

National Landscapes Association Delivery Plan 2025-6



Introduction

In 2023 the Areas of Outstanding Natural Beauty (AONB) across England and Wales, and the National Association for AONBs, relaunched and rebranded as National Landscapes and the National Landscapes Association. In 2024 the National Association for AONBs formally changed its name to National Landscapes Association and launched its new strategy for 2025 – 31.

All of this signals a renewed ambition and confidence across the National Landscapes network, to deliver for nature, climate and people.

This is the National Landscapes Association's first delivery plan in support of our new **strategy**.





Welcome

Strategy 2025 to 2031

Vision
**Beautiful
landscapes where
nature and people
thrive together**

Values

Ambitious

for landscapes;
for the people
who live in, work
in, and visit them;
for ourselves



Collaborative

we work with others,
through networks
and across
boundaries



Inclusive

the outdoors is
for everyone; we
mirror this in how
we work and what
we do



Empowering

we use our influence and
our convening power
to build confidence
and equip National
Landscapes to deliver



Mission

**Lead and champion
activity, working with
National Landscapes, to
protect and restore the
UK's most outstanding
landscapes and make sure
everyone can enjoy them**

Strategic ambitions



Place

Protect and restore
beautiful landscapes –
for nature and for people



People

Bring natural beauty
into people's lives and
give people a stake in
natural beauty



Partnerships

Inspire and empower
strong coalitions
to deliver



Strategic ambitions

In order to achieve our mission we will focus on 3 strategic ambitions:

Delivering our ambitions

Our ambitions will turn into action through a delivery plan. The delivery plan will be structured around 10 key themes:

Place



Protect and restore beautiful landscapes – for nature and for people

- Nature Recovery and Climate Action
- Farming and Land Management
- Planning and Place-making

People



Bring natural beauty into people's lives and give people a stake in natural beauty

- Well-being and Recreation
- Arts and Culture
- Youth and Education
- Community Empowerment and Ownership

Partnerships



Inspire and empower strong coalitions to deliver

- Growing Ambition and Scale
- Collective Voice and Identity
- Robust and Representative Governance



Priority actions

In order to create the conditions whereby we can achieve our mission, we have identified a number of priority actions which **cut across all of our strategic ambitions:**

- We will work with Government and stakeholders to support a fair and sufficient **allocation of long-term Government funding** for National Landscapes.
- We will work in **partnership** with National Landscapes and with wider stakeholders to leverage further resources into National Landscapes, and to deliver at scale.
- We will gather evidence, develop communications products, and engage stakeholders to inform **policy development** on high priority issues relevant to National Landscapes.
- We will foster **collaboration** across National Landscapes teams to develop and share skills, knowledge and experience.
- We will develop and deliver our ongoing programme of **learning and development** for colleagues working in National Landscapes to help meet the skills and knowledge needs they require to achieve their objectives.

In support of these actions, we will develop our own **organisational and financial resilience:**

- We will develop and deliver plans to ensure the National Landscapes Association has funding, and the right sort of funding, to enable us to achieve our ambitions both in this strategy period and beyond.
- We will develop our governance, organisational design and capacity to enable us to achieve our ambitions both in this strategy period and beyond.
- We will develop an approach to equality, diversity and inclusion that embeds good practice into our work and into our organisation.
- We will build the National Landscapes brand, and brand awareness, to increase understanding of National Landscapes and the benefits they deliver.



Overview: Delivering our priority actions in 2025/6



Cannock Chase National Landscape © Sam Carpenter

In our first year as the National Landscapes Association, we have laid a strong foundation to address the significant challenges before us. With ongoing commitment and collaboration, we hope to rise to the challenge of conserving and enhancing the extraordinary landscapes of the UK.

In our strategy we identify priority actions that cut across all our strategic ambitions. These ensure a strong foundation for delivering our ambitions for people and for nature.

They include a focus on securing funding, from Government and more widely, as the extent to which we can make progress in any given year will depend on the resourcing we are able to obtain.



We will work with Government and stakeholders to support a fair and sufficient **allocation of long-term Government funding for National Landscapes.**

The general election in 2024, and the resulting change in Government at Westminster provided a challenging context in 2024/5, leading to a single year funding settlement for the coming year. In 2025/6 we will work closely with Government and stakeholders as we look to a subsequent three year funding settlement. We will continue to advocate for a fairer basis for distribution, building on approaches developed and tested in conjunction National Landscapes teams.

We will work in partnership with National Landscapes and wider stakeholders to **leverage further resources into National Landscapes and to deliver at scale.**

2025/6 will be a year where we home in and build on the learning and leads generated in 2024/5, so we can begin to yield financial investment and support. We will expand the number and range of investible projects showcased on Your Natural Partner pipeline and look to secure further commercial partnerships. We will aim to foster public engagement through our involvement with initiatives such as Landscape Photographer of the Year. We will strengthen our relationships with grants and trusts, including submitting strategic funding bids to National Lottery Heritage Fund. Our green finance pilots will advance through the investment readiness curve, ensuring sustainable financial growth.



We will gather evidence, develop communications products, and engage stakeholders to inform **policy development on high priority issues relevant to National Landscapes.**

Following the approach we adopted for the first time in 2024/5, we will continue to focus our policy and advocacy activity on a selection of priorities, informed by the collective intelligence of National Landscapes teams. For 2025/6 these will be:

- Influence a strong implementation of the Levelling Up and Regeneration Act's duty to 'seek to further the purposes' of National Landscapes
- Secure Government funding of £150 million over three years for National Landscapes in England
- Influence debate on the purposes and associated governance of National Landscapes

We will foster **collaboration across National Landscapes teams to develop and share skills, knowledge and experience.**

Our offer has been building and adapting in the context of the greater use of digital options for collaboration since the end of the pandemic. We will continue to combine face-to-face and online opportunities including: an annual residential conference; a face-to-face Chairs' conference and Annual General Meeting; a face-to-face annual meeting for National Landscapes lead officers; collaboration across policy themes through Communities of Practice; a more formal webinar series on policy and technical topics; regular online meetings of National Landscapes' lead officers and communications officers. We will also review options for the National Landscapes Platform, to ensure our online collaboration remains fit for purpose.



