

Norfolk Landscapes Conference & Exhibition 2024

Tradestands, talks, and workshops exploring how we can make farming and nature work together.

2nd October 2024
The Norfolk Events Centre

Organised by:



In partnership:



Media Partners:



Norfolk's first environmental land and coastal management conference and exhibition

IN PARTNERSHIP WITH



SPONSORED BY



ORGANISING COMMITTEE

Jordan Sharman, Clarke Willis, Wendy Brooks, Eliot Lyne, John Barrett, Mike Edwards, Andy Millar, Ed Bramham-Jones, Holly Whitaker, Jake Fiennes, Emily Norton

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RUNNING ORDER

Norfolk Landscapes Conference
& Exhibition 2024

8:30^{AM}
Doors open

9:30^{AM}
Seminars

1:00^{PM}
Lunch

2:00^{PM}
Conference

3:25 - 3:45^{PM}
Break

3:45^{PM}
Conference

4:50^{PM}
Closing Comments

1.

Drinks Reception Through to Close at 6:00PM

SEMINAR AREA A Agenda

.2

Economics of Environmental Change
Chaired by Johann Tasker of Farmers Weekly

9:30 - 9:50

Can Environmental Markets Deliver Value for Farmers?

Rohit Kaushish – Chief Economics Adviser, National Farmers Union

10:00 - 10:20

Carbon & Woodland

Andrew Baker – Senior Operational Manager, Scottish Forestry

10:30 - 10:50

Rights of Access & Environmental Projects

Camilla Rhodes – Public Access Specialist, Birketts LLP

11:00 - 11:20

A Critical Assessment of BNG

Henry Parkinson – Project Lead, Langley Abbey Environment Project

11:30 - 11:50

Employing Seaweed as Natural Capital

Schalk de Beer – Director, Biotechnica

12:00 - 12:20

Working with Nature to Generate Additional Farm Revenue

Joe Barrett – Sales Specialist, Soil Capital

12:30 - 13:00

Local Nature Recovery Strategy – What does it mean for you?

Jen Burlingham - Norfolk and Suffolk Nature Recovery Partnership Manager, Suffolk County Council

SEMINAR AREA B

Agenda

Implementing Conservation & Environmental Land Management
Chaired by Mike Rigby of The Eastern Promise podcast

9:30 - 9:50

Farming with Ecological Cooperation: A Cluster Groups Context

David Lyles – Farmer and Lead of Norfolk & Suffolk Association of Farming Clusters

11:00 - 11:20

Creating Water Resilient Landscapes Through Chalk Stream Restoration

Ed Bramham-Jones – CEO, Norfolk Rivers Trust

12:30 - 13:00

Agroforestry: Insights and Considerations 3 years into the Albanwise Trial

Angus Wells – Woodland & Technical Manager, Albanwise Environment

10:00 - 10:20

Morley Soil and Agromonic Monitoring Study (SAMS): Key Insights for On-Farm Soil Monitoring

David Clarke – Soils & Farming Systems Specialist, National Institute of Agricultural Botany

11:30 - 11:50

Pond Restoration: A Case Study

Helen Greaves - Strategic Lead, Norfolk Ponds Project

10:30 - 10:50

Conservation: A Case Study

Jake Fiennes – Director, Holkham Nature Reserve

12:00 - 12:20

Managing Working Wetlands – A Focus on Crops, Water, and Deer

Andrea Kelly – Environment Policy Adviser, Broads Authority

SEMINAR AREA C

Agenda

Collaboration Space
Chaired by Mike Edwards of Albanwise Environment

9:30 - 9:50

Norfolk FWAG: What we can do for you

Nathan Walker – Farm Environment Adviser and Team Manager, Norfolk FWAG

11:00 - 11:20

Living with SFI: Now what do we do?

