

Building an Engaging and Informative Evidence Pack

Nancy Singh and Lucy Steward



Department
for Environment
& Rural Affairs

The Future Farming and Environment Evidence Compendium

February 2018



Farm Economics and Accounts



Food Production



Environmental Land Management

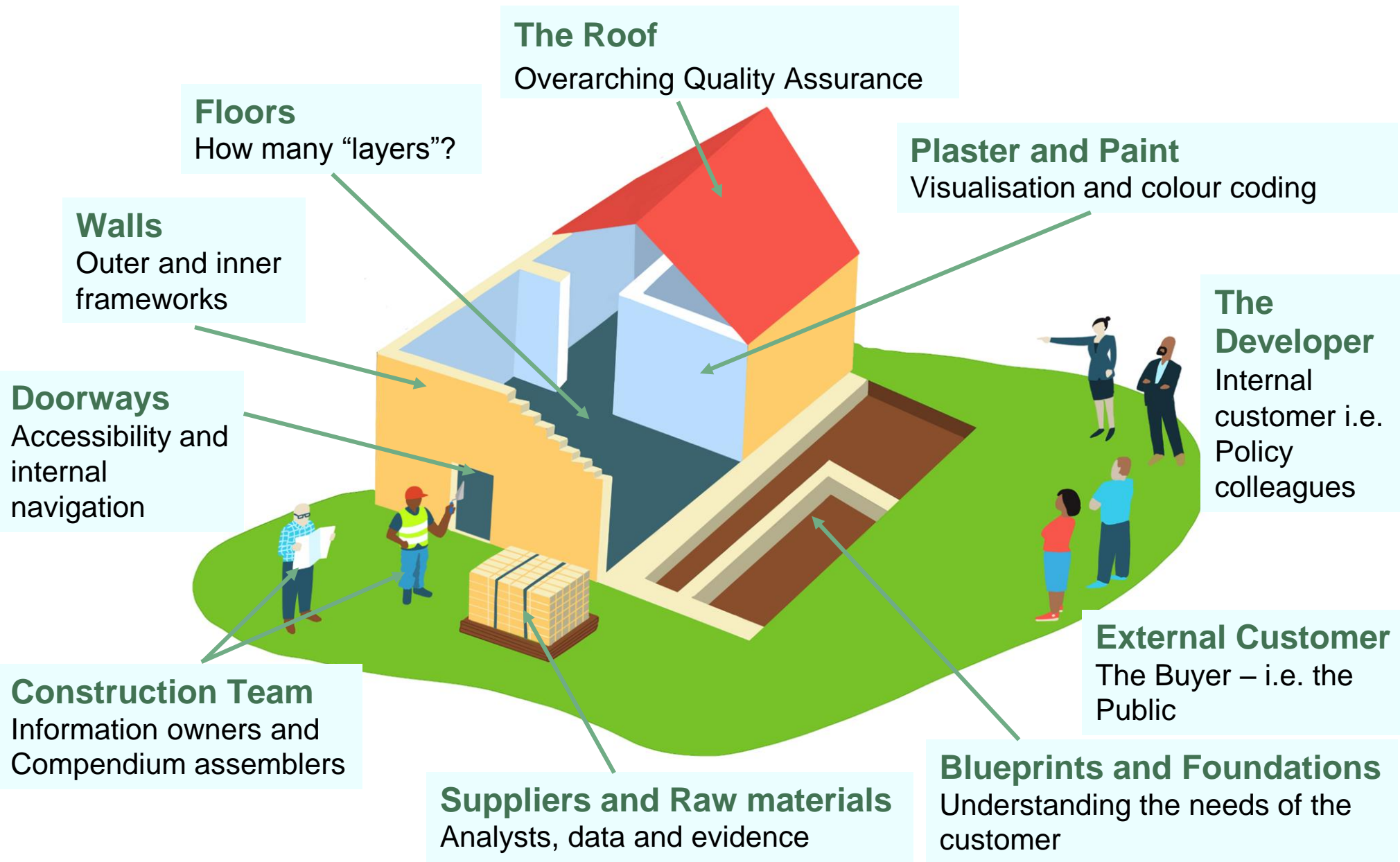


Department
for Environment
Food & Rural Affairs



Government
Statistical Service

The House of Evidence



Construction Team

Architect

Information owner, has the over arching vision, and understands how the whole will work, since they have a sweeping overview of the content and the broader landscape that the work will sit within.



Builders

Take the raw materials and turn into an actual structure – importance of context, understanding your materials and how they fit together etc.



