please give details)*

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☐  
☐  
☐

Q31 What was your experience of the wider aspects of receiving this support (eg community consultation, or allowing access where relevant)? *(Please give details)*

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Q32 What improvements would you suggest for this grant or support? *(Please tick one and give details)*

Delivery process 

1
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Scale / scope of benefits 

2
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### 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 

--

  
Economic improvement 

--

New ideas 

--

  
Other *(Please specify below)*

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Q34 What is your current job? \_\_\_\_\_

What aspects of your current work enable you to make a contribution to this initiative?  
(Please give details)

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Which aspects of the collaboration provided you with most value for your work? (Please give details)

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Q35 How did this collaboration come about? (Please give details)

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Q36 In what ways does this collaboration benefit you? (Please give details)

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Q37 Please describe this collaboration:

What was the **aim** of the collaboration?

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What were the **types** of organisations / individuals involved?

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Was the collaboration of fixed **length**, or ongoing? (Please tick one)

Fixed length Ongoing *If the length was fixed, what was it?*

Months

Q38 How useful have you found this collaboration? *(Please tick one)*Excellent Good Average Below Average Poor Don't know Q39 Will this collaboration continue in the future? *(Please tick one)*Yes No Possibly Don't know Q40 Has this collaborative initiative resulted in the forestry agenda progressing, in your view?  
*(Please tick one)*Yes No *If yes, please give details*


*If no, why not?*


Q41 What improvements would you suggest for this scheme? *(Please give details)*Delivery processes Scale / scope of benefits offered 


**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 ☐

Started a business ☐

Increased employment options ☐

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 ☐ <sup>1</sup> No ☐ <sup>2</sup>

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 ☐ <sup>1</sup>

No ☐ <sup>2</sup>

*If yes, in what skills? (Please give details)*


*If yes, who will it be delivered by? (Please tick as many as apply)*

Private sector	<input type="checkbox"/>
FE	<input type="checkbox"/>
Agricultural sector	<input type="checkbox"/>
Other <i>(Please specify below)</i>	<input type="checkbox"/>

Q53 Do you have improved understanding of the broader aspects of public benefit forestry as a result of this training? *(Please tick one)*

Yes ☐ <sup>1</sup>

No ☐ <sup>2</sup>

*Please give details*


Q54 What improvements would you suggest for this scheme? *(Please give tick one and details)*

Delivery processes ☐ <sup>1</sup>

Scale / scope of benefits offered ☐ <sup>2</sup>


## 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 ☐Knowledge-Based ☐

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 ☐No ☐

If yes, please give details

Q58 Are you planning on providing additional training? (Please tick one)

Yes ☐No ☐

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 ☐ <sup>1</sup>

Secondary ☐ <sup>2</sup>

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 schemes? *(Please tick one)*

Close proximity ☐ <sup>1</sup>

Relatively near ☐ <sup>2</sup>

Not near ☐ <sup>3</sup>

Q64 Have you considered using this site due to grant aid provided by SWF? *(Please tick one)*

Yes ☐ <sup>1</sup>

No ☐ <sup>2</sup>

Don't know ☐ <sup>3</sup>

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 ☐ <sup>1</sup> No ☐ <sup>2</sup>

*If yes, please give details*


Q72 Did this activity stimulate any additional learning for students? *(Please tick one)*

Yes ☐ <sup>1</sup> No ☐ <sup>2</sup>

*If yes, please give details*


Q73 What improvements would you suggest for this scheme? *(Please give details)*

Delivery processes ☐ <sup>1</sup> Scale / scope of benefits offered ☐ <sup>2</sup>


## 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)* ☐

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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 <input style="width: 50px;" type="text"/>	New ideas <input style="width: 50px;" type="text"/>	
		Other (Please specify below)	<input style="width: 50px;" type="text"/>
			<input style="width: 50px;" type="text"/>
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)		
			<input style="width: 50px;" type="text"/>
			<input style="width: 50px;" type="text"/>
			<input style="width: 50px;" type="text"/>
Q84	Did your attendance at this woodfair make an impact on your work? (Please tick one)		
	Yes <input style="width: 50px;" type="text"/>	No <input style="width: 50px;" type="text"/>	
	If yes, please give details		
			<input style="width: 50px;" type="text"/>
			<input style="width: 50px;" type="text"/>
			<input style="width: 50px;" type="text"/>
Q85	What improvements would you suggest for the woodfair? (Please give details)		
			<input style="width: 50px;" type="text"/>
			<input style="width: 50px;" type="text"/>
			<input style="width: 50px;" type="text"/>

## 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 <input style="width: 50px;" type="text"/>	Increased social network <input style="width: 50px;" type="text"/>	
		Other (Please specify below)	<input style="width: 50px;" type="text"/>
			<input style="width: 50px;" type="text"/>
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
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If yes, please provide details, eg: 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

Scale / scope of benefits offered


## 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 ☐

Cycling ☐

Equestrian ☐

Other *(Please specify below)*

---

Length of time involved  hrs

Location

Who participated?

Q97 How useful did you find this activity? *(Please tick one)*

Excellent ☐

Good ☐

Average ☐

Below average ☐

Poor ☐

Don't know ☐



Q98 Have you undertaken similar organised activities previously? *(Please tick one)*

Yes ☐

No ☐

*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 ☐  
Not quite as good ☐

A little better ☐  
Inferior ☐

Same ☐  
Don't know ☐

Q100 Did this activity stimulate any additional activities? *(Please tick one)*

Yes ☐

No ☐

*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 ☐ <sup>1</sup>

No ☐ <sup>2</sup>

*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	<input type="checkbox"/>	Clear business strategy	<input type="checkbox"/>
Network of contacts	<input type="checkbox"/>	Economic improvement	<input type="checkbox"/>
Improved decision making	<input type="checkbox"/>	Other <i>(Please specify below)</i>	<input type="checkbox"/>

Q111 Do you have: *(Please tick one)*

An established business? ☐ <sup>1</sup>

A new business ☐ <sup>2</sup>

A business idea ☐ <sup>3</sup>

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	<input type="checkbox"/>
A Grant	<input type="checkbox"/>
Technical advice / expert Consultation	<input type="checkbox"/>
Directed to other advisory services	<input type="checkbox"/>
Assistance gaining grants from other agencies	<input type="checkbox"/>
Other (please describe below)	<input type="checkbox"/>
	<input type="checkbox"/>

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 **Today**, 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 <i>(please give details)</i>		
Projected rate of growth (% per annum)		%

Q118 Did this support help you to advance your business? *(Please tick one)*

Yes ☐ <sup>1</sup>

No ☐ <sup>2</sup>

*If yes, please describe how*


Q119 Did this support have an impact on how you feel about running this business? *(Please tick one)*

