

# Early Implementation of Countryside Stewardship

## Satisfaction with scheme design

76%

of applicants were positive about the scheme's environmental aims

50%

of applicants thought the application process was too complex

55%

of those currently without an agreement would consider reapplying

## Factors affecting scheme uptake

Land area is larger

Land is mostly owned as opposed to mostly rented

The probability of entering the scheme is higher when:

There is a better fit with the existing land management systems

Applicants have better knowledge of the scheme

### Drivers for entering an agreement

- Financial value of agreement
- Environmental benefits
- Compatibility of options with current management



### Barriers to scheme

- Complexity of the scheme
- Financial Viability
- Compatibility with current management

## Advice Provision



76%

of applicants accessed online material, of these 79% found it 'very useful' or 'fairly useful'

72%

sought face-to-face advice

Of these

43%

of MT agreement holders used mainly online material

30%

said their own adviser was the main source of advice

## Characteristics of Uptake

Uptake was skewed to a small number of common options

53% of multi-annual agreements addressed multiple primary objectives



- Only 12 options accounted for nearly 60% annual payments
- ½ of the 241 options collectively accounted for less than 2.5% of annual scheme payments

