

Newsletter

Groundbreaking arts
programme to create more
connections to the outdoors

Page 3



We are the Protected Landscapes Partnership



National
Landscapes
Association



National Parks
England

**NATIONAL
TRAILS.UK**



NATURAL
ENGLAND

Marking a year of delivery - reflections



September marks one year since partners signed their individual grant agreements with Defra as part of the Protected Landscapes Partnership. Time flies, so it's easy to forget everything that happens over a year in between all the meetings and emails. We thought we would stop and take a moment to reflect on a year gone by.

Most of the new staff members funded through the partnership only came onboard around the new year with Tom, our Nature Recovery Lead, joining us in May and completing the team. The fact that most people have been in their roles for nine months makes their contributions so far all the more impressive. Here are some highlights of what we have delivered through the partnership to date:

- 20 EDI training sessions, in-person and online, attended by nearly 300 people working in the landscape family.
- 30by30 mapping deep dive to understand the potential contribution by protected landscapes (led by Bruce Winney, Nature Recovery Coordinator at National Landscape Association, and Leo Fisher, Evidence Coordinator hosted by Natural England).
- 2 x PLTOF workshops focused on the quality and methodology of data associated with targets. Each workshop was attended by over 50 people with very positive feedback. The Evidence Coordinators were able to bring together NE, Defra and the ONS to discuss and agree a consistent methodology for population numbers (led by Harriet Knafler and Leo Fisher, Evidence Coordinators hosted by Natural England).

- A Coastal Wildbelt workshop was held with key staff members across partners to help shape this emerging landscape-scale programme. We're looped into Big Chalk to make sure we're not reinventing the wheel.
- Big Chalk recently launched its website and held its first sold-out conference.
- Climate baselining for National Parks has led to National Parks being the first in the world to join the race to Zero, and Small World Consulting have developed a pilot methodology for National Trails.

“This is just a snapshot of what's been happening over the last year.”

These newsletters will continue to highlight the work we are doing through the partnership. Please contact your representative body, or reach out to partnership colleagues directly, if you have any questions or want to hear more about something we're doing.

Madeleine Lundholm
Partnership Manager

✉ Madeleine.lundholm@naturalengland.org.uk

Groundbreaking arts programme to create more connections to the outdoors

Nature Calling, the dynamic programme of arts in the outdoors, designed to amplify new voices and create innovative artwork in collaboration with communities close to National Landscapes, was officially launched earlier this month.

With funding from The Arts Council and the Protected Landscapes Partnership, via Defra, this innovative collaboration of writers, musicians, visual artists and theatre-makers, aims to inspire new communities across England to connect with National Landscapes, increasing people's access to nature, improving their wellbeing and inspiring a sense of belonging in these special places.

Rappers, artists and Tate Modern alumnus will kick start the £2M ground-breaking national art programme and will work together to co-create artworks and the results will then be shared with the public in a Season of Art from May - October 2025, reaching an audience of tens of thousands.

Nature Calling aims to encourage even more communities to feel welcome to enjoy these special places on their own terms.

“The great thing about Nature Calling is that it’s a chance for new voices to interpret the National Landscapes of England in new ways.”



John Watkins, Chief Executive of the National Landscapes Association, said:

“The great thing about Nature Calling is that it’s a chance for new voices to interpret the National Landscapes of England in new ways. Arts Council England and Defra funding means we can deliver our first all-England arts programme with six National Landscape teams working with artists to celebrate these iconic places with a season of events in 2025.”

For more information visit: www.naturecalling.org.uk

VISIT WEBSITE

Any questions, please contact:

✉ kerenza.mcclarnan@national-landscapes.org.uk

Understanding the economic value of our protected landscapes

How can we measure the 'value' of protected landscapes? Firstly, we need to be clear on what we mean by value. Is it the monetary value of the health and wellbeing benefits felt by residents and visitors? The climate regulation and flood management services that protected landscapes offer? Or even the brand value of these iconic places in our national identity?

Value is hard to define and reaches far beyond any monetary figure. However, having robust evidence demonstrating their 'value' individually and collectively is essential for telling our story to the government, funders and the wider public.

