

## Interview Categories and Questions

### Opening question:

- 1) Could you state your name, role and position? [if we need clarify any of these]

### General question about how the advice was received:

- 2) Were you approached by the Floodplain Meadow Partnership (FMP) or did you seek their advice on meadow management?
  - a. **If yes:**
    - i. Did you have any specific concerns which led you to seek advice?  
[Was there a specific problem with the site or were you just interested in another opinion or perspective on management?]
  - b. **If no:**
    - i. Did you perceive that you had any problems with the site before FMP approached you?
    - ii. Did the visit highlight any problems that you had not been aware of?

### Questions to determine whether the letters FPM sent out (as a follow-up to previous site visits) were followed:

- 2) What was the nature/what was your understanding of the advice? Can you explain what you were advised about site management?
- 3) What was your reaction to the advice you received from FPM?
- 4) Was the advice given in a clear and understandable way, or were you unclear about what was being suggested?
- 5) Were there any aspects of the advice that you did not agree with?
- 6) What action, if any, did you take as a result of the advice provided by FPM? [Did you make any changes to the meadow's management as a result of the advice? ]
- 7) **If required and relevant:** specifically, did you make any of the following changes to the meadow's management as a result of the advice?
  - a. Reconsider dates of action (e.g. hay cut start date, grazing start/end)?
  - b. Revise grazing numbers?
  - c. Timing to address weed issues?
  - d. Alter public engagement activities?
  - e. Make changes to water management (e.g. clearing foot drains)?
  - f. Take action to protect soil structure?
  - g. Increase monitoring effort?(Please provide examples where applicable) [focus also on any interaction with the HLS agreement]

8) Independent of the advice given to you by the Partnership, has your current or any previous HLS agreement required you to alter any of these management practices in any way? If so, in what way?

9) Did the requirements of the HLS agreement and the Partnership's advice clash or contradict one another in any way?

10) Were there any aspects of the advice that you felt you could not implement or use?

**If yes:**

i. What was the problem/barrier/constraint?  
[Clash with management plan/HLS agreement/farmers etc.?]

ii. Do you think the problem/barrier could be overcome?

11) Did the advice make you think differently about the meadow site?

12) Did you develop any ideas yourself to alter practice?

**General questions about the impact of the advice: (only relevant where action was taken)**

13) Do you think the action resulting from the advice has had a positive and/or negative impact on the meadow?

**if yes:** What makes you think this? How do you know that this is the case?

14) Are you continuing to follow the advice given to you by FMP?

15) How has your impression of the advice changed since it was first given?

**Closing question:**

16) Would you approach FMP in the future to seek further advice on the management of your meadow?

17) Would you be happy for a follow-up botanical survey to be carried out to assess the impacts of any changes to meadow management (if not already undertaken)?