Alec Smith – Director, Sentry Ltd

12:30 - 13:00

Triage - Landscape Recovery : from Pilot to Implementation

(Invitee Only)

Chaired by Glenn Anderson, Director of Swallowtail Consulting

10:00 - 10:20

Norfolk Environmental Skills Gap Analysis: Review & Discussion

Mike Mack – Consultant, Anglia Rural Consultants

11:30 - 11:50

Triage - Landscape Recovery : from Pilot to Implementation

(Invitee Only)

Chaired by Glenn Anderson, Director of Swallowtail Consulting

10:30 - 10:50

Taking Ownership of Natural Capital: What Should Farmers & Land Managers Know?

Oliver Rubenstein – Customer Success Manager, Trinity Agtech

12:00 - 12:20

Triage - Landscape Recovery : from Pilot to Implementation

(Invitee Only)

Chaired by Glenn Anderson, Director of Swallowtail Consulting

CONFERENCE

2:00PM

Chaired by Emily Norton.

2:00PM CONFERENCE BEGINS

Clarke Willis MBE - Executive Director, Norfolk FWAG

Pete Brotherton - Director of Science, Natural England

Professor David Rose - Elizabeth Creak Chair of Sustainable Agricultural Change, Harper Adams University

Panel 1 - Collaborate for Nature Recovery

Gavin Lane - Vice President, Countryside Landowners Association & Norfolk Farmer

Molly Biddell - Head of Natural Capital, Knepp Estate

Sophia Key - Partner and Natural Capital Lead, Birketts

Wendy Brooks - Head of Environment, Norfolk County Council

3:25PM - 3:45PM BREAK

Professor Andrew Lovett - Director of Learning & Teaching at School of Environmental Sciences, University of East Anglia

Andy Millar - Environment Manager - Albanwise Environment.

Panel 2 - Nature Recovery and Working Landscape

Susanna Stock - Banking Director, UK Infrastructure Bank

Poul Hovesen - Chairman, Catalyst Farming

Chris Gerrard - Head of Landscape Recovery, Anglian Water.

Eliot Lyne - Chief Executive Officer, Norfolk Wildlife Trust

4:50PM CLOSING COMMENTS

YOUR INVITATION TO JOIN NORFOLK FWAG



Practical Environmental & Conservation Advice for Farmers.

Membership Benefits:

- Enhance your farm's biodiversity through tailored advice and guidance at preferential rates
- Receive exclusive NFWAG support, including funded Woodland Creation and Pond Restoration
- Futureproof your farm, through accessing regional and topical Norfolk FWAG projects
- Attend informative farm walks, as part of the Ian MacNicol Farm Conservation Award
- Access the latest policy, funding, and news updates through our newsletters and much more...

Standard Membership:

£100 + VAT

Enhanced Membership:

£330 + VAT

Enhanced Membership includes a half day visit to assess the viability of schemes and get the most out of your farm, or time used in a way of your choosing (e.g. grant completion)

Our Services

Norfolk FWAG provides a full range of services for anyone interested in protecting the environment on farm:

- Stewardship Schemes - including Sustainable Farming Incentive applications
- Woodland Planting & Management - exclusive fully funded EWCO support available
- Stewardship Scheme Capital Works Applications & Advice
- Surveys & Management Plans (e.g. habitats, species, hedgerow, etc)
- Pond Restoration - fully funded works through District Level Licensing and much more...



CONTACT US:

Get in touch to learn how to get the most out of your membership.



Jordan@NorfolkFWAG.co.uk
Jordan Sharman - Commercial Manager



Office: 01603 814869
Mobile: 07880 144784



MacGregor Building, Norfolk
Showground, Norwich, NR5 0TT



Scan for more information

Creating Inspiring Landscapes

Experienced Land Managers Driving Nature Recovery

Albanwise Environment is a leading nature recovery and land management company dedicated to creating nature-rich landscapes across the UK. Our work not only supports biodiversity but also provides broader environmental and social benefits. We specialise in designing schemes which provide biodiversity uplift and carbon sequestration. Additionally, we also provide environmental contracting services to create and manage high-quality habitats.