Yes ☐ <sup>1</sup>

No ☐ <sup>2</sup>

*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 ☐

No ☐

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 ☐  
Not quite as good ☐

A little better ☐  
Inferior ☐

Same ☐  
Don't know ☐

Q122 What improvements would you suggest for this scheme? (Please give details)

Delivery processes ☐

Scale / scope of benefits offered ☐


### 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 ☐ <sup>1</sup> Probably ☐ <sup>2</sup> Possibly ☐ <sup>3</sup> Possibly not ☐ <sup>4</sup> Definitely not ☐ <sup>5</sup>

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)*

<b>Timing</b>	Sooner <input type="checkbox"/> <sup>1</sup>	Later <input type="checkbox"/> <sup>2</sup>	Same <input type="checkbox"/> <sup>3</sup>
<b>Scope</b>	Greater <input type="checkbox"/> <sup>1</sup>	Smaller <input type="checkbox"/> <sup>2</sup>	Same <input type="checkbox"/> <sup>3</sup>
<b>Scale</b>	Greater <input type="checkbox"/> <sup>1</sup>	Smaller <input type="checkbox"/> <sup>2</sup>	Same <input type="checkbox"/> <sup>3</sup>

Q125 What methods would you have used? *(Please tick as many as apply)*

Approached a management consultancy	<input type="checkbox"/>
Approached a training provider	<input type="checkbox"/>
Approached Business Link	<input type="checkbox"/>
Approached local LSC	<input type="checkbox"/>
Forestry Commission	<input type="checkbox"/>
Management Company	<input type="checkbox"/>
Institute of Chartered Foresters	<input type="checkbox"/>
Small Woodlands Association	<input type="checkbox"/>
Forestry and Timber Association	<input type="checkbox"/>
Other <i>(Please specify below)</i>	<input type="checkbox"/>
	<input type="checkbox"/>

Q126 Were you aware of any alternative sources of support or courses of action before you became involved in the project? *(Tick one)*

Yes ☐ <sup>1</sup> No ☐ <sup>2</sup> Don't know ☐ <sup>3</sup>

Q127 Did you actively seek any alternatives? *(Tick one)*

Yes ☐ <sup>1</sup> No ☐ <sup>2</sup> Don't know ☐ <sup>3</sup>

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 <input type="checkbox"/>	No <input type="checkbox"/>

## 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	<input type="checkbox"/>	<input type="checkbox"/>
Diversified farm and other income	<input type="checkbox"/>	<input type="checkbox"/>
Increased farm and other income	<input type="checkbox"/>	<input type="checkbox"/>
Increased its sales in existing domestic markets	<input type="checkbox"/>	<input type="checkbox"/>
Opened up new domestic markets	<input type="checkbox"/>	<input type="checkbox"/>
Started exporting or increased its export sales	<input type="checkbox"/>	<input type="checkbox"/>
Increased its sales overall	<input type="checkbox"/>	<input type="checkbox"/>
Increased its employment	<input type="checkbox"/>	<input type="checkbox"/>
Increased its profit margin on sales	<input type="checkbox"/>	<input type="checkbox"/>
Increased productivity	<input type="checkbox"/>	<input type="checkbox"/>
Increased the value of its assets	<input type="checkbox"/>	<input type="checkbox"/>
Increased the overall value of the organisation	<input type="checkbox"/>	<input type="checkbox"/>

Q130 How well did this support fit with other support you received from other sources? (Please tick one)

Very well	<input type="checkbox"/>	Reasonably	<input type="checkbox"/>
Not well	<input type="checkbox"/>	Don't know	<input type="checkbox"/>

Q131 Have these changes made an impact on your confidence for the future? (Please tick one and give details)

Yes	No	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q132 Has your quality of life improved after receiving this help from SWF / FF? (Please tick one)



Yes ☐ <sup>1</sup> No ☐ <sup>2</sup>

If yes, please give details


Q133 Are you planning any new activities following this support from SWF / FF? (Please tick one)

Yes ☐ <sup>1</sup> No ☐ <sup>2</sup>

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)
<b>Turnover</b>				£ ,000

Direction of change (Tick one)				Size of change
	Increase	No change	Decrease	(Show number)
<b>No of employees</b>				

Q135 To what extent would these changes have happened anyway (ie 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)
<b>Turnover</b>				£ ,000

Direction of change (Tick one)				Size of change
	Increase	No change	Decrease	(Show number)
<b>No of employees</b>				

Q136 Do you have any competitors in your local area (ie radius of 20 miles)? (Please tick one)

Yes ☐ <sup>1</sup> No ☐ <sup>2</sup> Don't know ☐ <sup>3</sup>

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 <sup>1</sup> No <sup>2</sup> Don't know <sup>3</sup>

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 <sup>1</sup> No <sup>2</sup>

*If yes, by how much per annum?*

Total amount used before

Total amount used now

Predicted usage next year

%

Q141 Since receiving SWF/FF support, to what extent have your local purchases changed?  
*(Please tick one)*

Large increase <sup>1</sup> Some increase <sup>2</sup> Stayed the same <sup>3</sup> Declined <sup>4</sup> Don't know <sup>5</sup>

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	<input type="text"/> <sup>1</sup>
University/FE/agriculture groups	<input type="text"/> <sup>2</sup>
Sector/cluster based networks	<input type="text"/> <sup>3</sup>
Sub regional / local business partnerships	<input type="text"/> <sup>4</sup>
Commercial / industrial associations	<input type="text"/> <sup>5</sup>
Other <i>(Please specify below)</i>	<input type="text"/> <sup>6</sup>

Q143 Has this generally decreased/increased as a result of SWF/FF support? *(Please tick one)*

Increased <sup>1</sup> Stayed the same <sup>2</sup> decreased <sup>3</sup>

## 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 (eg: 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 ☐ <sup>1</sup>

No ☐ <sup>2</sup>

If yes, please give details


Q146 Have there been any negative impacts? (Please tick one)

Yes ☐ <sup>1</sup>

No ☐ <sup>2</sup>

If 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 E    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? <i>(Please tick one)</i>			
	Independent organisation	<input type="checkbox"/>	Part of a larger group	<input type="checkbox"/>
			N/A	<input type="checkbox"/>
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 ☐ No ☐

If NO, End of Questionnaire

Q8 Have you been involved with either: *(Please tick as appropriate)*

SWF? ☐ FF? ☐

### 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

Participated on a training programme

Attended an organised event

Spoken with people who work there

Other *(Please specify below)*

---

1
2
3
4
5

Q11 Have you had any indirect involvement with SWF/FF? *(Please tick one)*

No

Utilised new amenities

Observed new planting activity

Utilised a business who received support from SWF/FF

Other *(Please specify below)*

---

1
2
3
4
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

Poor

Good

Don't know

1
3

2
4

Q13 How would you rate the quality of work done by SWF/FF in your opinion? *(Please tick one)*