Across partners, we want to develop this evidence base and speak collectively on the value of all our protected landscapes. Doing this research collaboratively across National Trails, National Parks and National Landscapes, gives us better value for money and means we can ensure evidence is consistent and comparable.

This year, we decided to focus on some of the economic value of protected landscapes. National Trails UK commissioned researchers at Wavehill to produce a series of statistics. These range from business profile and gross value added of protected landscapes to employment and volunteering within bodies, and the economic value of visitors.

One of the things we found was that in 2022 there were ten times more visits to protected landscapes than to Premier League football matches, with visitors spending an estimated £44.6 billion.

This piece of work will be used by partner organisations to make the case for protected landscapes and we hope the numbers will be useful to individual protected landscapes.

One of the things we found was that in 2022 there were ten times more visits to protected landscapes than to Premier League football matches, with visitors spending an estimated £44.6 billion.

Just as important as the numbers is the narrative we use to bring them to life, which is what we will be developing over the coming months. So, watch this space as we work to release this new research and use it to spark dialogue.

We will record and publish the full methods used to generate these statistics, making these figures a transparent baseline which can be updated and built upon. Particularly for National Trails, there are no agreed standardised approaches for this type of data, and this project aims to begin to build consistent, open data and agreed best practice.

This research is just a starting point, and we want to continue evidencing the value of protected landscapes. To chat more about this research, please contact Leonora Fisher:

✉ leonora.fisher@naturalengland.org.uk

Introducing the... National Trails' Nature Corridors Map

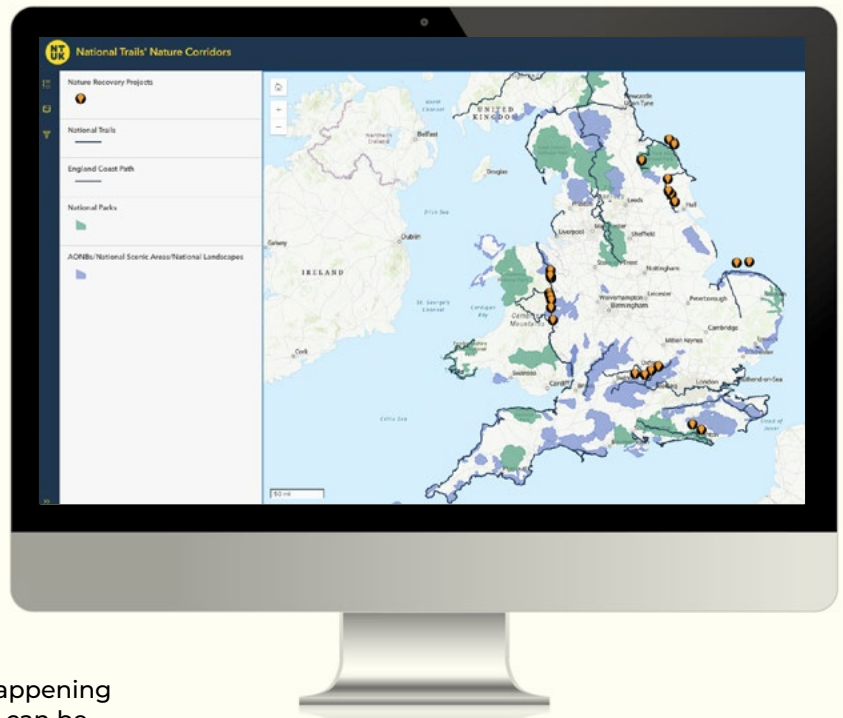
VISIT WEBSITE

An interactive map launched in a bid to improve collaboration, help source funding, and increase the visibility of nature recovery projects occurring along National Trails. The map is designed to be used by National Trail Officers and Nature Recovery colleagues from across all partners.

Hannah Brightley, NTUK's Nature Recovery Co-ordinator for the Protected Landscapes Partnership, who works alongside colleagues from National Landscapes and National Parks England, and who created the map, said: "What we want to achieve with this map is to create a space where the great work already happening for nature and people along the National Trails can be highlighted and learned from.

"By launching this, we hope that we can understand what's happening and where and increase collaboration between all partners along the National Trail network which will ultimately help us deliver a more joined-up way of working at greater scale and pace."

