



## ConsentForm

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# CONSENT FORM

**Title:** Farmers' preferences for environmental land management contracts

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**Purpose:** This survey aims to find out what farmers think about the possible use of their land to host flood control measures that would benefit the water catchment. You will first be asked to provide information about yourself and the land you currently farm. And then we will ask you to consider a series of hypothetical flood control initiatives, with each question offering you a choice of two alternatives. Although these proposals are entirely hypothetical we ask you to respond to them as if you were making **real land-use decisions** for your farm.

To complete the survey, you will probably need about 20-30 minutes.

**Risks:** There are no foreseeable risks to you in participating in this study. You will not be videotaped, recorded, or photographed during the online survey.

**Incentives:** For your time and effort you will be paid £50 which Durham University will pay via bank transfer to your selected bank account. One of our team members will contact you separately to facilitate the fund transfer.

**Confidentiality:** All the information that you provide will be kept confidential. Your email address will not be associated with any of your personal data, and your demographic information will be limited to your responses to the survey. Your data will never be publicly disseminated with any identifying characteristics. Any identifying information will be removed from the data and destroyed when the research study ends.

**Participation:** Your participation in this survey is voluntary. You may refuse to participate in the research or exit the survey at any time.

**Disclaimer about deception:** Research ethics guidelines require us to include a statement about deception: This study will not involve deception.

**YOUR Voluntary Consent:** I have read the above statements and understand what is being asked of me and the terms of my participation. I certify that I am willing to participate in this survey on these terms.

- I CONSENT
- I DO NOT CONSENT
- 

## Control Questions

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This research is part of a PhD research project at Durham University. It is funded by the Natural Environment Research Council (NERC) and the Economic and Social Research Council (ESRC), independent of DEFRA or other government agencies.

**Your answers will be treated in the strictest confidence, anonymised, safely stored, and our data management is compliant with GDPR.**

The study investigates using farmland to reduce flooding and increase biodiversity. Within the water catchment, farming on **some land may generate more flooding elsewhere in the catchment**. We will refer to this land as "**high-risk land**". Conversely, farming on other land areas is less likely to lead to flooding elsewhere in the catchment. We will refer to this land as "**low-risk land**".

This research seeks to answer three primary questions:

1) What level of remuneration would farmers consider adequate to use some of their lands for a natural flood management scheme that benefits the water catchment?

2) Are farmers willing to participate in a catchment-wide trading scheme where farmers of high-risk fulfil the NFM requirements of farmers of low-risk land in exchange for additional payment?

3) What financial incentives would encourage farmers to engage in cooperative schemes whereby neighbouring farms might take adjacent high-risk land out of production or connect sections of such land by creating ecological corridors along field/farm boundaries.

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What is your gender?

- Male
- Female

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What year were you born?

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What is the total number of post-16 years of education you completed?  
(Please enter the number of years below)

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What is your highest educational attainment?

- GCSEs, O-levels or equivalent
- College (A-levels or equivalent)
- 3-year university degree
- Postgraduate degree
- Other vocational / technical training

None of the above

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I have been farming in this location since the year... (Please enter year using four digits: e.g. 2010)

What is the total land area of your farm, including uncultivated land? (Please use hectares)

What percentage of the land that you farm is owned by you? (Please, use the mouse to drag the indicator below to the right percentage)

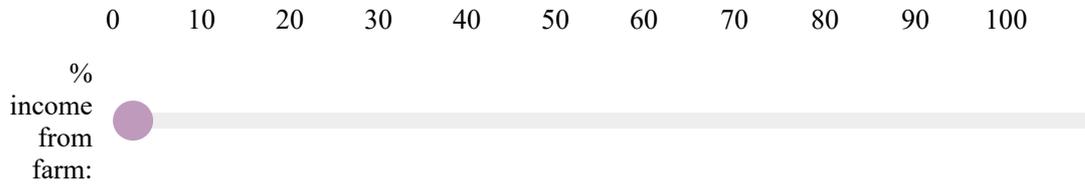


Is farming your primary source of household income?

- No  
 Yes
- 

Approximately, what percentage of your household income is from farming?

0 10 20 30 40 50 60 70 80 90 100



Was any part of your farm inherited?