Very high

Low

High

Don't know

1
3

2
4

Q14 How would you rate the impact made by SWF/FF? *(Please tick one)*

Very high

Low

High

Don't know

1
3

2
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 ☐ <sup>1</sup> No ☐ <sup>2</sup> Don't know ☐ <sup>3</sup>

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 ☐ <sup>1</sup> No ☐ <sup>2</sup> Don't know ☐ <sup>3</sup>

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  
Improved scale of woodland  
Greater diversity of woodland  
Improved access to woodland  
Improved woodland amenities  
Other *(Please specify below)*

1
2
3
4
5
6

---

Q21 What has been the impact on firms in this area? *(Please tick one)*

Don't know  
Improved business practices  
Improved skills  
Greater opportunities  
Other *(Please specify below)*

1
2
3
4
5

---

Q22 What has been the impact on land and the environment in this area? *(Please tick one)*

- Don't know  
Cleaner land  
Improved ecosystem (greater number and variety of birds/insects etc)  
Better use of land  
Improved balance between woodland and other land uses  
Other *(Please specify below)*

1
2
3
4
5
6

Q23 What has been the impact on people in this area? *(Please tick one)*

- Don't know  
Greater value derived from local amenities  
Increased enjoyment of natural environment  
Improved skills/knowledge  
Improved health  
Other *(Please specify below)*

1
2
3
4
5
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 ☐No ☐Don't know ☐*If yes, please give details*


Q27 Would the impacts on people in the area have happened in any case? *(Please tick one)*Yes ☐No ☐Don't know ☐*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 F SWF Development Plan (January 2001) Evaluation Matrix (PACEC Assessment)

Building Block	Actions	Core Target/Output	Limitations:		Evidence available to suggest:				Comments
			Aspect not specifically examined as part study	No evidence available to assess	targets/actions exceeded	targets/actions met	some progress towards targets/actions	no progress towards targets/actions	
1. Agricultural Restructuring and Woodland Potential	1.1 Monitor underlying trend of the land based economy and record change	Bi-annual update of basic economic performance of farms by type	•	•					
		Monitor land sales and purchases in years 1 and 4	•	•					
		Undertake and assessment of the employment value and potential of farm woodland and related activities in years 1 & 4	•	•					
	1.2 Set up monitoring programme to evaluate the effectiveness of different types of grant aid, advice and farmers levels of involvement in SWF	Set up and update annually a database of this information		•					Useful information had it been available
	1.3 Maintain information on woodland planting by farm type and their potential contribution to the agricultural economy	Set up and regularly update a database of this information					•		Database on woodland planting available, no information on potential contribution to agricultural economy
	1.4 Undertake geographic analysis of woodland performance by farm type	Link database to GIS		•					
	1.5 Awareness Raising to farmers in assisting agricultural transition - Training - Demonstration; develop a network of demonstration woodlands	6 seminars / year	•						
		Attend 10 agricultural shows or events / year	•						
		15 demonstration woodlands spread geographically and silviculturally	•						
		Review network year 2 and 4	•						
	1.6 Monitor species balance that ensures an economic return to the area	Ensure potential productivity of woodlands established	•						
		Produced three short guides on establishment process				•			Guidance available
	1.7 Encourage best practice in pest management	Establish co-operation of farmers and landowners in wildlife management in six areas			•				
	1.8 Provide demonstration woodlands showing different silvicultural techniques including continuous cover	Link to FE and others for use of existing woodlands	•						
		Establish agreements over three sites	•						
	1.9 Investigate the relevance of agro forestry	Explore on one stock/ on sheep / on arable farm	•						

SWF Development Plan (Jan 2001):			Limitations:		Evidence available to suggest:				
Building Block	Actions	Core Target/Output	Aspect not specifically examined as part study	No evidence available to assess	targets/actions exceeded	targets/actions met	some progress towards targets/actions	no progress towards targets/actions	
	1.10 Develop the Cookworthy Centre as a centre of excellence with emphasis on the potential role woodland can play in the rural economy	Ensure that six demonstration activities and seminars are held at Cookworthy per annum				•			Comments
		Double the current level of usage in the technical library	•						
		Ten farm businesses to be using the facility each year	•						
		Monitor the usage of the internet access point	•						
		Market the Cookworthy Centre as a facility for broader seminars / activities. Six to be held each year				•			
	1.11 Ensure that all new woodland activities follow the UK Forestry standard and promote high quality	Write a layman's guide to the UK Forestry standard for farmers in the SWF area				•			
	1.12 Maintain the commitment of the Forestry Commission and MAFF to apply the SWF support mechanisms Achieve new woodland planting of different sizes by 2006	SWF support systems to be available for at least 6 years				•			
		3,000ha of additional planting by 2006, including 1,000ha of woodland under 10ha, 2,000ha over 10ha			•				
	1.13 Provide advice on Woodland Management to farmers and landowners Give advice on bringing existing woodlands into management Understand impediments to good management	100 farmers and landowners per year to receive management advice		•					
		200ha of existing woodland to be brought under management per year in a recognised plan		•					
		Annual customer survey	•						
	1.14 Awareness raising and Demonstration sites	Six visits at senior level per year	•						
		Four seminars per year	•						
2. Development of the Forestry Industry	2.1 Establish base-line position and monitor change	Baseline indicators and annual update		•					
	2.2 Undertake research into the difference industry sectors in the SWF area and those that take woodland materials from the area including: mills and their source material, contractors, direct workforce, companies, and artisans	Establish baseline in year 1		•					
		Report in year 3		•					
		Undertake a survey in years 3 and 5		•					
		Report in year 6		•					
	2.3 Undertake base-line research into how woodlands in the SWF area are used for profit	Support local networks where necessary			•				
		Produce a report year 3		•					