We will develop and deliver our ongoing programme of **learning and development for colleagues working in National Landscapes to help meet the skills and knowledge needs they require to achieve their objectives.**

Over the last 18 months we have delivered training activity (online and face to face) across a wide range of topics, from green finance, to connecting arts and nature; from nature friendly farming, to doughnut economics. This year we will develop a coordinated webinar offer, and promote this.

Our collaboration with others through the Protected Landscapes Partnership will also continue to bring forward opportunities for colleagues to develop their skills and knowledge at the same time as building working relationships with the wider Protected Landscapes family.



Conference field trip to
the Wrekin in Shropshire
Hills National Landscape
© Ruth Larbey

We will continue to develop National Landscapes Association's own **organisational and financial resilience.**

In the last 3 years' National Landscapes Association has grown - in ambition, in size, and in breadth and depth of delivery – albeit in an uncertain and fluid funding context. We need to adapt or strengthen areas of our business to better support the needs of the organisation.

Develop our **governance, organisational design and capacity to enable us to achieve our ambitions**

With an increased headcount has come the need for a revised organisational structure. This will provide improved clarity and accountability, empowering team members. It will be focused around themes of Policy, Projects, and Corporate functions, and will need to have flexibility to expand and adapt as needed. Subsequently, we will begin to review our internal policies, procedures and processes, to ensure these are fit for the future.

Develop an approach to **equality, diversity and inclusion that embeds good practice into our work and into our organisation**

We recognise that we need to develop a more strategic approach to equality, diversity and inclusion (EDI) across our business, ranging from our internal policies to our external programmes. We share this ambition with Protected Landscapes Partnership colleagues and will look to move this forward together. Our groundbreaking Nature Calling programme will deliver a summer of commissions across England, exploring how the arts can be used to connect underserved communities with landscape.

Build the **National Landscapes brand, and brand awareness, to increase understanding of National Landscapes and the benefits they deliver:**

Our rebranding from the National Association for Areas of Outstanding Natural Beauty in 2023 was not just a new name but a significant opportunity to showcase the collaborative spirit across the 38 National Landscapes in England and Wales. This year we will develop and embed this: we will develop an evidence base to describe the benefits of National Landscapes. We will engage the public with our brand through initiatives such as Nature Calling and Landscape Photographer of the Year.



Values

At National Landscapes Association, the way we work and everything we do is underpinned by our **values** and these are reflected in the key activities we will take forward in 2025/6:

Ambitious

for landscapes; for the people who live in, work in, and visit them; for ourselves



- Advocating for an appropriate and fair funding settlement
- Engaging with the review of purposes and governance for protected landscapes
- Identifying next steps for Big Chalk

Collaborative

we work with others, through networks and across boundaries



- Supporting 30 x 30 delivery
- Coordinating carbon adaptation plans
- Providing fit for purpose online and face-to-face opportunities for learning and sharing
- Embedding our organisational design and ways of working

Empowering

we use our influence and our convening power to build confidence and equip National Landscapes to deliver



- Expanding and promoting offers in Your Natural Partner
- Building our brand and brand engagement
- Developing our membership offer

Inclusive

the outdoors is for everyone; we mirror this in how we work and what we do



- Identifying next steps for Nature Calling and its legacy
- Develop plans to diversify the sector
- Provide platforms for a range of voices in our Conference, events, and Comment series.

Our detailed plans for delivery in 2025/6 can be found in the **Appendix**.



Governance and legislative basis

The National Landscapes Association, is a Charitable Company limited by guarantee. It operates under Memorandum and Articles of Association and is governed by a board of trustees. It has three objects for **Place, People, & Partnerships**:

- to promote the conservation and enhancement of natural beauty including the physical, natural, cultural and built environment in and around Areas of Outstanding Natural Beauty, other Protected Areas, and those areas for which such designation might be pursued,
- to advance the education, understanding and appreciation of the public in relation to the conservation and enhancement natural beauty including the physical, natural, cultural and built environment of Areas of Outstanding Natural Beauty, other Protected Areas and those areas for which such designation might be pursued, and
- to promote the efficiency and effectiveness of those organisations promoting or representing Areas of Outstanding Natural Beauty, other Protected Areas and those areas for which such designation might be pursued.

As a charitable company, the National Landscapes Association is required to apply Statement of Recommended Practice (SORP) for accounting and reporting – including reporting on public benefit with regards its charitable objects.



Membership

Members of the National Landscapes Association are involved in the planning and management of 8000 square miles of the UK's most beautiful and cherished landscapes. Membership includes all of the National Landscapes partnerships in England and Wales, the two independent National Landscape Conservation Boards, as well as some of those Local Authorities with statutory responsibility for National Landscapes, and a number of voluntary bodies and individuals with an interest in the future of these iconic landscapes.

Corporate Risk

The National Landscapes Association prepares a risk register and reviews this at each board meeting. This allows the charity to assess and monitor potential and possible risks in its day-to-day activities, project work and within the wider context of the National Landscapes network.

Monitoring and review of the delivery plan

Progress on this plan will be reported to the National Landscapes Association Board quarterly. An annual review of progress will be reported to the full membership at the AGM.



National Landscapes Association

www.national-landscapes.org.uk

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