- No
- Yes

What proportion of your on-farm income comes from the following activities in a typical year? Please enter a percent amount (e.g. enter 10 for 10%) for each option. **The sum should not exceed 100%, and any land that does not fit into these uses go into "All other uses". If the category does not apply to your land type the number 0. Do not leave any box empty.**

Cereals	<input type="text"/>
General cropping	<input type="text"/>
Non dairy grazing livestock	<input type="text"/>
Pigs and poultry	<input type="text"/>
Horticulture	<input type="text"/>
Dairy	<input type="text"/>
All other uses (0-100%)	<input type="text"/>

How many separate tracts of land do you farm on?

(If it is a single body farm, just enter 1)

Are you currently enrolled in either of the following:  
(tick all that applies)

- An agri-environmental scheme (AES)
  - A catchment-sensitive farming scheme (CSF)
  - None
- 

Considering how much involvement you see from other local farmers in local farmer community initiatives (e.g. fairs, shows, auctions, sports, etc.), how would you rate your participation?

- Much less than average
  - Less than average
  - About average
  - More than average
  - Much more than average
- 

How many other farms does your farm share a boundary with?  
(please enter a number, e.g. 4)

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Do you usually help or share equipment with other farmers in the catchment?

- Yes
  - No
-

Please rank in order whose farming advice you are most likely to implement. Click, drag and drop the alternatives below with your mouse to put them into your preferred order with most likely at the top and least likely at the bottom. (Use finger tips if using a smartphone)

Neighbour

Extension advisor

Local farming group

Farming contractor

Family member involved in farming

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Which of the following best describes your degree of concern about flooding **on your land**?

- Very concerned
  - Somewhat concerned
  - Mostly not concerned
  - Not concerned
  - Unsure
- 

Which of the following best describes your degree of concern about flooding **in your water catchment**?

- Very concerned
- Somewhat concerned
- Mostly not concerned
- Not concerned

Unsure

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## **CE1intro**

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### **INSTRUCTIONS**

We would like to ask you a series of questions about various hypothetical agri-environmental schemes to reduce flood risk and help the environment. Please consider each hypothetical scheme separately and mark your preferred alternative. There is no right or wrong answer. Only your genuine preferences count and represent those of many others who, unlike you, cannot take part in this survey.

### **SCHEME 1 – NATURAL FLOOD MANAGEMENT FEATURES**

#### **DESCRIPTION OF SCHEME**

The scheme pays farmers to create and maintain natural flood management (NFM) features on their land. NFM typically involves slowing or storing floodwater. Besides reducing flooding, these features often improve biodiversity, water quality, the amenity value of land and help the local economy. For example, research has shown that planting broadleaf woodlands and/or growing grasses on hillslopes significantly reduces runoff during storm events.

#### **DETAILS OF SCHEME**

The farmer enters a contract whereby a contractor creates an area of broadleaf woodland or naturally regenerated vegetation at a specific site on the farm for five years, with an option to extend it. Specialists will choose the NFM site with the farmer's **APPROVAL**, and it will be executed to minimise flooding in the catchment (i.e. it will not be

limited to flood protection on the farm). The farmer will be responsible for ensuring essential maintenance (e.g., fencing) of these features and will receive appropriate compensation if damage arises due to natural events. In addition, the farm will be subject to periodical inspections.

The characteristics of the NFMs and the annual compensation payments are described in the following **eight** questions, each displaying a choice of two alternative NFM contracts.

In each situation, you are asked to carefully consider the features of the contracts and decide the option you prefer. An example will be shown on the next page.

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### **ChoiceCardExample**

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**Example:** The hypothetical options you can choose between can differ in five ways: The type of NFM is either set-aside land with natural regeneration, or planted trees. The location of the NFM can be in the field, along the field boundary, or by a river edge. Also the quality of land to be set aside can differ, and you may prefer to set-aside less productive land. Finally, consider the size of the NFM and the compensating payment you receive. **The options are hypothetical and may not exactly match conditions on your own farm. In such cases, imagine that these were the actual options you face.**

INDICATE YOUR PREFERRED CONTRACT BY CLICKING THE

## OPTION AT THE BOTTOM

Which of the available options do you prefer?