Our comprehensive services include:

- Ecosystem Restoration Strategies
- Environmental Contracting Services
- Landscape Recovery Funding Applications
- Biodiversity Net Gain Assessments
- Woodland & Agroforestry Design, Planting and Management
- Native Cell Grown Trees
- Implementation of the Woodland and Peatland Carbon Codes
- Green Finance & Investment Advice



FARMERS
WEEKLY

THE **MUST WATCH** SERIES ON AGRICULTURAL TRANSITION

TRANSITION

EVENT CALENDAR 2025

FARM WALKS

12th March 2025 – Rothamsted
Research, West Common, Harpenden

REGISTER TO ATTEND

fwi.co.uk/farm-walk-rothamsted

5th June 2025 – Rabby Estates,
Darlington, County Durham

REGISTER TO ATTEND

fwi.co.uk/rabby-estates

TRANSITION LIVE 2025

Must-attend event to secure a sustainable farming future

Thursday 8th May – Leeds University Farm – event details coming soon

Find out more at FWI.CO.UK/TRANSITION

WWF Wholescape

Three of the biggest challenges humanity faces – averting dangerous climate change, halting and reversing the loss of nature, and meeting the needs of a growing human population – are interconnected. Our approach to addressing all three, which WWF refers to as the ‘Triple Challenge’, needs to be interconnected too; finding ways to manage our lands, rivers and seas, as well as the human activities that affect them. WWF’s Wholescape concept is a way of thinking about our environment and society that recognises these interconnections. By demonstrating solutions at three pilot Wholescape locations around the UK, including Norfolk, we aim to influence policy, support business transformation, inspire people, and mobilise a just transition towards a sustainable, resilient, nature-positive future, providing evidence of what’s possible, exposing barriers to progress and making the case for change.



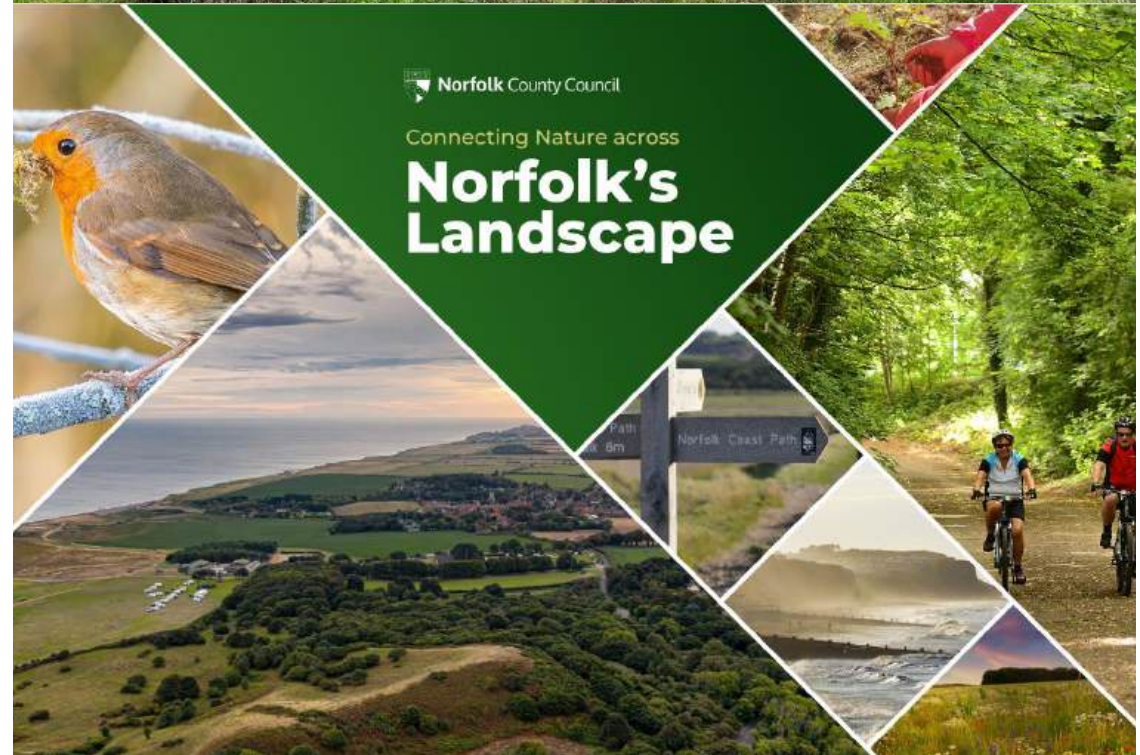
A vital part of this will be generating and pooling financial resources to drive change at scale in Wholescape locations. We will use our connections to convene a wide range of partners from the worlds of business, finance, conservation, civil society and the public sector to maximise impact. We believe our role is to resource and support others and to use evidence to drive transformation in policy and business practice to unlock change at scale. We’ll seek to work with – and complement – existing initiatives and strategies at local, national and international levels, building on existing relationships and new opportunities to drive collective action to address the Triple Challenge together.

