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Contract

OEP110-01 Local scale advice for nature friendly farming

Office for Environmental Protection

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-034415

Procurement identifier (OCID): ocids-h6vhtk-0551ce

Published 23 June 2025, 2:03pm

Scope

Reference

OEP110-01

Description

Farmers must balance multiple objectives, making decisions that consider economic, environmental, and business planning needs for their land whilst navigating a complex regulatory and policy context. The current farming advice context in England is fragmented, difficult for farmers to navigate, and sometimes inconsistent in its objectives.

One to one advice – from public bodies to farmers – has declined due to budget cuts. There is an increasing reliance on written guidance, risk-based targeting of inspections, and the private sector or non-government organisation provision of agri-environment advice.

One to many advice at a local scale – involving multiple holdings, common farming and ecological contexts, and a shared set of priorities – can be an important bridge between farmers and public bodies. Such locally tailored advice improves compliance with

environmental regulations and improves the outcomes of agri-environment schemes.

Our EIP progress report 2023-24¹ identified effective farming advice as essential for successful delivery of key environmental policies and compliance with regulations that will improve nature on land. We set out seven attributes of effective farming advice and recommended Government improve the use of spatial targeting and localised advice provision.

One of the recommendations in the National Audit Office's 2024 review of Defra's Farming and countryside Programme² was to "develop a comprehensive and unified package of advice for farmers that will best support them in making the changes needed and help them to progress towards activity that delivers greater environmental benefit."

Government is in the process of developing responses to these recommendations and as part of that is reviewing and working on ways to improve the farming advice sector. They are also continuing with ongoing work on spatial prioritisation of land management³ in England. This project will provide valuable evidence and insights that the OEP can use to support and influence government's work in these areas.

Since these recommendations were made, there have been relevant announcements and developments affecting farmers, public bodies and Defra that this project will need to be sensitive to e.g.,

The two-year budget for farming has been allocated (including £150m for advice, pilots and technical support) and as a result the Sustainable Farming Incentive has closed to new applications. A revised offer will be announced in summer 2025.⁴

The Corry review of Defra's regulatory landscape included relevant themes and findings such as untangling green tape and working with trusted partners to improve compliance and be more innovative.⁵

Defra and other departments are in the process of completing a comprehensive spending review, which will be completed in summer 2025 and will determine budgets for the next 3 years.

Contract 1. Local scale advice for nature friendly farming

Supplier

- [University of Gloucestershire](#)

Contract value

- £45,000 including VAT

Below the relevant threshold

Date signed

20 June 2025

Contract dates

- 21 June 2025 to 28 November 2025
- 5 months, 8 days

Main procurement category

Services

CPV classifications

- 90713000 - Environmental issues consultancy services
-

Procedure

Procedure type

Below threshold - limited competition

Supplier

University of Gloucestershire

The Park

Cheltenham

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Email: cjones5@glos.ac.uk

Region: UKK13 - Gloucestershire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Local scale advice for nature friendly farming

Contracting authority

Office for Environmental Protection

- Public Procurement Organisation Number: PYCX-1788-VTBY

Wildwood, Wildwood Drive, Worcester, Worcestershire, WR5 2QT

Worcester

WR5 2QT

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Region: UKG12 - Worcestershire

Organisation type: Public authority - sub-central government