We have delivered advice on hundreds of terrestrial and marine development and operational proposals since 2012 and there is no evidence that charging deters people from seeking our advice.

5. ***"This will create more work and I haven't got the time to set up contracts and issue invoices."***

We provide significant amounts of discretionary advice on the highest environmental risk consultations and charging does not change this.

Adviser effort remains focused on providing advice. Colleagues in ***the Area Team Business Hub write the contract, ask the customer to sign and prepare information to issue invoices.*** There are some extra tasks involved, eg, providing time and travel estimates to the Business Hub, but tasks such as completing Casework Tracker (crucial for invoicing) are standard operating procedure anyway.

Experience from DAS for planning and marine is that the extra time required under a contract is minimal. Ask a planning, marine or Wildlife Adviser about their experiences, or read these articles:

- http://neintranet/news/Pages/earlybirdgetsthecash.aspx
- http://neintranet/news/Pages/givingyourtwopenniesworth.aspx

6. ***"What if I estimate the time wrong and Natural England make a loss?"***

Based on over 1000 DAS quotations issued since 2012, ***under-estimation is not a significant problem.*** Estimating time to deliver advice is a skill that advisers need in order to do their job already; charging for advice just means it is more crucial to be accurate. Support will be available to develop estimating skills. There is a lot of experience in teams so do approach your colleagues. If you make a mistake on an early estimation, that's ok - Natural England accepts the risk of under-estimation.

7. ***"Will I get an income target that I am expected to achieve?"***

No. Income targets are set at Team-level. Your PPA may contain an aim along the lines of "good advice delivery including effective cost recovery", which should be straightforward to demonstrate.

8. ***"It's ok to charge developers, but not our partner organisations / farmers / charities"***

While it might seem desirable to have flexibility, treasury guidelines restrict us from charging different rates to different customers where the service level is the same. However, ***when we have partnership agreements, we may choose to make an exemption to charges*** to partly or wholly subsidise the cost of our input. In effect, our advice then becomes an "in-kind" contribution to the project or partnership.

We will only offer chargeable services where we feel it is reasonable to do so. We should avoid the introduction of charges where we feel that this would bring a serious risk of detrimental impact for our work or on our customers. We've been carefully crafting exemptions to charges to ensure that they don't impact negatively on environmental outcomes or unfairly on customers.

9. ***"There's no opportunity for charging in my area of work"***

To reach our income generation target of 12 million by 2020, we need to look at all our work areas to consider where charging might be appropriate. This doesn't mean charging for everything – even with this high target, ***the majority of our income will still come from government funding.*** However, we need to look at income generation in all areas from Marine to Wildlife Licensing to NNRs, and for different types of work, such as training workshops (as in this article here)

Other public sector bodies such as the Environment Agency are already charging for statutory as well as discretionary advice. Over the next few months we will be rolling out new chargeable services. We hope you will join discussions on our Chargeable Services Sharepoint.