**DETERMINING THE WILLINGNESS TO PAY FOR FARMLAND BIRD CONSERVATION IN SCOTLAND**

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Post Brexit there has been much discussion and debate surrounding the financial support for farmers and land managers with Scottish ministers indicating that the structure will be broadly similar to the Basic Payment Scheme but will likely have additional agri-environmental payments. Private funding may be a viable source of funding moving forward and it is therefore important to establish which information is relevant and how best to assign a value to individual species or assemblages. Farmland birds are an important indicator of the health of the British countryside and as such, their conservation and management are important issues. This project collates examples of studies where species or species assemblages have been valued. The study then goes on the ascertain the amount that the public would be willing to spend annually on farmland bird conservation and the management practices they prefer. The survey includes questions about the characteristics of respondents and statistical analysis was undertaken to establish which characteristics are

linked to a higher willingness to pay for farmland bird conservation. The study concludes that

those with a higher income and a higher level of concern for the environment were likely to

be more willing to pay for conservation and makes suggestions for future conservation

actions and funding sources.