Interior Designer

Take the raw structure and add value through visualisation of the evidence (charts, infographics etc.), ensuring accessibility to the user.



Blueprints and Foundations – understanding the needs of the customer

Understanding who the users are, and what evidence is important to them.

The Developer

Internal customer i.e.
Policy Colleagues

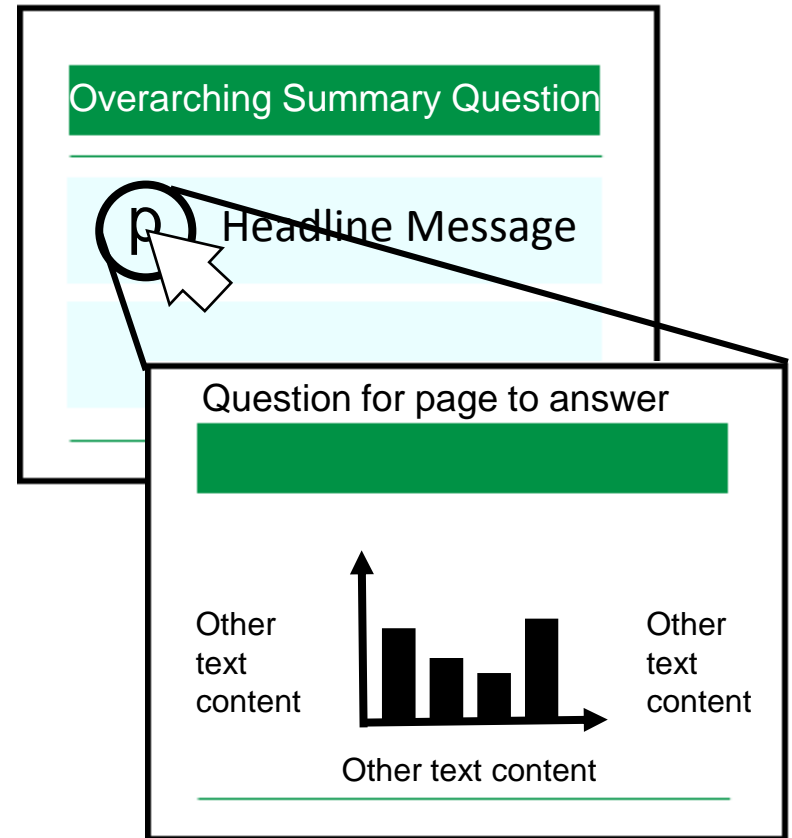
External Customer

The Buyer – i.e. the
Public



Floors - How many “layers”?

Summary Slide

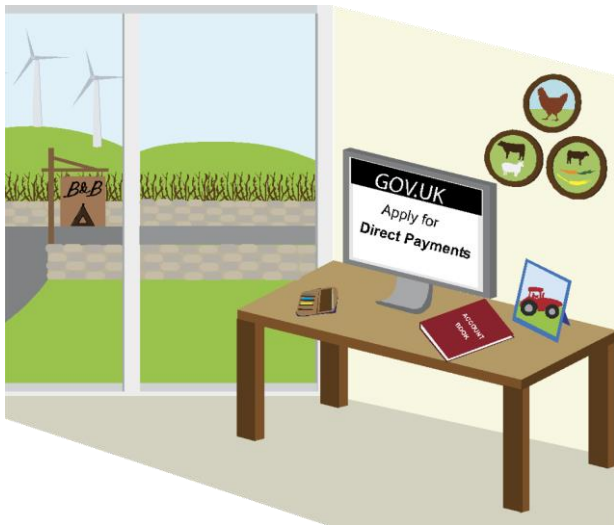


Detailed Slide

The Walls - outer and inner frameworks

The framework of the Compendium was built around three sections that segmented the evidence base into key themes:

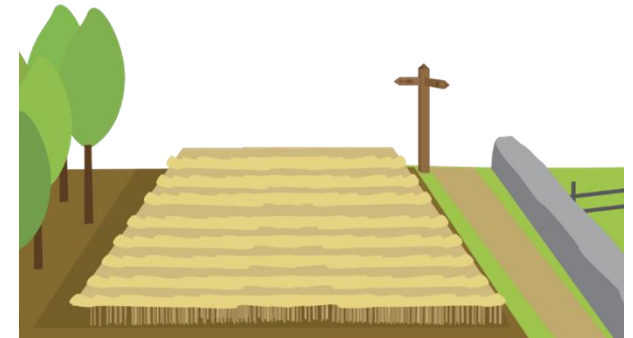
Farm Economics & Accounts



Food Production



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How did we compile the evidence across such a wide range of teams?