SWF Development Plan (Jan 2001):			Limitations:		Evidence available to suggest:				
Building Block	Actions	Core Target/Output	Aspect not specifically examined as part study	No evidence available to assess	targets/actions exceeded	targets/actions met	some progress towards targets/actions	no progress towards targets/actions	
	2.4 Identify mechanisms that will support existing and encourage the development of new wood-related industries within the area	Report on the variety of mechanisms used regionally, nationally and internationally by year 2		•					Comments
		Experiment with the identified mechanisms and disseminate the findings		•					
	2.5 Provide signposting to other relevant initiatives. Identify funding sources to grant aid business development	15 recommendations to other organisations				•			
		Produce guide to funding sources		•					
	2.6 Develop grant package to blockages	Trial and develop 1-2 different funding mechanisms during the whole plan period		•					
	2.7 Sponsor a competition for woodland product design	Annual competition	•						
		Sponsor up to four artisans to attend national shows	•						
	2.8 Undertake a feasibility study into the setting up of tree stations	Produce a report	•						
	2.9 Assess the potential for wood processing and storage on the farm	Produce report and monitor any activities	•						
	2.10 Promote and support a series of pilot co-operative ventures	X number of SME's supported		•					
	2.11 Pool the information on existing woodland directories relevant to the area	Set up a web page		•					
	2.12 Liaise with the FC and others to understand current initiatives being followed to develop regional and national woodland markets	Develop a wood craft catalogue in association with the website				•			
	2.13 Encourage local authorities & other major wood users to source wood locally where possible In association with other partners initiate a regional campaign to promote the use of wood products Expand the branding being developed by the Exmoor Woodland Initiative, with a local timber users logo	A meeting with each local authority by year 4	•	•					
		Facilitate six links between local producers and consumers				•			
	2.14 Assess the feasibility of developing a 'Wood Village'	Feasibility study	•	•					

SWF Development Plan (Jan 2001):			Limitations:		Evidence available to suggest:				Comments
Building Block	Actions	Core Target/Output	Aspect not specifically examined as part study	No evidence available to assess	targets/actions exceeded	targets/actions met	some progress towards targets/actions	no progress towards targets/actions	
	2.15 Work with others to explore and promote the appropriate uses of alternative technologies based on wood and especially the capabilities of short rotation coppice	Explore and if appropriate draw up a business plan for suitable project				•			
	2.16 Assess the appropriateness of accreditation in the context of SWF				•				
	2.17 To support initiatives for improving timber transport, where possible		•	•					
3. Training and Business Development	3.1 Establish base-line and monitor change	Meetings and interviews with 5 local forestry and agricultural workers, 5 contractors and 5 companies		•					
	Research what industries needs and requirements are (time, outcomes, qualifications, etc.)	2- records of training and business support needs from individuals		•					
	Meet with LANTRA and FCA to ensure up-to-date information feeds into training and business support	Yearly report for SWF area		•					
		4 meetings per annum		•					
	3.2 Facilitate general business support by signposting appropriate sources of advice and help	Database of organisations set up by year 2 setting out general business support		•					
		Quarterly updates to useful links page on website				•			
		4 Countryside Clinics to be arranged with appropriate organisations per annum					•		
	3.3 Provide support for financial appraisals if businesses involved in or considering involvement in forestry	2 financial appraisals carried out per annum		•					
	Explore links to LANTRA Benchmarking Scheme								
	3.4 Provide upskilling courses, discussion and updating events and Continuing Professional Development for professional Foresters	5 events per annum (record of titles to be kept)			•				
		30 people attended (background to be kept)			•				
		15 SME's supported		•					
	3.5 Provide comprehensive information packs in each subject to those attending courses			•					
	3.6 Provide demand-led training courses and list and significant outcomes	25 courses per annum (record of titles to be kept)		•					

SWF Development Plan (Jan 2001):			Limitations:		Evidence available to suggest:				Comments
Building Block	Actions	Core Target/Output	Aspect not specifically examined as part study	No evidence available to assess	targets/actions exceeded	targets/actions met	some progress towards targets/actions	no progress towards targets/actions	
		200 people per year attended (record of their background to be kept)		•					
	3.7 Put on events at specific request where possible and practical	At least 2 events put on per annum outside standard programme (record reason for arrangement)		•					
	3.8 Provide and extra form of support to those considering new woodland establishment, beyond SWF advisory visits	20 people to attend training after receiving an advisory visit per annum		•					
		5 people to attend course as first contact with SWF per annum, leading on to an advisory visit		•					
	3.9 Provide comprehensive packs of information on each subject to attendees			•					
	3.10 Work with clients to support them in exploring alternative sources of income from time freed up by forestry activities	5 SMEs supported per annum			•				
	3.11 Make contact with forestry employers and contractors to ascertain their existing and potential labour needs	Annual Labour Report on forestry		•					
	3.12 Make contact with agricultural contractors, Young Farmers Clubs and other to raise awareness of the transferability of land based skills to forestry operations (especially forestry establishment)	5 meetings with agricultural contractors during life of plan		•					
		Develop literature to raise awareness and distribute all YFCs and other in the SWF area		•					
	3.13 Understand the nature of land-based employment in the SWF area	6 individuals supported over a six year period							
	Undertake a trail to help those who have attended training, consolidate their skills through informal related work placements	Evaluation of participants experiences		•					
	3.14 Monitor the Geographical spread through map of course locations	Produce an annual map	•						
	3.15 Explore other mentoring systems, both in the area and nationally in the forestry and land based sectors	Paper leading to model of potential system in year 3	•						
	3.16 Trial system of mentoring and informal work placements	5 people to undertake mentoring and informal work placements if appropriate	•						
Evaluation of the South West Forest and Forest Futures Projects									
					Page 253				

SWF Development Plan (Jan 2001):			Limitations:		Evidence available to suggest:				Comments
Building Block	Actions	Core Target/Output	Aspect not specifically examined as part study	No evidence available to assess	targets/actions exceeded	targets/actions met	some progress towards targets/actions	no progress towards targets/actions	
4. Protection and enhancement of the natural environment	3.17 Hold meetings to discuss the proposed informal business support network and development of skills exchanges	Create a database in skills of those interested in getting involved		•					
	3.18 Research into other skills exchange schemes (LETS)	Research paper leading to model of potential system		•					
	3.19 Trial a system of skills exchange	4 people to undertake informal skill exchanges		•					
	4.1 Outline the role woodlands play and monitor change					•			
	4.2 Review national research on climate change and assess applicability to SWF					•			
	4.3 With others, review the contribution that woodland can make to meeting international obligations for carbon dioxide emissions and air quality	Monitor new woodland establishment in the SWF area and its impact on carbon dioxide emission and air quality		•					
		Create a model to record the value of activities		•					
	4.4 Quantify, according to farm type, the reduced chemical inputs resulting from the conversion of agricultural land to woodland	Disseminate the results to decision makers		•					
	4.5 Identify areas where woodland planting will bring the greatest benefits in terms of flood control and water purification	Develop GIS based map of the outcomes				•			
	Explore funding opportunities for woodland buffer zones	Trial a scheme 'Woodlands for Water'		•					
	4.6 Monitor landscape character changes through photo montages of large new woodlands.	Produce a set of landscape portfolios based on photo montages and linked to character types		•					
	Undertake consultations in areas of significant woodland planting with the public	Identify the key characteristics that define them		•					
		Develop a 'Woodland Opportunities Statement' on GIS to guide the targeting of woodland planting				•			
		Annual consultation		•					
	4.7 Prepare guidance on the design of individual woodlands/forests following appropriate Forestry Commission Guidelines including the Forest Landscape Design Guideline	Produce a booklet on landscape on landscape design for the SWF				•			
	Provide support for enhanced landscape design skills in forestry								