	Option A	Option B
Type of NFM feature	Set-aside with Natural Regeneration	Planted Woodland
Location of NFM feature on your land	River Edge	In-field
Quality of land where NFM is created	Rough grazing, wet, steep, rocky or in dip etc.	Rough grazing, wet, steep, rocky or in dip etc.
Size of NFM feature	1/10 of a hectare	1/20 of a hectare
Annual payment	£500 (£5,000/ha)	£200 (£4,000/ha)

	Option A	Option B	I want neither A nor B
Your choice:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## CE1T1

Which of the available options do you prefer?

	Option A	Option B
<b>NFM feature</b>	Set-aside with Natural Regeneration	Planted Woodland
<b>Location of</b>	River Edge	In-field

<b>NFM feature on your land</b>		
<b>Quality of land where NFM is created</b>	Rough grazing, wet, steep, rocky or in dip etc.	Rough grazing, wet, steep, rocky or in dip etc.
<b>Size of NFM feature</b>	1/10 of a hectare	1/20 of a hectare
<b>Annual payment</b>	<b>£500</b> (£5,000/ha)	<b>£200</b> (£4,000/ha)

Your choice:      Option A                      Option B                      I want neither A nor B

## CE1T2

Which of the available options do you prefer?

	<b>Option A</b>	<b>Option B</b>
<b>NFM feature</b>	Set-aside with Natural Regeneration	Planted Woodland
<b>Location of NFM feature on your land</b>	River Edge	Field Boundary
<b>Quality of land</b>	Prime grazing land or high	Prime grazing land or

<b>where NFM is created</b>	yielding crops	high yielding crops
<b>Size of NFM feature</b>	1/20 of a hectare	1/10 of a hectare
<b>Annual payment</b>	<b>£400</b> (£8,000/ha)	<b>£300</b> (£3,000/ha)

Your choice:      Option A                      Option B                      I want neither A nor B

### CE1T3

Which of the available options do you prefer?

	<b>Option A</b>	<b>Option B</b>
<b>NFM feature</b>	Set-aside with Natural Regeneration	Planted Woodland
<b>Location of NFM feature on your land</b>	Field Boundary	River Edge
<b>Quality of land where NFM is created</b>	Prime grazing land or high yielding crops	Prime grazing land or high yielding crops
<b>Size of NFM</b>	1/20 of a hectare	1/10 of a hectare

<b>feature</b>		
<b>Annual payment</b>	<b>£300</b> (£6,000/ha)	<b>£400</b> (£4,000/ha)

Your choice:      Option A                      Option B                      I want neither A nor B

### CE1T4

Which of the available options do you prefer?

	<b>Option A</b>	<b>Option B</b>
<b>NFM feature</b>	Planted Woodland	Set-aside with Natural Regeneration
<b>Location of NFM feature on your land</b>	In-field	Field Boundary
<b>Quality of land where NFM is created</b>	Prime grazing land or high yielding crops	Prime grazing land or high yielding crops
<b>Size of NFM feature</b>	1/10 of a hectare	1/20 of a hectare
<b>Annual payment</b>	<b>£300</b>	<b>£400</b>

	(£3,000/ha)	(£8,000/ha)	
Your choice:	Option A <input type="radio"/>	Option B <input type="radio"/>	I want neither A nor B <input type="radio"/>

## CE1T5

Which of the available options do you prefer?

	Option A	Option B
<b>NFM feature</b>	Planted Woodland	Set-aside with Natural Regeneration
<b>Location of NFM feature on your land</b>	In-field	River Edge
<b>Quality of land where NFM is created</b>	Rough grazing, wet, steep, rocky or in dip etc.	Rough grazing, wet, steep, rocky or in dip etc.
<b>Size of NFM feature</b>	1/20 of a hectare	1/10 of a hectare
<b>Annual payment</b>	<b>£500</b> (£10,000/ha)	<b>£200</b> (£2,000/ha)

Option A                      Option B                      I want neither A nor B

Your choice:                      Option A                      Option B                      I want neither A nor B

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**CE1T6**

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Which of the available options do you prefer?

