

Appendix

National Landscapes Association Delivery Plan 2025-6: Delving into the detail

In our strategy we identify **10 key themes** around which our delivery will be structured to ensure our strategic ambitions are met:



We will undertake the following activity in support of our **strategic ambitions** and **key themes**:

Place

Activity	Milestone	By when	Themes
Work with individual National Landscapes to develop Target and Outcomes Framework offers	Coordinate, collate and feed back to Defra and Natural England	Jul 25	1,8
Support work towards 30by30 delivery across National Landscapes teams	Model resources required to deliver 30by30 across Protected Landscapes and share with PL teams and Defra	May 25	1,8
	Use spatial land-use framework thinking to develop a framework for identifying opportunities and priorities for delivering 30by30 within National Landscapes	Dec 25	1,8,9
Develop Big Chalk's spatial strategy, project delivery pipeline and partnership functions	Submit a development funding bid to National Lottery Heritage Fund [and deliver funded project activities over following 15-18 months if successful]	May 25	1,2,4,7,8,9
	Launch first grant application round for Big Chalk capital grants fund, supporting partner-led delivery	June 25	1,2,4,7,8,9
	Develop three-year strategy and delivery priorities for 2026/27 - 2028/29, submitting business and funding case to Defra on behalf of partnership	Jun 25	1,2,4,7,8,9
Support National Landscapes with climate adaptation and mitigation activity	Develop and test guidance and template for climate change adaptation plans.	Mar 26	1, 8
	Develop and test framework and roadmap for greenhouse gas emissions inventory	Mar 26	1, 8

People

Activity	Milestone	By when	Themes
Launch and oversee delivery of Nature Calling season	Relaunch Nature Calling website	Apr 25	5,6,7,8
	Ensure National Landscapes signed up to the spoke programme and deliver their activity	Dec 25	5,6,7,8
	Ensure Nature Calling commissions are delivered on time and to budget, with satisfactory audience numbers	Dec 25	5,6,7,8
Develop the legacy of Nature Calling	Develop vision, strategy and funding options for future arts programming activity for National Landscapes Association and protected landscapes more widely	Nov 25	4,5,6,8
Support a more diverse cross section of society working in protected landscapes	Develop proposals for an entry level career pathway, focused on communities traditionally underserved in the landscapes sector, with allied support and development	Mar 26	7,8,9

Partnerships

Activity	Milestone	By when	Themes
Expand range of funding opportunities in National Landscapes on offer through Your Natural Partner	Develop at least 14 additional projects, increasing the Your Natural Partner pipeline to £6 million, with a broader geographical spread across the UK	Mar 26	all
	Provide the opportunity for each National Landscape to have a presence on Your Natural Partner, highlighting priority areas and key opportunities for private investment in nature	Mar 26	all
Provide ongoing training and support on green finance to National Landscapes teams	Provide National Landscapes teams with tailored training opportunities across the green finance sector	ongoing	all
	Continue advancing existing green finance pilots along the investment readiness curve and prepare them for market entry	Mar 26	all
Support capacity for National Landscapes to access sources of grant funding to deliver at landscape scale	Develop and submit application to National Lottery Heritage Fund for Landscape Connectors – working with identified National	Jun 25	all

	Landscapes to develop proposals for Landscapes Connections applications.		
	Develop and submit application to National Lottery Heritage Fund to develop proposals for Landscapes Connections application in Gower National Landscape	Jun 25	all
Explore opportunities for income diversification through partnerships with the corporate sector	Maintain and expand engagement with priority corporate partners with a view to securing funding	ongoing	8,10
	Pilot ways of working through Landscape Photographer of the Year	Dec 25	5,8,10
	Develop robust financial, legal and administrative processes to support corporate partnering	Mar 26	8, 10
Explore income diversification through expansion of the individual supporter base	Build and maintain a commercial marketing database, pilot a supporter engagement concept and explore individual donation methods	Mar 26	8,10
	Actively explore funding opportunities, particularly with the Heritage Lottery Fund to ensure the greatest impact from their investment in the Landscape Connections strategic fund.	Mar 26	1, 2, 3, 8
Review membership offer to ensure it is fit for purpose	Review categories and benefits of membership of the National Landscapes Association to both retain and grow membership in support of income resilience and diversification bringing recommendations to the Board and AGM	Nov 25	8,10
Inform and influence National Landscapes-relevant policy and legislation	Influence a strong implementation of the Levelling Up and Regeneration Act's duty to 'seek to further the purposes' of National Landscapes	ongoing	all
	Seek to secure Government funding of £150 million over three years for National Landscapes in England	ongoing	all
	Contribute to and influence debate on the purposes and associated governance of National Landscapes	ongoing	8,9,10
	Produce evidence, analysis and argument to enable National Landscapes Association to take a lead for nature and climate that steers the way towards a more sustainable, diverse and resilient future for National Landscapes and protected areas more widely	ongoing	1,8,9

Build the National Landscapes brand , and brand awareness, to increase understanding of National Landscapes and the benefits they deliver.	Publish a Year in Review document	Feb 26	all
	Gather robust evidence and develop communications outputs to demonstrate the benefits of National Landscapes	Sep 25	all
	Maintain a steady flow of relevant messaging through social media and other means, and monitor effectiveness	ongoing	all
	Work with communications leads to identify opportunities throughout the year for network wide, unified, brand led communications	ongoing	all
Facilitate face to face and online engagement and knowledge sharing across the National Landscapes network	Deliver National Landscapes Association Annual Conference (July); Chairs' meeting and AGM (November); Lead Officers' face-to-face (February)	Milestones throughout the year	all
	Convene lead officer briefing sessions every 4-6 week; convene communications leads meeting 5 times per year.	At agreed intervals	all
	Coordinate a programme of monthly webinars across National Landscapes Association business	Monthly across the year	all
	Support Communities of Practice in taking forward their agreed activity and identify further opportunities as they arise	ongoing	1,2,3
	Review the National Landscapes Platform and options to ensure online collaboration is fit for the future	Mar 26	8,9,10
Contribute to strengthened partnership working across National Landscapes, Parks and Trails through the Protected Landscapes Partnership	Develop plans for funding from 2026 through Defra and other sources	Jan 26	all
	Deliver on nature recovery, EDI, Big Chalk and Nature Calling objectives	Mar 26	all
Develop the National Landscapes Association's own organisational and financial resilience	Develop performance metrics to support monitoring of progress against strategy and strategic ambitions	Jun 25	10
	Work with Protected Landscapes Partnership to develop an approach to EDI across protected landscapes	Mar 26	7,8,9,10
	Ensure internal systems are fit for purpose, and develop proposals where gaps identified.	ongoing	8,10
	Develop a plan for embedding organisational values across all National Landscapes Association activity	July 25	8,10