"By launching this we hope that we can understand what's happening and increase collaboration"



Projects, which can be added by any of the member organisation's colleagues and partners and need to be within 200m of a National Trail, could include anything from changing a maintenance regime to support a National Trail or installing planter boxes in an urban centre, to developing an app to engage people with the unique habitats along the National Trail.

Please submit your projects - historic, current, or aspirational - and share with your partners. Any questions, please contact hannah@nationaltrails.uk

SUBMIT YOUR PROJECTS

Any questions, please contact:

✉ hannah@nationaltrails.uk



Nurturing Nature

Joining the team in May, Tom Johnstone is the PLP's Nature Recovery Lead. Before joining the team, he was the Nature Recovery Lead for Landscapes Wales Partnership (Tirweddau Cymru).

With a background in outdoor adventure education, Tom has spent the past 15 years working across most of the UK National Parks, National Landscapes and National Trails.

Now firmly established in his new role for the Partnership, he is focussing on listening to the colleagues delivering results for nature across the country, learning from them and identifying the gaps to boost nature recovery. From reducing the drain on resources through consenting and bureaucracy, building new connections to help us all achieve more or bringing his expertise in natural flood management to more catchments, he is here to listen, learn and help where it is needed.

Tom is focussing on listening to the colleagues delivering results for nature across the country

The wider Nature Recovery team (Kate, Bruce and Hannah) are all working on specific areas relevant to their landscapes, well as coming together to work on the Protected Landscapes Targets and Outcomes Framework and 30by30. They have recently run a well-attended workshop looking at 30by30, the ask and the ambition. With regular meetings, the team are just an email away, so reach out and to add to the discussion on how the PLP can help drive delivery for nature in your landscape.

✉ Tom.Johnstone@NaturalEngland.org.uk

Lend your voice for nature recovery

Do you make decisions about nature restoration? Researchers at the University of Aberdeen have designed a short online survey to understand how researchers and practitioners make decisions in restoration, rewilding and nature recovery projects.

This study will generate empirical data on stakeholder priorities, types of knowledge, and local conditions which are currently not well understood.

If you have 10 minutes to spare to contribute to this research, the survey is available via this link and open until the end of October.

10 MINUTE SURVEY

Big Chalk – a new era of growth and collaboration

Last month saw conservationists from across the UK convene in Winchester to attend the first ever Big Chalk Conference.

Bringing together colleagues and organisations involved in creating thriving chalk and limestone landscapes across southern England, the three-day gathering was a tremendous success, with a mix of guest speakers, workshops, and site visits, where the good weather reflected the positive mood of the event.

Speakers included Professor Sir John Lawton, who reminded the audience that Big Chalk is “The largest landscape-level conservation initiative in the UK.” Simon Smith, from the Cotswolds National Landscape called it “the largest gathering of conservationists in one room” and Joanna Lewis, from Wiltshire Wildlife Trust, captured the spirit of the event and this amazing partnership: “There is no limit to what we can achieve if we’re prepared not to take the credit for it.”

“Over the three days, we were inspired by incredible insights, landscapes, partners, and a shared passion for nature’s recovery.”



Dave Hoccom, Big Chalk Programme Lead, said: “I want to extend a massive thank you to everyone who attended and contributed to making our first ever Big Chalk Conference a resounding success. Over the three days, we were inspired by incredible insights, landscapes, partners, and a united passion for nature’s recovery.”

