



# **10 years of supporting species rich grasslands in Herefordshire**

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## **WHO WE ARE & WHAT WE DO**

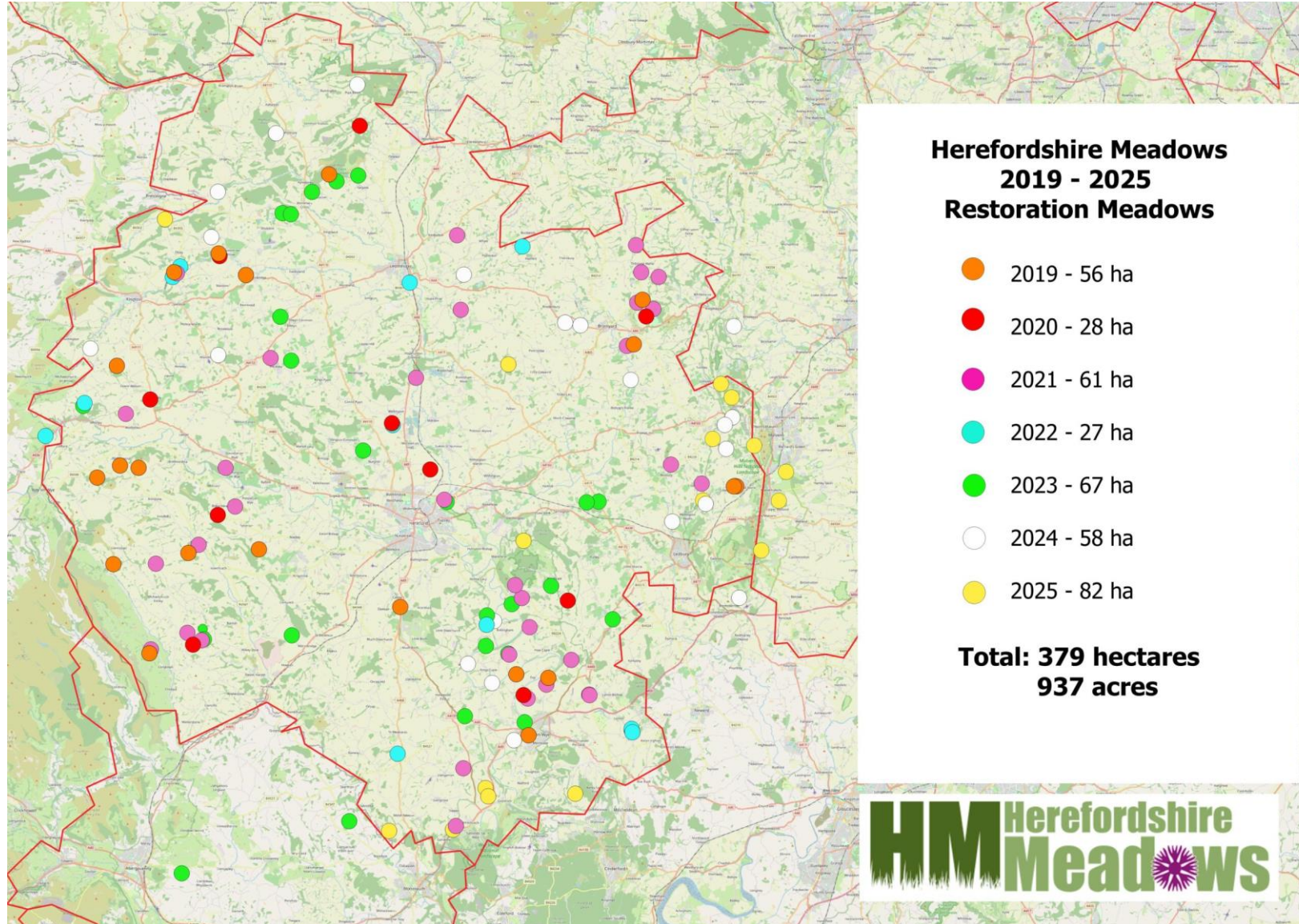
We work across Herefordshire with farmers, small holders and estates and offer

- 1:1 advisory visits and grassland surveying support
- Signposting to project funding and support for capital work for restoration including brush seed harvesting.
- Training, events and discussion meetings to foster knowledge exchange between grassland farmers and meadow owners.
- Partnership with farming and conservation organisations, commercial sponsors and private funders
- Working with local schools and communities to engage members of the public with species rich grasslands
- Help with sourcing seed, green hay, contractors, livestock
- After care, on-going management and grazing strategy advice