	<b>Option A</b>	<b>Option B</b>
<b>NFM feature</b>	Planted Woodland	Set-aside with Natural Regeneration
<b>Location of NFM feature on your land</b>	Field Boundary	In-field
<b>Quality of land where NFM is created</b>	Prime grazing land or high yielding crops	Prime grazing land or high yielding crops
<b>Size of NFM feature</b>	1/10 of a hectare	1/20 of a hectare
<b>Annual payment</b>	<b>£400</b> (£4,000/ha)	<b>£300</b> (£6,000/ha)

Your choice:                      Option A                      Option B                      I want neither A nor B

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**CE1T7**

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Which of the available options do you prefer?

	<b>Option A</b>	<b>Option B</b>
<b>NFM feature</b>	Planted Woodland	Set-aside with Natural Regeneration
<b>Location of NFM feature on your land</b>	River Edge	In-field
<b>Quality of land where NFM is created</b>	Rough grazing, wet, steep, rocky or in dip etc.	Rough grazing, wet, steep, rocky or in dip etc.
<b>Size of NFM feature</b>	1/20 of a hectare	1/10 of a hectare
<b>Annual payment</b>	<b>£200</b> (£4,000/ha)	<b>£500</b> (£5,000/ha)

Your choice:      Option A                      Option B                      I want neither A nor B

**CE1T8**

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Which of the available options do you prefer?

	<b>Option A</b>	<b>Option B</b>
<b>NFM feature</b>	Set-aside with Natural Regeneration	Planted Woodland
<b>Location of NFM feature on your land</b>	In-field	River Edge
<b>Quality of land where NFM is created</b>	Rough grazing, wet, steep, rocky or in dip etc.	Rough grazing, wet, steep, rocky or in dip etc.
<b>Size of NFM feature</b>	1/10 of a hectare	1/20 of a hectare
<b>Annual payment</b>	<b>£200</b> (£2,000/ha)	<b>£500</b> (£10,000/ha)

Your choice:      Option A                      Option B                      I want neither A nor B

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**CE2Intro**

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## **TRADABLE FLOOD MITIGATION SCHEME**

Now please forget scheme 1 and consider a hypothetical world where

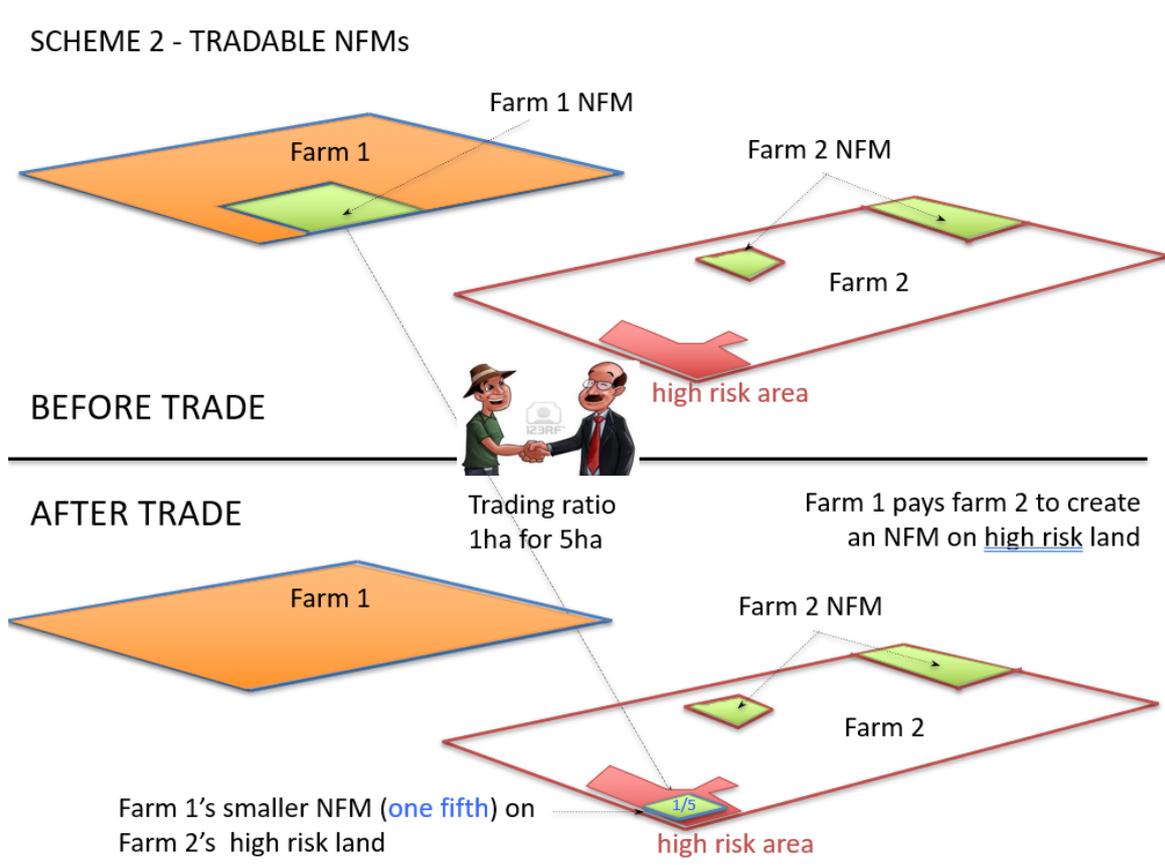
ALL farmers must create NFM features on 3% of their farmland to qualify for a generous farm support payment. This scheme is flexible, and farmers can trade with other farmers in the catchment to fulfil their requirements to create NFM features on the land. **This can benefit both trading farmers because some catchment locations naturally have greater potential to reduce flood risk than others.** For example, flood risk factors include elevation, slope, soil type, and location in the landscape. These factors are outside the farmers' control. For effective catchment flood risk management, one hectare of NFM on one farm could be equal to 5 hectares on another farm (**which we call a trading ratio of 5:1**). The higher the trading ratio, the more mutually beneficial the trade will be to farmers taking part.