SWF Development Plan (Jan 2001):			Limitations:		Evidence available to suggest:				
Building Block	Actions	Core Target/Output	Aspect not specifically examined as part study	No evidence available to assess	targets/actions exceeded	targets/actions met	some progress towards targets/actions	no progress towards targets/actions	
		10 People attending forest design course per annum		•					Comments
	4.8 Identify how woodlands can be used to best effect to provide a framework to remaining non-woodland habitats. With reference to HAPs, BAPs and SAPs established woodland types and locations suitable for achieving particular biodiversity objectives. Develop clear guidance on woodland management practice to enhance biodiversity. Identify how woodlands contribute towards broader biodiversity priorities. Increase the area of native woodlands.	Produce guidance sheets on the relation of woodland to non-woodland habitats				•			
		Develop a menu of woodland types and locations		•					
		Undertake the planting of 10ha per year of upland Oak and wet woodland		•					
		Produce guidance sheets on 'Woodland for Biodiversity'				•			
		Create one demonstration site for wet woodland and one for upland Oak		•					
		Record the contribution of at least 5 species/habitats		•					
		Develop a free tree scheme		•					
		20ha native planting per year		•					
		Produce guidance on native planting				•			
		Establish demonstration sites for native planting techniques		•					
	4.9 Identify key localities for the linking of existing native woodland Encourage the use of species of local provenance where appropriate	Develop a GIS based map of outcomes				•			
		Create and maintain a database of nurseries supplying local provenance stock				•			
		Support nurseries in the development of their local provenance stock		•					
5. Recreation and Tourism Promotion	5.1 Record the current usage and understanding and monitor change Develop strong partnerships with the main recreation, access and tourism providers of the area	Implement research on woodland recreation in the SWF area		•					
		Regular liaison meetings with recreation, access and tourism providers		•					
	5.2 Work with others to encourage the recognition of the importance of woodland to the area and the recreational opportunities that this brings	Recognise woodland in tourism literature and other promotional material				•			
		Produce a bi-annual list of B&Bs offering woodland related activities		•					
		Undertake surveys on visitors' perceptions of woodlands and their recreational potential		•					



SWF Development Plan (Jan 2001):			Limitations:		Evidence available to suggest:				Comments
Building Block	Actions	Core Target/Output	Aspect not specifically examined as part study	No evidence available to assess	targets/actions exceeded	targets/actions met	some progress towards targets/actions	no progress towards targets/actions	
	5.3 Develop the Cookworthy Centre and other linked centres as gateways into the SWF area	Increase the number of links with other centres		•					
	5.4 Produce literature on recreational opportunities offered by woodlands	In house leaflets to be produced		•					
		Leaflets to be distributed to TICs, Village Information Points and local accommodation providers		•					
	5.5 Understand market demands	Analyse using marketing criteria		•					
	5.6 Undertake research into the promotion of woodland tourism and recreation in the UK and continental Europe and look for successful models of farm tourism	Set up pilot project as a demonstration site to test alternative approaches to woodland tourism/recreation and leisure ventures		•					
	5.7 Identify all woodlands with public access	Produce an 'Access to Woodland' directory listing, details of woodland with public access		•					
	Create woodland with access opportunities	Xkm of new woodland access over the life-span		•					
	Link with PROW	4 access agreements per year linking with PROW		•					
	Work with others to develop spur and link routes of different grades off the existing long distance bridleway across the area.	5 links over the life of the plan		•					
	Through farm based tourism initiatives develop links between tourism and woodland	One long distance bridleway during the life of this Plan		•					
	Promote the health benefits of woodland	Encourage woodland camping barns linked to recreational trails		•					
		Develop a system of woodland passports		•					
		Record woodlands planted as an adjunct to farm based tourism initiatives and their use		•					
		Work with PCT's to develop a series of health walks				•			
	5.8 Develop events that become part of the annual calendar of the area	At least one major event per annum				•			
	5.9 Take the lead in developing one fully costed flagship project demonstrating the potential for woodland to be developed as part of recreation and tourism initiatives with its own business plan during the life of the development plan	Identify benefactors and partners to assist in taking the project forward to completion by 2006				•			

SWF Development Plan (Jan 2001):			Limitations:		Evidence available to suggest:				
Building Block	Actions	Core Target/Output	Aspect not specifically examined as part study	No evidence available to assess	targets/actions exceeded	targets/actions met	some progress towards targets/actions	no progress towards targets/actions	
	5.10 Assist others in the preparation of directories of local woodland products	Maintain the SWF Craftworks database				•			Comments
	5.11 Encourage the sale of woodland products at Farmer and Pannier Markets and at craft fairs	List of farmers markets in the area to distribute to potential retailers		•					
		Bi-annual Woodfair				•			
	5.12 Work with groups representing the needs of the less able	Develop woodland trails that are designed to meet the needs of the less able					•		
	Work with groups representing specialist interests	Explore opportunities with other specialist groups		•					
	5.13 Assess the income potential of the develop	Prepare research paper on income potential		•					
	5.14 Assess the suitability of different methods of charging for access	Undertake 2 experimental initiatives evaluating woodland passport and route tolls.		•					
6 Community Networks, Education and Sustainable Development	6.1 Establish baseline position regarding contribution of SWF to rural development and monitor change	Keep database of SWFs Community Network Activities		•					
	Work with others	1 meeting with appropriate body/year				•			
	6.2 Develop community woodlands	12 Community woodlands within the life of the plan		•					
		Support communities in running events at their local community woodland				•			
	6.3 With partners, work with interested community groups on the woodland component of Local Heritage Initiatives, Village Appraisals and Parish Maps	Support for 1 Heritage Initiative / Village Appraisal per annum				•			
		Undertake 1 community woodland appraisal / annum				•			
	6.4 Promote use of wood in countryside furniture within villages	Run an annual design competition targeting different artefacts to promote local identity		•					
	6.5 Promote links between local wood artisans and their communities	Support 1 local wood artisan to work with local communities per year				•			
	6.6 Encourage the development of woodland information centres	At least 3 centres by 2006 if appropriate				•			
	6.7 Signpost demonstration woodlands illustrating the different benefits provided by woodlands	Use demonstration woodlands with even spatial distribution across the area				•			
	6.8 Promote the benefits of trees and woodlands	Support Community Arts / Play group per annum		•					