WWF’s Wholescape is supported by the John Lewis Partnership. Our shared ambition in Norfolk, a key source of Waitrose meat, cereal and vegetable products, is to show that sustainable agriculture, nature restoration and carbon sequestration are possible even in one of the most intensively farmed areas of the UK. We aim to create and restore wildlife-rich habitats across the county’s landscape as well as in its freshwater and marine environments.



Working together
to protect and
restore nature in
key sourcing
regions

JOHN LEWIS
PARTNERSHIP



Norfolk Farming Conference



11 FEBRUARY 2025

Featuring a dynamic line-up of national and international speakers showcasing the latest innovations in farming and food production.

The conference dives into key topics

- The environmental impact of farming
- Data-driven sustainable agriculture
- The connections between diet and health

Join us for this unmissable event!

Get your tickets NOW!



ROYAL NORFOLK AGRICULTURAL ASSOCIATION

To find out more visit our website www.rnaa.org.uk

Harvest Service

2024 Harvest Service at Norwich Cathedral!



Celebrate and give thanks for our blessings and the farming community, with contributions from local agricultural partners. Bring food donations for Nourishing Norfolk and support YANA, RABI, and FCN.

Everyone is welcome!

 **Date: 6 October 2024 at 15:30**
 **Norwich Cathedral**



Together we are creating a wilder Norfolk for all

Are you keen to help nature flourish alongside your existing land management? Norfolk Wildlife Trust can provide advice and support.

Get in touch with our Wilder Landscapes Adviser, Ben Newton, to find out more: benn@norfolkwildlifetrust.org.uk



The Wildlife Trusts

norfolkwildlifetrust.org.uk

ENVIRONMENT AGENCY

The Environment Agency works to create better places for people and wildlife, we have a wide range of responsibilities including water quality and quantity, restoration and flood risk.

The Broadland Futures Initiative is a partnership working on how to best manage future flood risk in the Norfolk and Suffolk Broads.



WEB: Environment Agency - GOV.UK (www.gov.uk)
Broadland Futures Initiative (broads-authority.gov.uk)

THE NFU

The NFU represents more than 45,000 farming and growing businesses. Our purpose is to champion British agriculture and horticulture, to campaign for a stable and sustainable future for British farmers and to secure the best possible deal for our members.

We strive to protect and promote British farm life and give our members a voice now and in the future.



WEB: <https://www.nfuonline.com/>

COASTWISE

Coastwise is a new initiative to help prepare coastal communities where the coast is eroding between Weybourne and Happisburgh in North Norfolk. The project is an opportunity to explore, develop, demonstrate and share how we can better adapt to the challenges posed by our dynamic coastline. Coastwise is part of the National Coastal Transition Accelerator Programme (CTAP), being delivered by North Norfolk District Council, and will seek to work with the diverse range of stakeholders affected by coastal change, including homeowners, businesses, landowners and farmers.