Trading allows farmers whose land is more suited for NFM to be paid by farmers whose land is less suited for NFM. Trading will be facilitated by a centralised catchment market that **asks farmers who prefer trading to pay a transaction fee**. Any contract between farmers is in place for 5 years and is renewable.

**Example 1:** Suppose you have **low-risk land** and must create 0.1 hectares (1000 square meters) of NFM features on your land. While another farmer, who has high-risk land in the catchment, owns land **10 times more suitable** for NFM (a **trading ratio of 10:1**). Instead of creating a large NFM feature on your land, you can pay another farmer in your catchment to create only a 0.01 hectare (100 square meters) NFM feature on his/her land (on your behalf) **which would be as effective as 0.1 hectares on your land**. This is expected to be less costly for you.

**Example 2:** Conversely, suppose now you own **high-risk land**, which makes it comparatively more suitable for NFM. You can choose to

fulfill the NFM requirements of other catchment farmer(s) in exchange for additional payment proportional to your trading ratio. If your high-risk farmland has a 10:1 ratio, then you can satisfy the NFM requirement of another farmer using only one-tenth of the land area they would need to use to comply.



In the following **twelve** scenarios you are asked to indicate which of the options you prefer.

WTA\_desc

For the following **six** choices, assume **you have high-risk land**. Other farmer(s) with lower-risk land **can pay you to create NFM instead**.

The trading ratios displayed reflect how much less land you would set aside for NFM to achieve the same flood risk reduction in the whole catchment. For example, a 5:1 trading ratio means that by trading you would have to enrol in the scheme 1/5 of the area that the other farmer would otherwise need to.

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## WTA1

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Which of the available options do you prefer?

	Option A	Option B
<b>Trading ratio</b>	5:1	20:1
<b>Transaction fee (% of payment)</b>	You pay £10 (5%)	You pay £40 (10%)
<b>Payment</b>	You receive £200 (£1,000/ha)	You receive £400 (£8,000/ha)

Your choice:      Option A                      Option B                      I want neither A  
                                                                                nor B  
                                                                               

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## WTA2

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**Payment**

You receive £200  
(£4,000/ha)

You receive £500  
(£2,500/ha)

Option A

Option B

I want neither A  
nor B

Your choice:

**WTA4**

Which of the available options do you prefer?