SWF Development Plan (Jan 2001):			Limitations:		Evidence available to suggest:				
Building Block	Actions	Core Target/Output	Aspect not specifically examined as part study	No evidence available to assess	targets/actions exceeded	targets/actions met	some progress towards targets/actions	no progress towards targets/actions	
		Create a website exploring the full range of benefits provided by woodlands				•			Comments
	6.9 Link the educational benefits of woodland to the national curriculum	Ensure that schools have some contact with a woodland in their vicinity				•			
		Produce guidance notes for teachers on woodland educational activities and their direct links to key stages in the National Curriculum				•			
		Arrange 1 Inset day per year		•					
		Develop activity boxes for use in schools		•					
		Produce FEI publication for SWF		•					
	6.10 Define cultural themes and questions that can be researched either by students or school groups	Keep a library of projects exploring cultural associations		•					
		Establish one event/year to complement other activities through the year		•					
		Keep photographic records of events for exhibitions					•		
	6.11 Use this information to stimulate more detailed research into individual localities			•					
	6.12 Use key indicators for sustainable development particularly the governments headline indicators	Establish a database and monitor contributions to headline indicators such as improving the health of the population, public access, reversing the decline in woodland birds, growing economy and environment, combating gases, sports and recreation		•					
		Publish results in SWF annual report		•					

## Appendix G SWF: Progress made against building blocks: Objectives, Aims and Progress (SWF Assessment)

Building Block	Objective
<b>1. Agricultural restructuring and woodland potential</b>	<b>To help diversify the predominantly agricultural land-uses in the South West Forest area through woodland planting and management, in ways that support environmental and social structures and create sustained economic viability</b>
Aim 1:	<ul style="list-style-type: none"> <li>Initial study (1999) undertaken on behalf of SWF by University of Exeter (see H Martin) on selected sites, not repeated</li> <li>Land sales monitored through regular contact with land agents and potential purchasers, not formally recorded</li> <li>As above</li> <li>Not yet undertaken - accurate economic evaluation of employment value difficult to access - confidential</li> </ul>
Aim 2:	<ul style="list-style-type: none"> <li>Part of ongoing monitoring</li> <li>Case studies and year 7 monitoring beginning to collate information</li> <li>Not yet undertaken</li> </ul>
Aim3:	<ul style="list-style-type: none"> <li>Completed annually</li> <li>Continual development (more than 15 overall) as sites are required for training/best practice Ongoing</li> <li>Completed annually</li> </ul>
Aim 4:	<ul style="list-style-type: none"> <li>Completed through advisory (WOR/WMR) work subject to owner objectives</li> <li>Practice guides produced - on conifers, broadleaf and new native woodland</li> <li>Completed through Woodland Opportunity Strategy, Best Practice/ Training Events and recent Wildlife monitoring.</li> <li>Completed</li> <li>Completed (no formal agreements established)</li> <li>Not yet undertaken - limited availability of sites and no grant support mechanism for agro-forestry</li> </ul>
Aim 5:	<ul style="list-style-type: none"> <li>Completed annually</li> <li>Not achieved - ad hoc usage</li> <li>In situ and monitored</li> <li>Completed annually</li> </ul>
Aim 6:	<ul style="list-style-type: none"> <li>Not yet undertaken</li> <li>Completed - SWF Certification Scheme in place</li> </ul>
Aim 7:	<ul style="list-style-type: none"> <li>Completed</li> <li>Completed</li> </ul>
Aim 8:	<ul style="list-style-type: none"> <li>Completed</li> <li>Advice provided on area greater than 200 ha p/a but limitations with grant aid prevents achievement - data not easily collated.</li> <li>Partially completed</li> </ul>
Aim 9:	<ul style="list-style-type: none"> <li>Completed</li> <li>Completed</li> </ul>
<b>2. Development of the forestry industry</b>	<b>To promote and encourage all aspects of the forestry industry within the South West Forest as an integral part of the rural economy</b>

PACECSWF: Progress made against building blocks: Objectives, Aims and Progress (SWF Assessment)

Aim 1:	<ul style="list-style-type: none"> <li>Active involvement in steerage of South West England Woodland and Forestry Strategic Economic Study by LUC et al</li> <li>Ekos Study Devon (SWF) / Chocolate Dog Study (Silvanus Trust) - Cornwall 2004 however no annual update</li> </ul>
Aim 2:	<ul style="list-style-type: none"> <li>Completed see Aim 1</li> <li>Completed see Aim 1</li> <li>Completed see Aim 1</li> <li>Completed see Aim 1</li> <li>South West Forest Collaboration Group</li> <li>Not yet undertaken</li> </ul>
Aim 3:	<ul style="list-style-type: none"> <li>Ongoing - Woodland Renaissance Steering Group and Partnership role</li> <li>Ongoing - advisory and promotion</li> </ul>
Aim 4:	<ul style="list-style-type: none"> <li>Signposting ongoing</li> <li>Not yet undertaken , note constant change</li> <li>Not yet undertaken - EKOS Study tried to identify "blockages"</li> <li>Woodfair annually</li> <li>Completed - SW Woodland Show / SW Observatory/ SWF Lobby showcases / Agricultural Shows</li> </ul>
Aim 5:	<ul style="list-style-type: none"> <li>Not yet undertaken</li> <li>Not yet undertaken</li> <li>Not yet undertaken</li> <li>Not yet undertaken</li> </ul>
Aim 6:	<ul style="list-style-type: none"> <li>Completed - see SWF website Collaboration Group</li> </ul>
Aim 7:	<ul style="list-style-type: none"> <li>Completed but ongoing</li> <li>Completed but ongoing</li> <li>New Logo for South West Forest Products Network</li> </ul>
Aim 8:	<ul style="list-style-type: none"> <li>Not yet undertaken</li> </ul>
Aim 9:	<ul style="list-style-type: none"> <li>Explored but no demand locally at present</li> </ul>
Aim 10:	<ul style="list-style-type: none"> <li>Completed - SWF Certification Scheme developed but largely unused due to cost and relevance</li> </ul>
Aim 11:	<ul style="list-style-type: none"> <li>Not yet undertaken</li> </ul>
<b>3. Training and business development</b>	<b>To encourage the growth and expansion of the forestry industry in all aspects through demand-led training and business support for those in the industry and those seeking to diversify into it.</b>
Aim 1:	<ul style="list-style-type: none"> <li>Completed</li> <li>Completed</li> <li>Quarterly reports for VTS/Objective 1</li> <li>Not found to be necessary</li> </ul>
Aim 2:	<ul style="list-style-type: none"> <li>Completed</li> <li>Completed</li> <li>25 Clinics held in all</li> <li>Not required</li> </ul>