13. **WEB:** <https://www.north-norfolk.gov.uk/projects/coastwise/>



HOLKHAM

As sure as the tide, this unique blend of rare and precious habitats has a way of drawing you back time and time again.

Delight in one of the most unspoilt, natural, and beautiful stretches of sand in the country, along with the many fascinating habitats and rare species of flora and fauna that make up the Holkham National Nature Reserve. With conservation and sustainability at the heart of everything we do, we cannot underestimate the importance of protecting our natural environments for future generations.

Our conservation team is led by ambitious conservationist and author, Jake Fiennes, who is on a mission to change the face of the British countryside and bring back fauna and flora. Working alongside Manager of Farming, James Beamish, and Head Forester, Harry Wakefield, together, they are delivering bold and significant land-based projects, such as The Great Farm Project, with which they can trial new techniques and push boundaries – all for the benefit of the natural world.

WEB: <https://www.holkham.co.uk/>

DRAGONFLY SURVEYS

Drone surveyor specialising in the use of Multispectral drones to map and monitor vegetation health. Ideal for environmental, Agricultural and Silvicultural sectors.



WEB: www.dragonflysurveys.com

OAKBANK GAME AND CONSERVATION LTD

Oakbank are one of the leading suppliers of seeds, plants and advice for the creation of wildlife habitat on farmland. This covers SFI, ELMS and other private funding streams. Our team of experienced and skilled advisors work with clients to develop and execute projects on both farmland and woodland.



WEB: www.oakbankgc.co.uk

ADAS NATURAL SOLUTIONS (RSK ADAS LTD)

At ADAS Natural Solutions, we make practical science-backed Nature-based Solutions (NbS) work for your land. Part of the RSK Group including RSK Habitat Management, our services cover BNG, Natural Capital, carbon, NbS, regenerative farming, agriculture and land management so you can deliver lasting benefits for your farm/cluster, nature and communities.



WEB: <https://adas.co.uk/>

ALBA TREES

Alba Trees specialises in the production of native tree species for hedgerow, agroforestry and woodland creation projects. We supply over 30m trees per annum from our nurseries in Scotland to projects across the entire UK. All our trees are grown in Britain making them the ideal choice for new planting projects on UK Farms.



WEB: <https://www.albatrees.co.uk/>

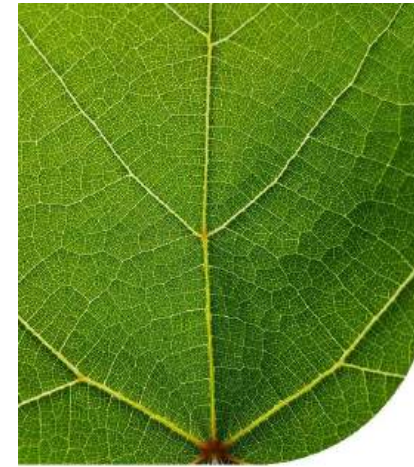
MILLS & REEVE

Mills & Reeve focuses on achieving more for clients, businesses and our wider communities. Our sector expertise and innovative technology, help clients achieve more with less effort. We build personal relationships and tailor advice to individual needs. With over 1250 people, we share one vision: achieving more for clients.

MILLS & REEVE

Achieve more. Together.

WEB: www.mills-reeve.com



Make the most of natural capital

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THE WAVENEY AND LITTLE OUSE RECOVERY PROJECT

The Waveney and Little Ouse Recovery Project, one of DEFRA's pioneering Landscape Recovery Projects, located on the Norfolk/Suffolk border, has ambitions of creating a business model that ensures nature recovery can co-exist with food production in the local landscape. Focused on the aforementioned rivers, the recovery project is striving forward to see our rivers restored for nature, the climate and the communities that live on them.