	<b>Option A</b>	<b>Option B</b>
<b>Trading ratio</b>	5:1	10:1
<b>Transaction fee (% of payment)</b>	You pay £50 (%10)	You pay £10 (5%)
<b>Payment</b>	You receive £500 (£2,500/ha)	You receive £200 (£2,000/ha)

Option A

Option B

I want neither A  
nor B

Your choice:

**WTA5**



**Payment**

You receive £300  
(£3,000/ha)

You receive £300  
(£6,000/ha)

Option A

Option B

I want neither A  
nor B

Your choice:

**WTP\_desc**

For the next **six** choices, assume that you have low-risk land and you can now pay another farmer(s) with high-risk land to create NFM for you. The trading ratio indicates how many times less land the other farmer(s) would need to enrol in the scheme, and how much cheaper the trade would be for you.

**WTP1**

Which of the available options do you prefer?

	<b>Option A</b>	<b>Option B</b>
<b>Trading ratio</b>	5:1	10:1
<b>Transaction fee (% of payment)</b>	You pay £20 (5%)	You pay £20 (10%)
<b>Payment</b>	You pay £400 (£2,000/ha)	You pay £200 (£2,000/ha)







	<b>Option A</b>	<b>Option B</b>
<b>Trading ratio</b>	20:1	5:1
<b>Transaction fee (% of payment)</b>	You pay £50 (10%)	You pay £10 (5%)
<b>Payment</b>	You pay £500 (£10,000/ha)	You pay £200 (£1,000/ha)

Your choice:      Option A                      Option B                      I want neither A  
                                                                                  
    nor B

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### CE3Intro

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## ECOLOGICAL CONNECTIVITY SCHEME

While NFM features reduce catchment flood risk they may also provide ecosystem services such as a wildlife habitats. Such natural features (NF) comprise naturally regenerated shrubs, woodland, ponds, or streams in agricultural landscapes.

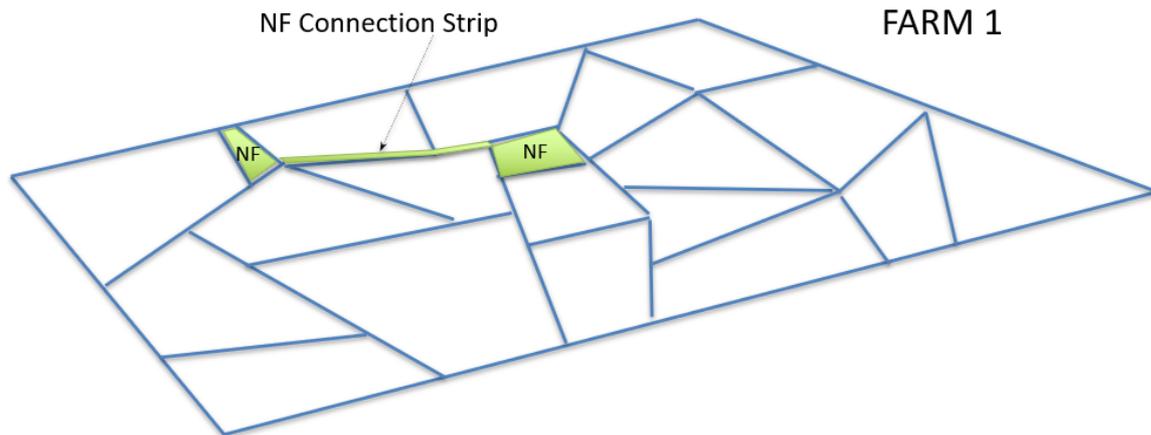
### Payment for corridors between NFs within farms

The scheme allows farmers to receive a payment for connecting separate NFs within their land by means of connection strips (ecological corridors). NFs must have a minimum area of 0.01 hectares by creating ecological corridors with a minimum width of 10 meters.

See figure 1 below.