Aim 3:	<ul style="list-style-type: none"> <li>• <i>Targets met</i></li> <li>• <i>Targets met</i></li> <li>• <i>Targets met</i></li> </ul>
Aim 4:	<ul style="list-style-type: none"> <li>• <i>Targets met</i></li> <li>• <i>Targets met</i></li> <li>• <i>Targets met</i></li> <li>• <i>Targets met</i></li> <li>• <i>Targets met</i></li> </ul>
Aim 5:	<ul style="list-style-type: none"> <li>• <i>Completed</i></li> </ul>
Aim 6:	<ul style="list-style-type: none"> <li>• <i>Not required</i></li> <li>• <i>Not done.</i></li> <li>• <i>Not done.</i></li> <li>• <i>Not done.</i></li> <li>• <i>Not done.</i></li> </ul>
Aim 7:	<ul style="list-style-type: none"> <li>• <i>Not done.</i></li> </ul>
Aim 8:	<ul style="list-style-type: none"> <li>• <i>Not done.</i></li> <li>• <i>Not done.</i></li> </ul>
Aim 9:	<ul style="list-style-type: none"> <li>• <i>Partially explored</i></li> <li>• <i>Partially explored</i></li> <li>• <i>Partially explored</i></li> </ul>
<b>4. Protection and enhancement of the natural environment</b>	<b>To increase the environmental capital of the South West Forest area and the full range of environmental benefits provided through woodland enhancement and management</b>
Aim 1:	<ul style="list-style-type: none"> <li>• <i>Ongoing through general outputs</i></li> </ul>
Aim 2:	<ul style="list-style-type: none"> <li>• <i>See new South West Forest Delivery Plan Programme 8</i></li> </ul>
Aim 3:	<ul style="list-style-type: none"> <li>• <i>See new South West Forest Delivery Plan Programme 8</i></li> </ul>
Aim 4:	<ul style="list-style-type: none"> <li>• <i>Not undertaken as described but demonstration sites of organic establishment</i></li> </ul>
Aim 5:	<ul style="list-style-type: none"> <li>• <i>Completed</i></li> <li>• <i>Completed - but limited opportunity in relation to flood alleviation</i></li> </ul>
Aim 6:	<ul style="list-style-type: none"> <li>• <i>Completed but requires revisiting to assess landscape change/development</i></li> <li>• <i>As above</i></li> <li>• <i>Completed - see Woodland Opportunities Strategy</i></li> <li>• <i>Not undertaken as described save for community schemes where invited.</i></li> </ul>
Aim 7:	<ul style="list-style-type: none"> <li>• <i>Training course booklet created but not published</i></li> <li>• <i>Annual training course held</i></li> </ul>
Aim 8:	<ul style="list-style-type: none"> <li>• <i>Not undertaken as described, but through advisory reports, best practice and training events</i></li> <li>• <i>Not undertaken as described</i></li> <li>• <i>Largely completed each year, subject to site suitability</i></li> <li>• <i>Not undertaken as described, but through advisory reports, best practice and</i></li> </ul>

	<p><i>training events</i></p> <ul style="list-style-type: none"> <li>• <i>Completed</i></li> <li>• <i>Not yet undertaken but current biodiversity monitoring of 4 sites will contribute</i></li> <li>• <i>Completed but no longer offered</i></li> <li>• <i>Completed</i></li> <li>• <i>Completed</i></li> <li>• <i>Completed</i></li> </ul>
Aim 9:	<ul style="list-style-type: none"> <li>• <i>GIS based tool developed though Woodland Opportunities Strategy but yet to model current planting distribution with existing woodland</i></li> <li>• <i>Completed</i></li> <li>• <i>Undertaken but the preference for local provenance may be modified as impact of climate change on trees is better understood.</i></li> </ul>
<b>5. Recreation and tourism promotion</b>	<b>To help promote appropriate opportunities for woodland-based tourism, recreation and leisure activities in ways which respect and invest in the natural assets of the area and provide income, both directly and indirectly, that stays within the local community</b>
Aim 1:	<ul style="list-style-type: none"> <li>• <i>Feedback from South West England Woodland and Forestry Strategic Economic Study but no local bespoke work</i></li> <li>• <i>Much work put into networking on tourism and recreation</i></li> <li>• <i>Completed</i></li> <li>• <i>Completed</i></li> <li>• <i>Not done</i></li> <li>• <i>Completed</i></li> <li>• <i>Completed</i></li> <li>• <i>Completed</i></li> <li>• <i>Not done</i></li> </ul>
Aim 2:	<ul style="list-style-type: none"> <li>• <i>Not done - no funding</i></li> </ul>
Aim 3:	<ul style="list-style-type: none"> <li>• <i>Keen to do this but funding bid to CoAg unsuccessful</i></li> </ul>
Aim 4:	<ul style="list-style-type: none"> <li>• <i>A number of events delivered, some in Partnership with Ruby Country Initiative</i></li> </ul>
Aim 5:	<ul style="list-style-type: none"> <li>• <i>Close support fro Blagdon Water project with Dermot O'Neill</i></li> </ul>
Aim 6:	<ul style="list-style-type: none"> <li>• <i>Completed and promoted on SWF Website</i></li> <li>• <i>Not done</i></li> <li>• <i>Annual Woodfair held in July</i></li> </ul>
Aim 7:	<ul style="list-style-type: none"> <li>• <i>Work on Walking for Health pilots has included routes for the less able</i></li> <li>• <i>Opportunities explored</i></li> </ul>
Aim 8:	<ul style="list-style-type: none"> <li>• <i>No funding to do this yet</i></li> <li>• <i>No funding to do this yet</i></li> </ul>
<b>6. Community networks, education and sustainable development</b>	<b>To work with the wisdom of local people in developing approaches that foster community identity and networks, and demonstrate the relevance of woodlands to the sustainable future of the area</b>
Aim 1:	<ul style="list-style-type: none"> <li>• <i>Completed</i></li> <li>• <i>Completed</i></li> </ul>
Aim 2:	<ul style="list-style-type: none"> <li>• <i>Completed</i></li> <li>• <i>Completed</i></li> </ul>
Aim 3:	<ul style="list-style-type: none"> <li>• <i>Not done</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Not done</i></li> <li>• <i>Not done</i></li> <li>• <i>Not done</i></li> </ul>
Aim 4:	<ul style="list-style-type: none"> <li>• <i>Much work with partners on this but no agreement on specification</i></li> <li>• <i>Completed</i></li> <li>• <i>Completed</i></li> <li>• <i>Completed</i></li> </ul>
Aim 5:	<ul style="list-style-type: none"> <li>• <i>Completed</i></li> <li>• <i>Completed</i></li> <li>• <i>Not done</i></li> <li>• <i>Not done</i></li> <li>• <i>Not done</i></li> </ul>
Aim 6:	<ul style="list-style-type: none"> <li>• <i>Completed</i></li> <li>• <i>Completed</i></li> <li>• <i>Completed</i></li> </ul>
Aim 7:	<ul style="list-style-type: none"> <li>• <i>Not done</i></li> <li>• <i>Not done</i></li> </ul>