Herefordshire Meadows is a Charitable Incorporated Organisation registered charity number 1198105



# WHERE WE HAVE WORKED



# HOW IT BEGAN

- **STARTED IN 2016 AS A CSFF GROUP WITH 30 MEMBERS (rising to 63 by 2022)**
- **COVERING 4793HA**
- **FROM 0.8HA TO 1000 HA**
- **GREAT MIX OF FARMING AND CONSERVATION INTERESTS**

- **MANY DIFFERENT MEETINGS**
- **INDOORS AND OUT**
- **TRAINING DISCUSSION AND ADVICE**
- **CREATION TO REGENERATION**



- **FACILITATION FUND** latterly **PROVIDED ABOUT £40,000 ANNUALLY**
- **DUG THE FOUNDATIONS**

**BUT**

- **FUNDS FOR CREATION AND RESTORATION HAVE HAD TO COME FROM OTHER SOURCES**
- **CSFF FINISHED SEPT 2022**

# DECIDING TO BECOME A CHARITY

- Grown quickly
- Need to conduct business in our own name
- Be more open to a wider range of opportunities for the future
- Secure financial future for the group



# CHOOSING CHARITABLE OBJECTIVES

- We wanted to continue to work across the whole of the Herefordshire landscape.
- Continue to support diverse grasslands at all stages.
- Continue to be embedded in the farming community.
- Exchanging knowledge and skills on a wide variety of subjects.
- Trying to keep a balance of interest for all members and the general public.



- 1. Conserve, restore and create flower-rich grasslands in Herefordshire in particular, but not exclusively, by promoting sustainable land management systems.**
- 2. Advance the education of the public on the benefits of flower-rich grasslands and the need to conserve them.**

# HEREFORDSHIRE MEADOWS

## Theory of change

*Impact*

**IMPACT WE SEEK**  
 More diverse grasslands in Herefordshire – requiring more diverse, more sustainable land management and regenerative farming practices

*outcome*

**HEREFORDSHIRE MEADOWS ADDED VALUE**  
 The conservation, restoration and creation of more flower rich grasslands across Herefordshire  
 To educate the public about the benefits of flower rich grasslands

*What we do*

**IMPLEMENTING MEADOW RESTORATION and MANAGEMENT (c50% and growing)**

- Projects to support landowners to restore and manage flower rich grassland
- Paid for advisory service
- Wildflower seed harvesting
- Ongoing support

**PARTNERING (c20%)**

- Ensuring complementarity & learning
- Collaborating to achieve wider impact
- Scaling
- Resourcing funds

**EDUCATION (20%)**

- Farm walks, events
- Training workshops, skillshare, mentoring
- Website sharing resources
- Working with schools and community groups

**ADVOCACY (c10%)**  
 To influence wider change

- Give talks and presentations to groups of local stakeholders
- Feed in to national policy discussions
- Highlight achievements through social media channels

*Inputs*

**ORGANISATION DEVELOPMENT of HM as a new organisation**

- RESOURCING - Ensuring we have the people/human resources and income/funding we need through recruitment, training and fundraising activities.
- ORGANISATION DESIGN – ensuring as we grow we develop in alignment with our ambition and values
- MEMBERSHIP MODEL - developed as we grow
- SEED SOURCES – ensuring we have an appropriately harvested, sustainable source of suitable native seed.
- FUNDING donation development and funding bid applications
- Appropriate process, policy and systems development



**More Awareness**

**More Knowledge**

**More Meadows**

# HEREFORDSHIRE MEADOWS CIO

- 7 founding Trustees – 5 from farming sector, County Botanical Recorder and Conservation Manager (now up to 8 Trustees)
- 1 full time employee and 3 self-employed, part time contractors (2-4 days pw)
- VAT registered in November 2023.
- Administration support through Herefordshire Rural Hub's Finance Officer
- 132 CIO Members – FREE Membership. Over 1,000 on wider mailing list.

# Challenges

- Funding:
  - Unreliable and uncertain DEFRA funding schemes
  - ‘White spaces’
  - Capital vs revenue funding
  - Lack of funding for follow on support
- Climate change
- Seed availability
- Lack of wider engagement and awareness

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# Opportunities

- Partnership Working eg. Farm Herefordshire
- Alternative funding sources and new avenues of engagement
- New 'Meadow Monitor' volunteer programme
- Development of the LNRS
- Resilience of species rich grasslands



# Any Questions?

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# GET IN TOUCH

Herefordshire Meadows website: [www.herefordshiremeadows.org.uk](http://www.herefordshiremeadows.org.uk).

Contact

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