## Figure 1

SCHEME 3: ECOLOGICAL CORRIDOR CONNECTING NFs ON YOUR FARM

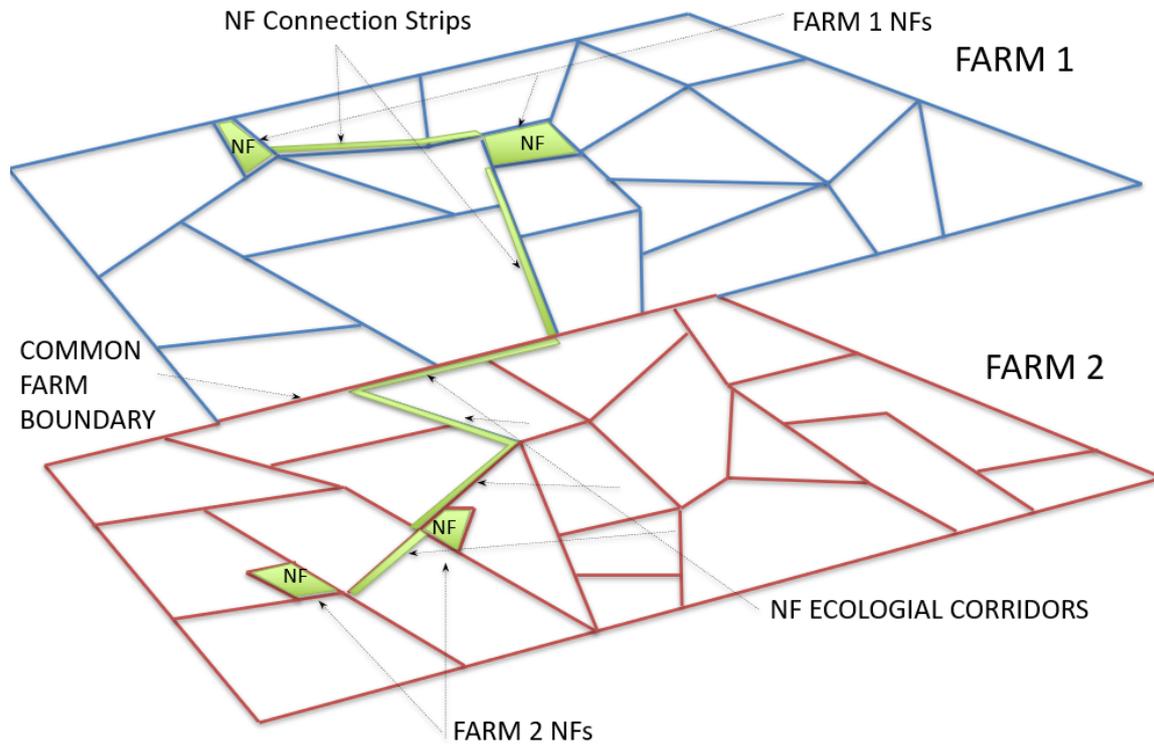


### **Payment for corridors between NFs across farms**

In addition to receiving payment for creating ecological corridors that connect separate NFs within a single farm, farmers can also earn an additional annual bonus payment by linking ecological corridor(s) and NF(s) across their farmlands. In order to connect these, neighbouring farmers must create ecological corridors (connection strips) or NF(s) across farm boundaries (i.e., hedgerow, stonewall, fence, watercourse etc.). Contractors will create and fence these corridors where appropriate, and they will run adjacent to field boundaries, as described in figure 2 below.

## Figure 2

SCHEME 3: ECOLOGICAL CORRIDORS CONNECTING NFs ON TWO FARMS



### Contract timing and conditions

The contract to maintain these ecological corridors will be in place for 5 years and is renewable. At the end of the contract, farmers can use the land as they wish. Participating in the scheme does not affect existing payments or participation in any other scheme.

On the next page you will see an example. The following eight questions will ask for your favourite choice of contracts for connection strips.

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**Example (no need to answer this):** The options will describe the terms of the the NFs contract for the type of ecological corridors. In option A, you get £300 per 100 meters of corridor strip, which is 20 mt wide (this is 2000 sqmt or 1/5 of a hectare). The options also vary in how many neighbours you coordinate the NFs with. They may also include a one-

off bonus for coordination: in option A you coordinate with 2 neighbours and have a £400 bonus. If you **do not coordinate with any neighbours**, there is no bonus, as shown in Option B.

Which of the available options do you prefer?