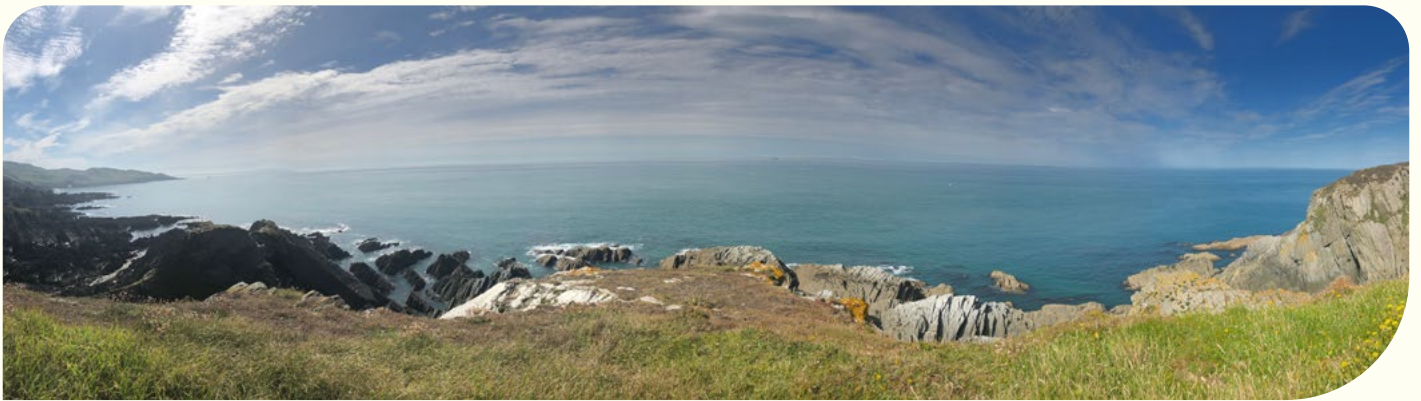
Nick Johannsen, Chair of the Big Chalk Board and Director of Kent Downs National Landscape, added: “The next chapter promises to be our most impactful yet, and we’re excited to continue this journey with the support of our Big Chalk community and both existing and new partners.”

This event was organised by the National Landscapes Association and supported financially by Defra through the Protected Landscape Partnership. The Partnership brings together Natural England with the national organisations representing England’s National Landscapes, National Parks, and National Trails to collaborate, share knowledge and tackle common objectives including nature recovery and public access.

For more information:

[VISIT WEBSITE](#)

Turning the tide on England's coastal future



The summer months have been busy for Coastal Wildbelt Project Officer, Kate Jury, who has been continuing to develop the initial stages of this innovative programme that aims to provide better access and nature for people along England's dynamic coastline.

"It's been brilliant to see the interest and passion people have in what we are trying to establish and achieve. The discussions I've been having just confirm the need for this kind of collaborative work and it's great to be at the forefront of developing an ambition that has been several years in the making," said Kate.

"We want to create a nature-rich coastline that anyone can benefit from"

"We want to create a nature-rich coastline that anyone can benefit from and looking at the feedback we have had so far, there's a real thirst for this."

The project recently launched a tender opportunity for a fundraising horizon scan, to investigate financial opportunities that would further support the formulation of a fundraising strategy for the Coastal Wildbelt.

Kate also presented to colleagues from across the Protected Landscapes Partnership to discuss the work they are doing and where they're up to, and explain what they're up to and launch the 'Test and Trial' small grants opportunity.

All information, including the guidance notes, links to the application form and link through for meeting support are now live on the NTUK website:

[VISIT NOW](#)

Be quick, as the deadline for this is 12 noon, Monday 14 October. And keep an eye out for future communications for an online workshop to engage further on discussions around the vision and framework for the Coastal Wildbelt initiative.

For any further information, contact:

✉ kate@nationaltrails.uk

Breaking Down Barriers

Kent Downs National Landscape and The North Downs Way National Trail is delivering Putting Down Routes; an inspiring, collaborative project which seeks to encourage new audiences from under-represented communities to the landscape, and enhancing trail sections so they are more accessible to a wider range of people.

Putting Down Routes aims to position the North Downs Way National Trail and Kent Downs National Landscape as a safe, inclusive, and accessible destination where all are welcome.

This collaborative project is working with Black Girls Hike, Wild With Wheels and a range of underrepresented community groups. Putting Downs Routes is funded through The National Lottery Heritage Fund and Defra's Farming in Protected Landscapes. The project aims to:

- Create accessible trail sections
- Deliver wheeled lived experience events
- Create EDI Module for staff, volunteers, and stakeholders
- Recruit and train Ambassadors from diverse backgrounds
- Create an accessibility toolkit & train accessibility auditors



If you are working on a similar project, have questions, want to discuss ideas/ best practices or share community group contacts, please contact Sarah Moon, Project Manager:

✉ sarah.moon@kentdowns.org.uk

Polly's push for people and nature in fundraising challenge

In October, Polly Martin, the CEO of NTUK, will be setting out on a 24-hour fundraising challenge that will see her covering 75 miles in 24 hours, cycling, running and walking parts of the Ridgeway and Thames Path National Trails to raise money for NTUK, as well as for other members of the protected landscapes family, National Landscapes Association and National Parks Foundation.