To compile the evidence in a standardised format, a template was constructed that contained instructions for the information that was needed on each page.

Context

Chart or Image,
with legend.

Key Point/
Stat

Key Point/
Stat

Commentary

References

Doors – accessibility - and internal navigation - hyperlinking

Question and answer format

How did we use question and answers in the Compendium?

During user testing we found using a question and answer was the most effective way to signpost readers to the key points, and to focus the content of the pages.

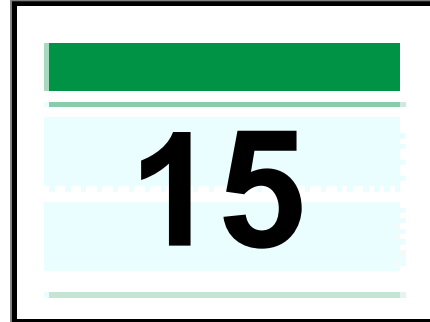
Summary

Farm Economics and Accounts

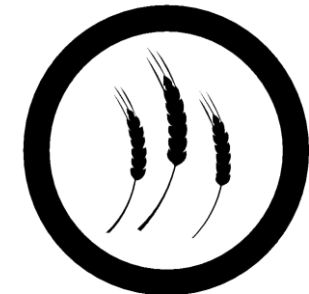
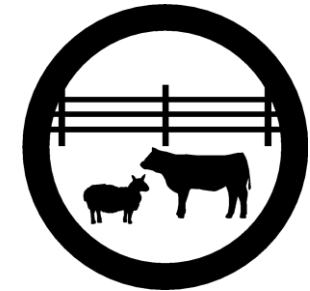
Food Production

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Supporting Information



Hyperlinked page numbers.

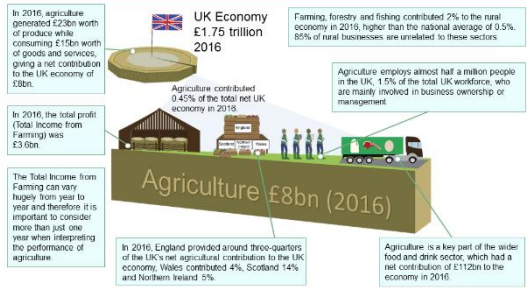


Icons to rapidly promote understanding of subject matter.

Navigation buttons at the top of each slide.

Plaster and Paint – Visualisation

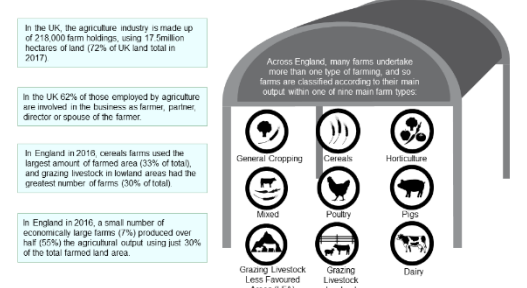
How does agriculture contribute to the UK economy?



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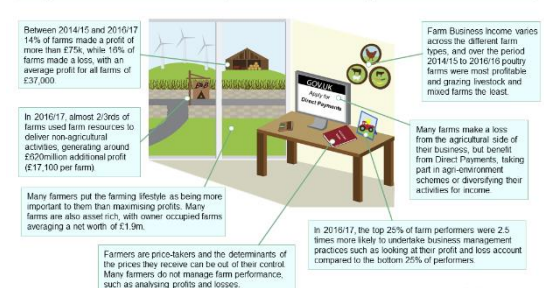
How is the agriculture industry structured?



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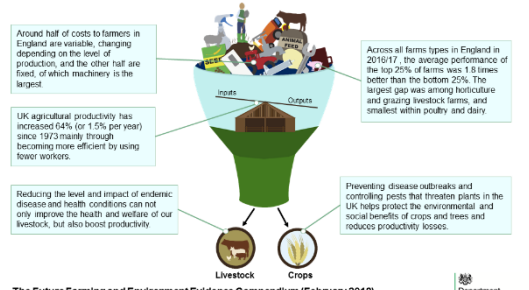
How do Farmers' incomes vary across England and why do some continue to operate while making a loss?



