

## Herding Cats in the Upper Wensum



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GROUP FACILITATOR

## **FWAG**













## Upper Wensum Cluster Farm Group



17 members

6,000+ Ha

SSSI/SAC Chalk River

Priorities include:

Condition of River Wensum SSSI and SAC Reducing silt, nutrient and pesticide input into river.

Key species such as turtle dove.

And for the farmers (though not in CSS targets) grey partridge.



## Lesson 1 – Don't do it like you've always done it.







## Lesson 2 – Get a good Chairman







## Lesson 3 – Give them Farmer only Space

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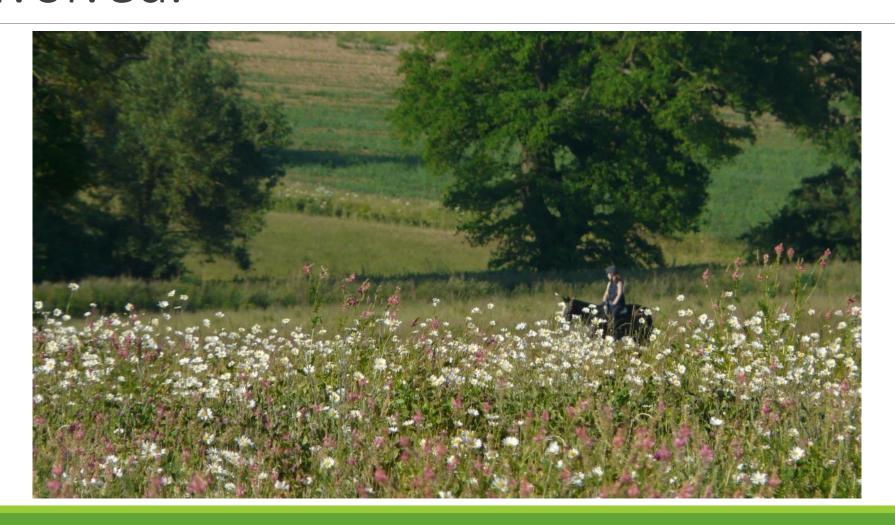
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# Lesson 4 – Get the wider farming family involved.





## Lesson 5 – A bit of external £ goes a long way









## Summary

- 1. Don't do it like we've always done it
- 2. Get a good Chairman
- 3. Give them farmer only space
- 4. Get the wider farm family involved
- 5. A bit of external funding goes a long way