WEB: <https://www.suffolkwildlifetrust.org/WaLOR>

WATER RESOURCES EAST

Water Resources East, Norfolk County Council, Anglian Water, and The Nature Conservancy (TNC) formed the Norfolk Water Strategy Programme in 2021. The programme aims to secure good quality, long-term water resources for all water users through nature-based solutions (NbS). To do so, the programme is in the process of establishing the Norfolk Water Fund (NWF), a financial mechanism, to support the implementation of a £30 million



WEB: <https://wre.org.uk/projects/norfolk-water-strategy-programme/>

TELLUS NATURAL CAPITAL LTD & ACCELAR LTD

Tellus Natural Capital and Accelar are working together to support landscape scale nature recovery projects across England.

We help farmers, landowners and land managers to understand emerging new markets for ecosystem services and find green finance opportunities to deliver long term funding for environmental improvement.



WEB: www.tellusnatcap.com www.accelar.co.uk

Restoring, protecting and enhancing Norfolk's water environments for all

**CATCHMENT SENSITIVE FARMING**

Catchment Sensitive Farming provides free, confidential advice to farmers on all matters relating to water quality, air quality, and natural flood management. That includes topics such as improving soil health, nutrient management planning, yard infrastructure advice, and compliance with regulation.

WEB: <https://www.gov.uk/guidance/catchment-sensitive-farming-reduce-agricultural-water-pollution>

**SENEYE**

Seneye, based in Norfolk, provides innovative, low-cost IOT optical sensors for aquatic environments, logging millions of readings over 12 years. Specialising in multi-parameter sensors, they've developed a unique river sensor meeting all requirements of the Environment Act 2021, offering the most affordable solution for river monitoring.

WEB: <https://sensors.seneye.com/>





The Broads National Park

Britain's largest protected wetland covering over 125 miles of scenic waterways, rare wildlife and rich heritage. Over a quarter of the UK's rarest wildlife species are found in the Broads.

The Broads Authority is responsible for conserving this unique landscape, protecting navigation interests and promoting enjoyment and understanding of its special qualities. It works in partnership with a diverse range of stakeholders across the area.

For more information please visit our website: broads-authority.gov.uk or contact us via email: enquiries@broads-authority.gov.uk

FARMACY

Formed in 1999, Farmacy continues to successfully provide independent agronomy, environmental, precision and nutritional services to UK growers.

We deliver our services on over 300,000 hectares with over 60 Farmacy agronomists. Farmacy is dedicated to setting new service standards within the industry, providing growers with professional advice on all aspects of arable, vegetable and specialist crop production.



WEB: <https://farmacy.plc.uk/>

SPACE EAST

Space East is the cluster organisation for the 6 counties of the East of England. Funded by the UK Space Agency & Suffolk County Council, it has registered 200 organisations and 6 funded projects worth over £4m in its first year of operation.



19 . **WEB:** www.spaceeast.co.uk



Forestry Commission

Find out what woodland and carbon could mean for your business

Woods and Carbon 10:30am - 10:50am, Seminar Area 1
or visit the Forestry Commission stand to speak to an advisor today.

SOIL CAPITAL

Soil Capital is a mission-driven company with long expertise in regenerative agriculture and low-carbon transition of farms. It was founded in 2013 as an independent agronomy firm by three farming and finance professionals.

These years of experience working alongside farmers lead Soil Capital to launch in 2019, Europe's first certified carbon payment programme to accelerate the regenerative transition.



WEB: <https://www.soilcapital.com/>

CCM TECHNOLOGIES

CCm Technologies is a commercial, award-winning cleantech company that optimises resource use through Carbon Capture and Utilisation (CCU) solutions, which allow a wide range of businesses to generate commercial value from captured carbon and other agricultural and industrial waste streams while also delivering improved sustainability.



WEB: <https://www.ccmtechnologies.co.uk/>

Growth through innovation.

