



**National  
Landscapes  
Association**



# Welcome to National Landscapes

Our landscapes are beautiful,  
but people make them outstanding

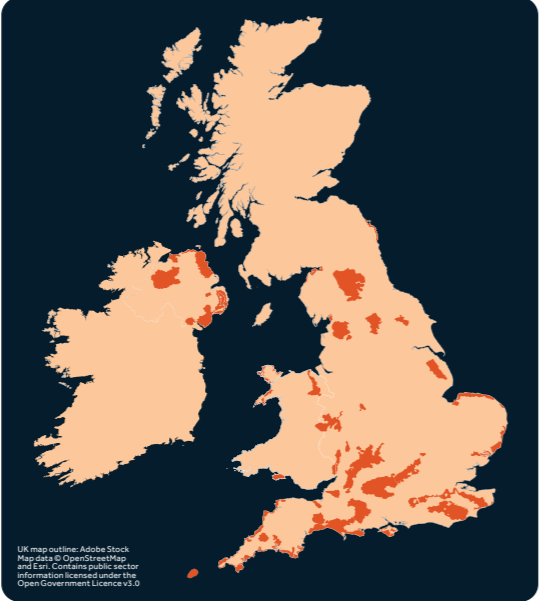
# Highlights 2024

# Overview

The National Landscapes Association is a charity and non-profit membership organisation which works to protect beautiful landscapes where nature and people thrive together. To achieve this the team at the National Landscapes Association advocates, communicates and fosters collaborative action, supporting the UK's network of National Landscapes to be as effective as possible. We champion the interests of National Landscapes with governments and coordinate the delivery of national projects.

National Landscapes are the largest of the designated landscapes family in the UK with 46 areas covering 14% of the land of England, Wales and Northern Ireland.

2024 marked our first year as the National Landscapes Association, following our rebranding from the National Association for Areas of Outstanding Natural Beauty in 2023. This change was not just a new name but a significant opportunity to showcase the collaborative spirit across the 38 National Landscapes in England and Wales.



Arnside & Silverdale National Landscape – Woodland Fun Day



South Devon National Landscape – Wild Bantham Beach © Richard Fox



Suffolk & Essex Coast & Heaths – Blythburgh © Gill Moon

# Strategy



Kent Downs National Landscape – White Cliff © Zeyn Lambat

As we closed 2024, we announced the publication of our strategy for 2025-2031. This strategy aligns with our three purposes for place, people and partnerships.

It supports the UK's commitment to the UN Leader's Pledge to protect 30% of land and sea for nature by 2030 (30by30). The National Landscapes Partnerships are uniquely positioned to support this goal, leveraging their expertise and resources to provide the backbone required to achieve 30by30. We will also be focused on supporting resilient rural communities, more inclusive engagement with landscapes, and the drive for net zero.

"The Strategy sets a strong foundation and framework for the organisation to deliver its ambitions, more important now than ever."

Kieran Thomas, National Landscapes Association Board Member



## Key advocacy focus areas for 2024

## Achievements in advocacy

**In collaboration with National Landscapes Lead Officers, we set the advocacy priorities for the network, with a focus on:**

- Securing a recommitment to current funding levels, including embedding land management advice, guidance and delivery as an essential function of National Landscape teams, especially through the Farming in Protected Landscapes (FiPL) programme.
- Securing an additional investment of £11m to rebuild National Landscapes' capacity and effectiveness, enabling them to take advantage of opportunities to lever in new external resources.
- A strong implementation of the Protected Landscapes duty, where the law now requires water companies and other relevant authorities to contribute actively to the conservation and enhancement of National Landscapes.



Cornwall National Landscape – Dave Oates received FiPL funding to support the Meadow Match scheme

We generated evidence and argument for the continuation of the Farming in Protected Landscapes programme, and the land management advice and guidance National Landscapes teams provide is now funded until 2027 in England due to its proven success. In December 2024, Welsh Government announced the development of Ffermio Bro: Farming in Designated Landscapes, a new scheme which will support nature friendly farming practices in National Landscapes and National Parks.

“FiPL is the funding I’ve waited decades for.”  
 Dave Oates, Farmer, Rosuick Farm, Cornwall National Landscape

Since its inception in 2021, FiPL funding in National Landscapes has:

Funded 2403 projects worth **£31.2m**

Funded **2766** school visits

Funded 220 projects supporting species at risk

Created or supported 123 farm clusters, supporting farmers to work together

Laid 207,000m of hedgerow

Protected 150 at risk heritage monuments

Restored 10,500m of dry stone wall

Engaged 4200 farmers

Funded 613 projects to reduce flood risk

Planted around 110,000 trees

We surveyed Protected Landscapes in England and gathered and provided evidence to government on the impact, implementation and risks of the Protected Landscapes duty. Using our findings and working with our National Landscapes Planning and Placemaking Panel, we produced guidance on the duty, aimed at Local Planning Authorities. The government, commemorating the 75th anniversary of the National Parks and Access to the Countryside Act, has now committed to developing regulations to implement the Protected Landscapes duty.

“It’s seventy-five years since our National Parks and National Landscapes were created, and they have done incredible work protecting some of our most treasured and beautiful landscapes.”  
 Rt Hon Steve Reed OBE, Environment Secretary

We helped to secure a one-off uplift of £5m to National Landscapes in England and, through consultation with National Landscapes Lead Officers, developed a mechanism for distributing these funds which could form a fairer basis for future distribution than using the historic formula.