The idea behind Polly's challenge was sparked by this year's 75th anniversary of the Countryside Act of 1949, along with Polly's own personal passion that everyone should have access to the outdoors.

"The Act was such a groundbreaking thing to be done, particularly after the Second World War when we were still within rationing and a huge post-war effort but then to decide you were going to recognise the importance of nature, and the importance of people's access to nature, just feels incredible," said Polly. "The National Health Service was created in 1948, and then the Natural Health Service a year after, to compliment it."

A 24-hour fundraising challenge that will see her covering 75 miles in 24 hours where she will run and walk parts of the Ridgeway and Thames Path National Trails

Polly will kick off her challenge on Saturday, October 12th at Barbury Castle on The Ridgeway, which is her local patch. Setting off at 6am, she will be cycling the first 35 miles and then running and walking the remaining 40 miles along the Thames Footpath. Highlighting just a few ways people can enjoy National Trails, though she is keen to point out that these routes are for anyone, from trail runners to picnickers.



On her 24-hour odyssey, Polly will be joined by other people who love, use, and maintain these trails. And as well as inviting some special guests, Polly would also love anyone who uses these spaces to join her along the way and help her to reach her fundraising target of £2250.

Anyone who wants to sponsor Polly on her 24-hour challenge can visit her page <https://givestar.io/gs/75-miles-in-24-hours-for-75-years>

SPONSOR POLLY

Creating an outdoors for all

A report published by Defra last month further revealed that people from ethnic minority backgrounds face multiple barriers when accessing protected landscapes in England.

The study, carried out by the National Centre for Social Research, on Improving the Ethnic Diversity of Visitors to England's Protected Landscapes, will be used to inform future work being done by the PLP's Equality, Diversity and Inclusion Lead, Saskia Luqmani.

The report looked at the different ways that ethnic minority visitors may experience and use protected landscapes, as well as barriers to visiting them and suggestions that central government, landscape bodies and stakeholders could do to address these barriers.

[VIEW REPORT](#)

Saskia said: "One of the biggest barriers addressed was low awareness of protected landscapes within the general population, and particularly in ethnic minority groups. The report also explored the connections that ethnic minority groups may feel around English heritage and history, impacting a sense of belonging and who these spaces are for.

"The findings will not be a complete surprise for a lot of us who have been working to improve diversity and inclusion in protected landscapes, but the report helpfully provides specific evidence and most importantly solutions for that protected landscapes can take on board."

Saskia also attended an online social event in September, hosted by All The Elements – a non-profit community working to increase diversity in the outdoors - where she caught up with other individuals and organisations who are working to increase representation and inclusion of underrepresented groups in the outdoors around the UK.

All The Elements has created a directory which you can access, where you can also find more on how to sign up for future social events.

[ACCESS DIRECTORY](#)

If you have a project you would like to share or are interested in connecting with other protected landscapes or external partners and community groups, please get in touch with:

✉ saskia.luqmani@naturalengland.org.uk

Disability Inclusion Training



Disability Sport Wales and Sport Wales have launched a free Disability Inclusion online course for the celebration of the Paralympic Games Paris 2024 and Deaflympic Games Tokyo 2025. This online course is designed for coaches, volunteers and those working in sport and physical activity.

[SIGN UP HERE](#)

Community spotlight: Every Body Outdoors

Every Body Outdoors is a community group fighting for clothing, gear and representation inclusivity for plus size bodies in the outdoors.

Along with working with brands and retailers to increase the sizing of their clothing and kit, they also run 26 regional walking groups around the country to provide a safe space for plus size people to get outdoors, as well as hill skills and navigation courses that they run in a range of locations around the UK.

If you would like to explore working with the Every Body Outdoors community through their regional walking groups or courses, please get in touch with:

✉ hello@everybodyoutdoors.co.uk



Stronger together

A big part of the role of the Protected Landscapes Partnership is about bringing people, projects and programmes together. Through our work, we want to help facilitate connections between everyone in the protected landscapes family and provide a space to talk about the amazing and essential work that is being done by all of us, as well as driving more engagement and conversations with external partners.