	Option A	Option B
Type of NFM feature	Natural Regeneration	Planted woodland
Number of neighbours you connect NFs with	Two neighbours	None
Width of connecting corridors	20 meters	10 meters
One-off bonus to each coordinating farmer	£400	£0
Annual payment (£/100 meters)	£300	£400

	Option A	Option B	I want neither A nor B
Your choice:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### CE3T1

Which of the available options do you prefer?

	Option A	Option B
NFM feature	Natural regeneration	Planted woodland

<b>Number of neighbours you connect features with</b>	None	Two neighbours
<b>Width of connecting corridors</b>	20 meters	10 meters
<b>One-off bonus to each coordinating farmer</b>	£0	£200
<b>Annual payment (£/100 meters)</b>	£400	£300

Your choice:      Option A                      Option B                      I want neither A nor B

**CE3T2**

Which of the available options do you prefer?

	<b>Option A</b>	<b>Option B</b>
<b>NFM feature</b>	Natural regeneration	Planted woodland
<b>Number of neighbours you</b>	Two neighbours	None

<b>connect features with</b>		
<b>Width of connecting corridors</b>	20 meters	10 meters
<b>One-off bonus to each coordinating farmer</b>	£400	£0
<b>Annual payment (£/100 meters)</b>	£300	£400

Your choice:      Option A                      Option B                      I want neither A nor B

**CE3T3**

Which of the available options do you prefer?

	<b>Option A</b>	<b>Option B</b>
<b>NFM feature</b>	Planted woodland	Natural regeneration
<b>Number of neighbours you connect features with</b>	None	One neighbour
<b>Width of</b>	10 meters	20 meters

<b>connecting corridors</b>		
<b>One-off bonus to each coordinating farmer</b>	£0	£100
<b>Annual payment (£/100 meters)</b>	£200	£500

Your choice:      Option A                      Option B                      I want neither A nor B

### CE3T4

Which of the available options do you prefer?

	<b>Option A</b>	<b>Option B</b>
<b>NFM feature</b>	Planted woodland	Natural regeneration
<b>Number of neighbours you connect features with</b>	One neighbour	None
<b>Width of connecting corridors</b>	10 meters	20 meters

<b>One-off bonus to each coordinating farmer</b>	£300	£0
<b>Annual payment (£/100 meters)</b>	£500	£200

Your choice:      Option A                      Option B                      I want neither A nor B

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### CE3T5

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Which of the available options do you prefer?

	<b>Option A</b>	<b>Option B</b>
<b>NFM feature</b>	Natural regeneration	Planted woodland
<b>Number of neighbours you connect features with</b>	One neighbour	Two neighbours
<b>Width of connecting corridors</b>	10 meters	20 meters
<b>One-off bonus to each coordinating farmer</b>	£200	£300





Your choice:                      Option A                      Option B                      I want neither A nor B

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**CE3T8**

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Which of the available options do you prefer?

	<b>Option A</b>	<b>Option B</b>
<b>NFM feature</b>	Planted woodland	Natural regeneration
<b>Number of neighbours you connect features with</b>	One neighbour	None
<b>Width of connecting corridors</b>	20 meters	10 meters
<b>One-off bonus to each coordinating farmer</b>	£100	£0
<b>Annual payment (£/100 meters)</b>	£200	£500

Your choice:                      Option A                      Option B                      I want neither A nor B

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## ConclusionBankForm

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**This concludes the survey. Thank you very much for participating and supporting our research.**

In order to receive payment for participating in the recent experiment, please complete the template below and return to [business.financehub@durham.ac.uk](mailto:business.financehub@durham.ac.uk) at your earliest convenience. By completing this template, you are confirming that you have participated in the experiment.

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Please enter your contact and bank information below:

Name

Address Line 1

Address Line 2

Zip Code

Email

Bank Name

Bank Address

Account Number

Sort Code

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Once we have received your details we will aim to pay you via BACS at the next available opportunity. Please monitor your bank account to ensure the payment has been made. **The payment processing time is approximately 2 weeks.** If you do not receive a payment, please send an email to [business.financehub@durham.ac.uk](mailto:business.financehub@durham.ac.uk).

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