Solutions to your business challenges start here:
be@harper-adams.ac.uk

Harper Adams University

THE MORLEY

AGRICULTURAL FOUNDATION

The Morley Agricultural Foundation is a charity which facilitates and hosts at Morley Farms scientific agricultural research, education, and training. Promoting husbandry techniques that result in profitable farming with minimal negative effects on the wider environment and ecosystems.

www.tmaf.co.uk

Morley Business Centre, Deopham Road, Morley, Wymondham, NR18 9DF
 01953 859630

SUFFOLK NEW COLLEGE

The Suffolk Rural campus of Suffolk New College at Otley, just north of Ipswich, is a leading regional provider of courses for young people and adults in agriculture, horticulture and arboriculture. Our Skills Bootcamps in Arboriculture and our industry certification short courses are especially popular with local businesses, and we have an established apprenticeships offer. Suffolk New College won a national award in 2024 for sustainability in education and we recently retained the LEAF Marque for our College farm. We are passionate about sustainable land management and always keen to consider running courses to meet the needs of industry.



WEB: www.suffolk.ac.uk

EASTON COLLEGE

Easton College is Norfolk's college for land-based learning, delivering Further and Higher Education, Apprenticeships and Commercial courses to young people, adults and employers. The college offers a wide range of programmes in agriculture and agriculture engineering, animal studies, arboriculture, construction, environmental conservation and countryside management, equine studies, floristry, horticulture, sport, outdoor leadership, and uniformed services.



WEB: www.Easton.ac.uk

EAST NORFOLK SIXTH FORM

East Norfolk Sixth Form College is the largest A Level provider in Norfolk and the college of choice for 1800 students from across Norfolk and North Suffolk. We offer over 90 subjects at A Level, Level 3 and T Level and provide access to an unrivalled extra - curricular programme.



WEB: www.eastnorfolk.ac.uk



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and trustworthy advisor.

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LOVEWELL BLAKE

At Lovewell Blake, our specialist agricultural team recognise that every agricultural operation from a small farm to a large-diversified estate needs to be run as a business. Our teams are experienced in all areas of accounting, tax planning and financial advice and are here to assist you with your specific needs.



WEB: www.lovewell-blake.co.uk

THE ROYAL COUNTRYSIDE FUND

Founded in 2010 by His Majesty King Charles III, then The Prince of Wales, The Royal Countryside Fund's vision is of a thriving countryside – a living family farms and prosperous rural life, built on connections and relationships – which in turn shapes rural places, creating vibrant, sustainable communities.



WEB: <https://www.royalcountrysidefund.org.uk/>

ANGLIA RURAL CONSULTANTS

ARC's vision is to promote sustainable development across the East of England. Our focus is on helping agricultural and rural business clients increase productivity and returns on investment. We believe they can do this by harnessing natural assets, scientific knowledge and technologies that maximise the opportunities of the 21st Century.

ARC will work with clients to develop and integrate economic, social and environmental policies that help them achieve their sustainable development objectives.



WEB: www.angliaruralconsultants.com

FREE SUPPORT FOR WOODLAND PLANTING

England Woodland Creation Offer (EWCO)

from the Forestry Commission

- Receive up to £10,200 per hectare, plus up to a further £12,700 in Additional Contributions for public benefits, to support your woodland creation scheme
- Norfolk FWAG provide free advice and fill out applications forms for landowners
- Annual maintenance payments of £400 per hectare for 15 years
- 1100-1600 trees per hectare (broadleaves) or 1100-2500 per hectare (conifers)
- 1 hectare minimum planting area

MOREwoods from the Woodland Trust

- Up to 75% of capital costs
- Free woodland design and planning
- All plants and materials supplied by the Woodland Trust direct to your land
- Minimum 500 trees or 0.5 hectare planting area
- No ongoing payments
- Simple application process

If you have ideas for planting trees on your land, please get in touch.

- advice@norfolkfwag.co.uk
- 01603 814869

Programme kindly sponsored by

Payne crop Nutrition Ltd

Payne Crop Nutrition are a bespoke crop nutrition advice based business at Fakenham, Norfolk, specialising in Sugar Beet, Potato and Vegetable bespoke blended fertilisers.

www.paynecroptonutrition.co.uk

PA  **NE Crop Nutrition Ltd.**

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