

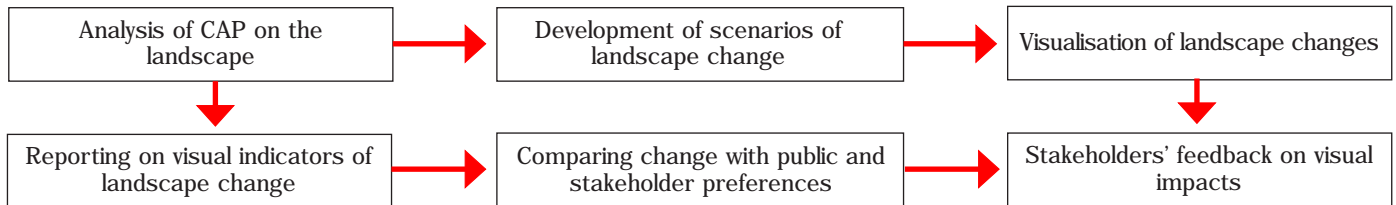
CAP reform will strongly affect future land use patterns in Scotland. Such changes will have a strong visual impact and may affect public and stakeholder perceptions of the rural landscape.

## CAP reform in Scotland

- Full decoupling with introduction of the single farm payment using data from 2000 - 2002
- National Envelope for the beef sector
- Voluntary national modulation to increase the total modulation rate to 10% by end 2007
- Introduction of Land Management Contracts (LMC), a whole farm approach consisting of:
  - Tier 1: Single farm payment
  - Tier 2: Farmers choose from a menu of environmental, social and animal welfare measures
  - Tier 3: Competitive top-up payments to reward more specific, benefits than Tier 2
- In 2007, implementation of the European Agricultural Fund for Rural Development and revised funding priorities leading to a new Scottish Rural Development Plan

Will CAP reform produce landscapes we prefer?

## Methodology



## Stakeholder engagement and scenarios of change



- Workshops with a wide range of stakeholders
- Discussion of the outcome of policy reviews
- Defining scenarios of landscape change
- Feedback on potential visual impacts of policy-relating land management and land use changes
- Evaluating landscape change using visualisation and indicators.



## Landscape change preference analysis

- Surveys of public and stakeholder preferences for landscapes through targeted presentations, public events, multimedia exhibitions and the internet
- Development of a landscape preference model
- Integration of landscape preferences in rural policy analysis
- Evaluation of possible implications of policy related landscape change for non-agricultural activities, e.g. tourism and outdoor activities, and provision of public goods



Analysis of stakeholder preferences is informing evaluation of possible implications of policy-related landscape changes on non-agricultural activities such as tourism and the provision of public goods.