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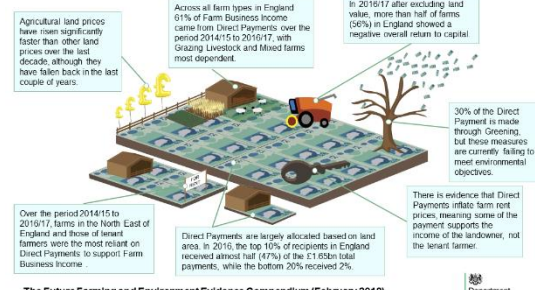
What costs affect farm profitability and how can farmers become more profitable?



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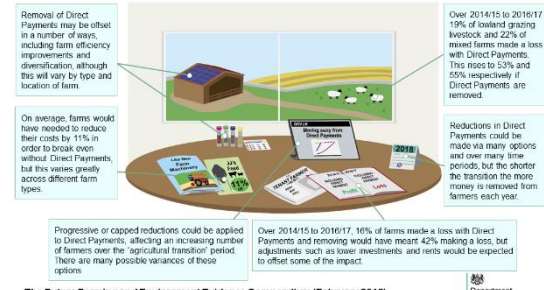
How are Direct Payments allocated and what has been their impact on farm profit, rents, land prices, investments and the environment?



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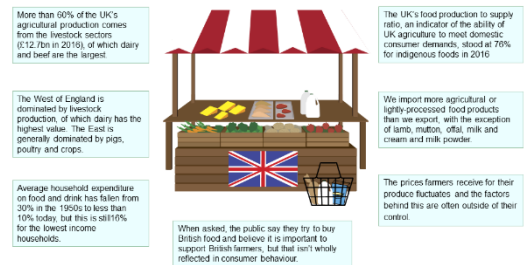
What is the impact of moving away from Direct Payments and what are the options for moving away from them in England?



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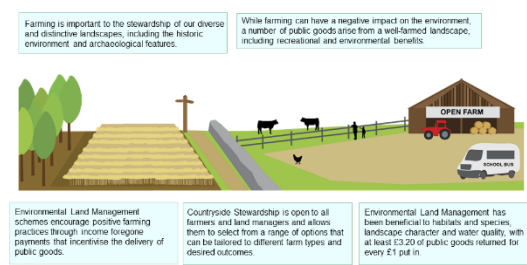
What do UK farmers produce and where does food consumed in the UK come from?



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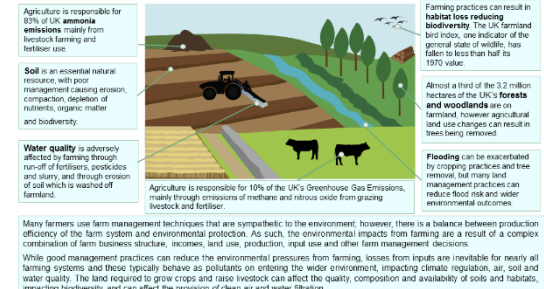
What is the benefit in investing public money into environmental land management schemes?



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How does farming impact the environment?



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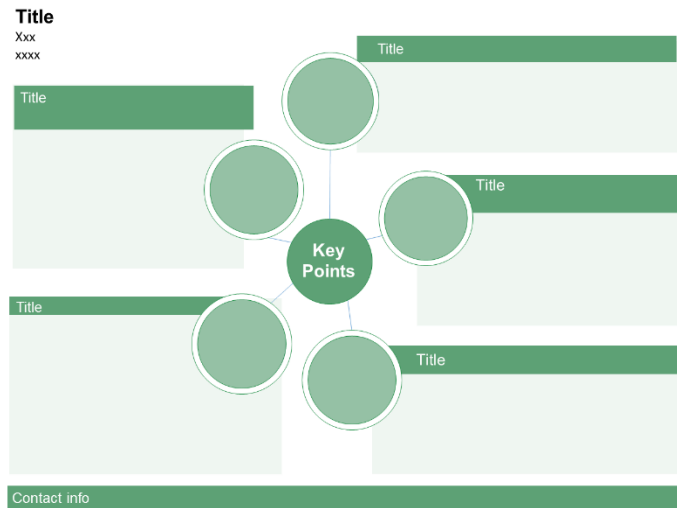
RSS Awards 2018 – Winner ‘Excellence in Official Statistics’



What next.... ?

Interest from Policy!

....not just in the evidence, but in the format too!



Presentation help for the Consultation Policy Team, including tying in the design of the Future Farming Consultation Roadshow slides for presentation with the style of the Compendium.

Interest from Defra's Perm Sec to use the format for her briefings.

New Packs



nancy.singh@defra.gov.uk

Any Questions?