A dedicated Partnership website, which is on its way, will help facilitate more cross-partnership working but we also want to use the space we have in our newsletters for colleagues across all individual protected landscapes to highlight work they are doing and reach out for future connections. We will also be arranging events and workshops in the coming months, both online and in-person.

Whether you have a study that you want to profile, an event you want to publicise, ideas you want to discuss or simply good practice that you want to share, we'd love to hear about it. This is a space for everyone to use and place where we can all build better relationships to work closer together for nature and people.

If you have anything you'd like to share, please contact:

✉ kaye@nationaltrails.uk

Creating Nature Corridors – online workshop

On Tuesday, December 10, join National Trails UK and Maydencroft for the launch of the National Trails' Nature Recovery Toolkit.

Thanks to funding from the Protected Landscapes Partnership, the toolkit has been developed alongside National Trail Officers and Partners as a fit for purpose and engaging guide for current and future National Trail teams and their wider partners in protected landscapes and local authorities.

The toolkit will provide practical advice on how to deliver nature recovery along the National Trail corridor as well as useful case studies, including from the Ridgeway and the Pennine Way. This will be launched alongside the National Trails' Nature Corridors Map and the "Pennine Way: Moors for the Future" film.

Save the Date: Tuesday 10th December 2-3:30pm, online via Teams

All welcome. Please contact Hannah Brightley, NTUK Nature Recovery Coordinator, if you would like to receive an invite:

✉ hannah@nationaltrails.uk

NATIONAL TRAILS.UK

We are the Protected Landscapes Partnership



**National
Landscapes
Association**



**NATIONAL
TRAILS.UK**



Key Contacts



Madeleine Lundholm

PLP PARTNERSHIP MANAGER
(Hosted by Natural England)

✉ Madeleine.lundholm@naturalengland.org.uk



Saskia Luqmani

PLP EQUITY, DIVERSITY AND INCLUSION LEAD
(Hosted by Natural England)

✉ saskia.luqmani@naturalengland.org.uk



Kaye Jemmeson

PLP COMMUNICATIONS MANAGER
(Hosted by National Trails UK)

✉ kaye@nationaltrails.uk



Dave Hoccom

BIG CHALK LEAD
(National Landscapes Association)

✉ david.hoccom@national-landscapes.org.uk



Kate Jury

COASTAL WILDBELT PROJECT OFFICER
(National Trails UK)

✉ kate@nationaltrails.uk



Tom Johnstone

NATURE RECOVERY LEAD
(Hosted by Natural England)

✉ tom.johnstone@naturalengland.org.uk



Hannah Brightley

NATURE RECOVERY COORDINATOR
(National Trails UK)

✉ hannah@nationaltrails.uk



Bruce Winney

NATURE RECOVERY COORDINATOR
(National Landscapes Association)

✉ bruce.winney@national-landscapes.org.uk



Kate Lacey

NATURE RECOVERY COORDINATOR
(National Parks England)

✉ kate.lacey@nationalparksengland.org.uk

Key Contacts



Harriet Knafler
EVIDENCE COORDINATOR
(Hosted by Natural England)
✉ harriet.knafler@naturalengland.org.uk



Leonora Fisher
EVIDENCE COORDINATOR
(Hosted by Natural England)
✉ leonora.fisher@naturalengland.org.uk



Kerenza Mcclarna
ARTS DEVELOPMENT MANAGER
(National Landscapes Association)
✉ kerensa.mcclarman@national-landscapes.org.uk



Melanie Peddle
COLLABORATION AND PARTNERSHIPS MANAGER
(National Landscapes Association)
✉ melanie.peddle@national-landscapes.org.uk



Deb Brookes
PROGRAMMES AND PARTNERSHIPS MANAGER
(National Parks England)
✉ deborah.brookes@nationalparksengland.org.uk



Polly Martin
CEO, NATIONAL TRAILS UK
✉ polly@nationaltrails.uk



Hazel Mcdowall
PRINCIPLE LANDSCAPE OFFICER NATURAL ENGLAND
✉ hazel.mcdowall@naturalengland.org.uk