



Greensand Farm Cluster

Aims and objectives for the coming year

Overarching Aims

To enable farmers and landowners along the Greensand Ridge south of Maidstone to thrive economically in a way that enhances nature and benefits people.

To become stronger together: many of the biggest opportunities for farming and nature now depend on collaboration. By working together, Greensand farmers and land managers can achieve more than any individual holding could alone - unlocking funding, improving environmental outcomes and building a resilient future for farming in the area.

Long-term Objectives

- Identify and connect with a significant number of farmers and landowners in the area defined by the geography below.
- Share practical advice and support, and improve knowledge and understanding.
- Provide professional facilitation for the group's activities and generate sufficient funds to be an effective cluster.
- Evaluate natural capital and understand nature finance opportunities for individual farms and for the cluster as a whole.
- Manage land in a way that enhances food security while having a net positive impact on nature.
- Contribute to healthier soils, cleaner air and water, climate mitigation and adaptation, and biodiversity gain.
- Identify key opportunities for species recovery based on the unique geography, geology and habitat within the area.

Ethos

The Greensand farm Cluster is:

- built on mutual respect and understanding
- farmer-led
- a community for learning

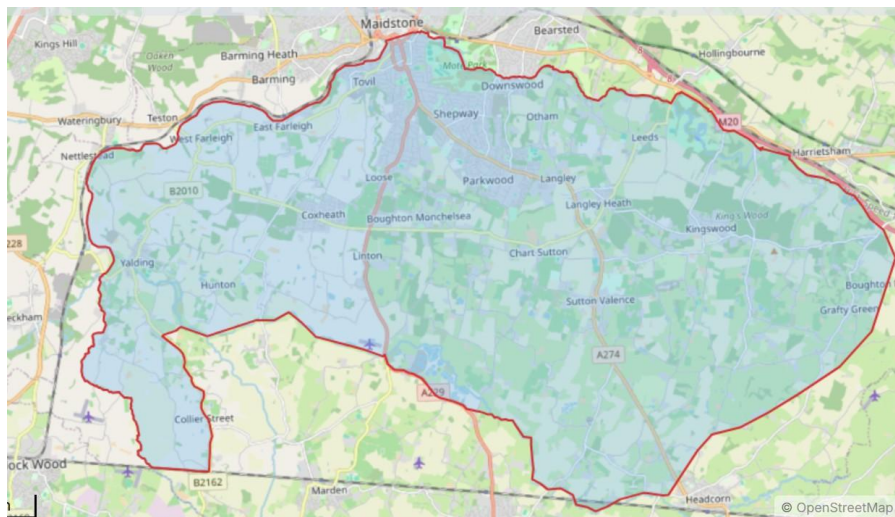


Governance

- Established the Greensand Farm Cluster Board.
- Meet as a cluster four to five times a year.
- Incorporated as a Community Interest Company.
- Employ a facilitator jointly with Marden Farm Cluster.
- Review aims and objectives annually and assess progress against them.

Specific Objectives for 2026/27

- Increase joint working with Marden Farm Cluster and Upper Beult Farm Cluster to improve River Beult water quality, ecology and climate resilience.
- Commission and start a baseline ecological survey.
- Improve engagement with all farmers and landowners within our geography.
- Grow membership by at least 20%, measured in terms of area covered, to help improve connectivity and the impact of our nature recovery initiatives.
- Understand more clearly the implications and opportunities of the Kent Local Nature Recovery Strategy and Land Use Framework for our area.
- Compile a pipeline of potential projects targeted to apply for funding from Maidstone Borough Council's Nature Recovery Fund.
- Submit several projects for funding from MBC's Nature Recovery Fund.
- Generate funds to grow the effectiveness of the cluster.
- Develop effective communications, including a website and greater social media presence.
- Explore nature-friendly viticulture opportunities for the many vineyards along the Greensand Ridge.



Greensand Farm Cluster area – June 2026