## Appendix H SWF Evaluation Summary

	<b><i>South West Forest</i></b>
<b>Project Objectives</b>	<ul style="list-style-type: none"> <li>• Agricultural restructuring and woodland potential</li> <li>• Development of the forestry industry</li> <li>• Training and business development</li> <li>• Protection and enhancement of the natural environment</li> <li>• Recreation and tourism promotion</li> <li>• Community networks, education and sustainable development</li> </ul>
<b>Total <u>Gross</u> Project Cost (cumulative 2002-2005)</b>	£1,011,362
<b>Average <u>Gross</u> Project Cost per annum</b>	£337,120
<b>Total Core Funding Provided by FC (cumulative 2002-2005)</b>	£150,000
<b>Total Woodland Management and Improvement Grants 2002-2005</b>	£194,000
<b>Total Woodland Creation Grants (and no. of Ha) 2002-2005</b>	£2.874m (1295.2 ha)
<b>Reports Generated on Woodland Management and Improvement</b>	269 (144 + 125 monitoring reports)
<b>Reports Generated on Woodland Creation</b>	352 (227 + 125 monitoring reports)
<b>Business Development Assistance Provided</b>	<i>Not applicable</i>
<b>Total Hours Involved in Reports and Assistance</b>	4,130
<b>Commercial Value of Advice Provided (assuming £40 ph)</b>	£165,200
<b>Community Impact</b>	<ul style="list-style-type: none"> <li>• Provided useful educational context for school teachers</li> <li>• Improved access for 150 people to healthy walking activities and in the long term, improved health and wellbeing of</li> </ul>

	<ul style="list-style-type: none"> <li>participants</li> <li>• Access to new social network for walkers</li> <li>• Opportunity to access new ideas by 135 collaborators through the SWF Collaboration Groups</li> <li>• Impact on communities through development of community woodlands</li> <li>• Delivery of the Tree for All Programme (together with the Woodland Trust) involving several hundred school children in tree-planting activity, thereby stimulating interest in environmental matters among a large number of young people</li> <li>• Impacts on 995 trainees through participation in wide range of training programmes</li> <li>• Impact on family structures and family life – enabled people to remain on their land (less than 5% of beneficiaries)</li> </ul>
<b>Financial Effects</b>	<ul style="list-style-type: none"> <li>• Employment impacts (above)</li> <li>• Positive business performance effects (25% of beneficiary survey respondents saw this)</li> </ul>
<b>Social Effects</b>	<ul style="list-style-type: none"> <li>• Quality of life/lifestyle improvement (33% of beneficiary survey respondents saw this)</li> <li>• Improved outlook and attitude among beneficiaries (50% felt more confident about the future)</li> <li>• Positive social impact on the region as a result of the annual Woodfair with over 5000 attendees</li> </ul>
<b>Environmental Effects</b>	<ul style="list-style-type: none"> <li>• Low impact on visual amenities</li> <li>• New SWF woodland creation schemes scored highly across, on average, two out of three, biodiversity criteria in grant applications</li> <li>• Approximately 13,988 tonnes of carbon sequestered (based on approximately 1295.2 ha of new woodland created from 2002-2005)</li> <li>• Carbon rights of approx. 200 ha of the SWF planting purchased by Future Forest and Treemiles</li> <li>• Positive impact on the visibility and image of</li> </ul>

	<p>the area (most beneficiaries saw this)</p> <ul style="list-style-type: none"> <li>• More broadleaf than conifer planting (in an almost 2:1 ratio) and conifer planting slowing.</li> </ul>
<b>Total Employment Impact</b>	<p>131 <b>local</b> jobs (net of deadweight but not displacement, as no displacement seen)</p> <p>197 jobs supported in the <b>UK</b></p>
<b>Employment Impact of Business Development Support Programme</b>	Not applicable
<b>Sustainable Total Employment Impact</b> <i>('sustainable' defined as the job likely to be still in place in the absence of grant support)</i>	Figure not available <sup>16</sup>
<b>Beneficiary Groups Included in Employment Impacts Metric</b>	<ul style="list-style-type: none"> <li>• 346 Farmers/landowners</li> <li>• 135 Collaborations partners</li> </ul> <p><i>(assuming associated with 60% of project and grant costs)<sup>17</sup></i></p>
<b>Beneficiary Groups NOT Included in Employment Impacts Metric</b>	<ul style="list-style-type: none"> <li>• 995 Trainees</li> <li>• 15 Trainers</li> <li>• 36 Woodland consultants/contractors</li> <li>• 5300 Woodfair beneficiaries</li> <li>• 50 Participants in local activities</li> <li>• 11 Community project beneficiaries</li> <li>• 20 Teachers</li> <li>• 59 Health walkers</li> </ul> <p><i>(assuming associated with 40% of project and grant costs)</i></p>
<b>Gross Cost Per UK Job Supported (i.e. retained or created) (based on gross</b>	£3,080 per job supported

<sup>16</sup> The calculation of sustainability required insight into revenues of beneficiaries compared to grant income. This was available for FF through Business Development support beneficiaries. However, since no such group exists for SWF, it was not possible to estimate this.

<sup>17</sup> This is a conservative estimate of the proportion of costs associated with the employment impacts. Since employment impacts were not the ultimate goal of either SWF or FF, it is not unexpected that a large proportion of project expenditure would be spent working towards achieving project objectives that do not produce employment impacts. Since, in the case of SWF, most beneficiaries were not included in the calculation of jobs supported figures (since by their nature, this was not possible), in order to accurately estimate the cost associated with those jobs that were supported, we have approximated the overall cost to the SWF project.

<i>project costs, <u>EXCLUDING</u> all grants)</i>	<i>(based on 60% of gross project costs, <u>EXCLUDING</u> all grants)</i>
<b>Gross Cost Per UK Job Supported (i.e. retained or created)</b> <i>(based on gross project costs, <u>INCLUDING</u> all grants)</i>	£12,424 per job supported  <i>(based on 60% of gross project costs, <u>INCLUDING</u> all grants)</i>