# Community engagement

2025 will usher in our groundbreaking £2m arts commissioning programme, **Nature Calling Calling**, funded by Arts Council England and Defra, via the Protected Landscapes Partnership. This initiative aims to creatively immerse communities and underserved audiences in nature through artworks. The project spans multiple National Landscapes through a hub and spoke model. Early 2024 saw the engagement of six writers and nine artists, along with a number of training events for artists and National Landscapes staff to lay the groundwork for this national celebration.



MOBO Award winning artist Still Shadey performs 'Nature's Anthem', his Nature Calling commission for Surrey Hills National Landscape.

"Creating Connections was a deeply immersive journey of exploration, reflection, and collaboration. The Forest of Bowland – vast, serene, and unfamiliar – became both a source of inspiration and a space for personal and creative transformation."

OneDa, commissioned writer for Forest of Bowland National Landscape



Forest of Bowland National Landscape – OneDa running a hip hop workshop for young people as part of her Nature Calling commission

# Generation Green



Northumberland Coast National Landscape – School children on a Generation Green funded day at the beach © Dru Dodd

"That was the best school day ever, I wish we could sleep here."

Generation Green participant, Northumberland Coast National Landscape.

The Generation Green project successfully delivered **2,700 on-site outdoor experiences** for youth from socially disadvantaged areas, promoting outdoor education, skills development, and connection to nature.

Ten National Landscapes involved

1200 day experiences

600 farm visits

900 residential experiences

## Nature recovery



North Wessex Downs National Landscape  
-Pewsey Downs © Simon Smith

**Our work in advancing nature recovery continues to gain momentum.**

**30by30 support:** Analysis and data sharing with Defra laid the groundwork for National Landscapes to understand the scale of the task and likely resource needs to protect significant portions of their areas effectively.

**Nature recovery principles:** The establishment of principles for incorporating nature recovery into management plans strengthens their role in nature recovery and their links to local nature plans.

In readiness for the introduction of Government's new Protected Landscapes Targets and Outcomes Framework, the National Landscapes Association has supported National Landscapes teams to develop measurable targets to incorporate into their landscape Management Plans covering the next five years. This involves careful sharing of effort across the network so those areas best adapted to meet certain targets are the ones delivering them.

## Education and capacity building



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

The National Landscapes Association is dedicated to equipping our teams with essential skills. Over 40 staff in National Landscapes in Wales completed Carbon Literacy training to help reduce their carbon footprints; we hope to roll this out to National Landscapes teams in England.

A record number of attendees at our National Conference "Changing Landscapes – Changing Minds" explored the role of natural beauty and landscape designation in ever-changing landscapes and how to navigate the contested debate on the value and use of land and sea.

Kate Wood of Activate Performing Arts and Kerenza McClarnan, Arts Development Programme Manager, National Landscapes Association address conference 2024: Changing Landscapes – Changing Minds

## Partnerships and collaboration

**"Collaboration is at the heart of what we do and must continue to do – it's the key to achieving a truly connected, thriving natural landscape. The challenge is immense, but with bold, landscape-scale thinking, such as that embodied by Big Chalk, we can rise to meet it."**

Professor Sir John Lawton, author of the Making Space for Nature report 2010



Hollingbourne © Kent Downs National Landscape



Professor Sir John Lawton at the Big Chalk Conference  
© Libra Photographic

Since 2023 we have been working with National Parks England, National Trails UK and Natural England under the title 'Protected Landscapes Partnership' funded by Defra, to deliver more for nature and people through joint working; this collaborative approach has supported Nature Calling and nature and climate work including the ambitious Big Chalk programme.

We are hosting the ambitious partnership of Big Chalk which aims to recover nature on a massive scale in the south of England. It involves 15 National Landscapes, the South Downs National Park, nine National Trails and more than 125 other organisations. We hosted a major conference to share best practice and join up their thinking and their landscapes.

Organisations are increasingly recognising the value of partnering with National Landscapes, and our newly launched 'Your Natural Partner' online showcase presents a pipeline of investment-ready projects worth **£1.2m**.

Collaboration remains essential. Our Joint Accord with Landscapes NI promises mutual support between landscapes across England, Wales and Northern Ireland, and the sharing of best practice across devolved jurisdictions.



## Looking ahead



**As we move into 2025, the National Landscapes Association is dedicated to nurturing beautiful landscapes that support both nature and communities.**

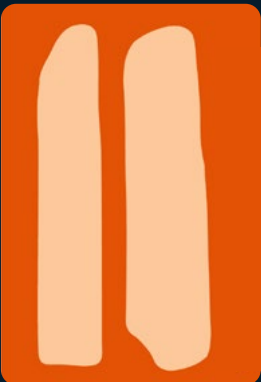
**Our strategic initiatives and collaborative efforts aim not just to protect, but to restore and enhance the natural beauty that defines our landscapes, enabling future generations to thrive.**



## Leading the way

**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 are prepared to rise to meet the demands of conserving and enhancing the extraordinary landscapes of the UK.**





Cotswolds National Landscape – Bathscape © Russell Sach

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We are grateful to our partners, funders and sponsors for supporting our work in 2024.

