



**National
Landscapes
Association**



Welcome

**National Landscapes Association
Strategy 2025 to 2031**



3	Welcome
6	Our Charitable Objects
6	Place
7	People
7	Partnerships
8	Vision
10	Mission
12	Our ambitions into actions
13	Priority actions
14	Values
14	Ambitious
14	Collaborative
15	Empowering
15	Inclusive
16	Our landscape family

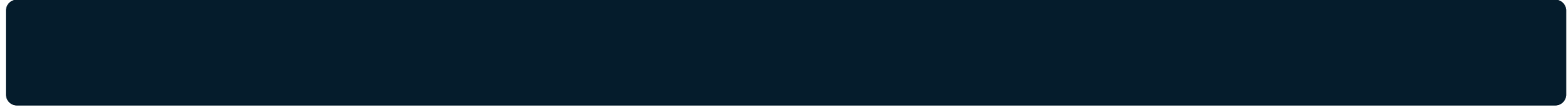
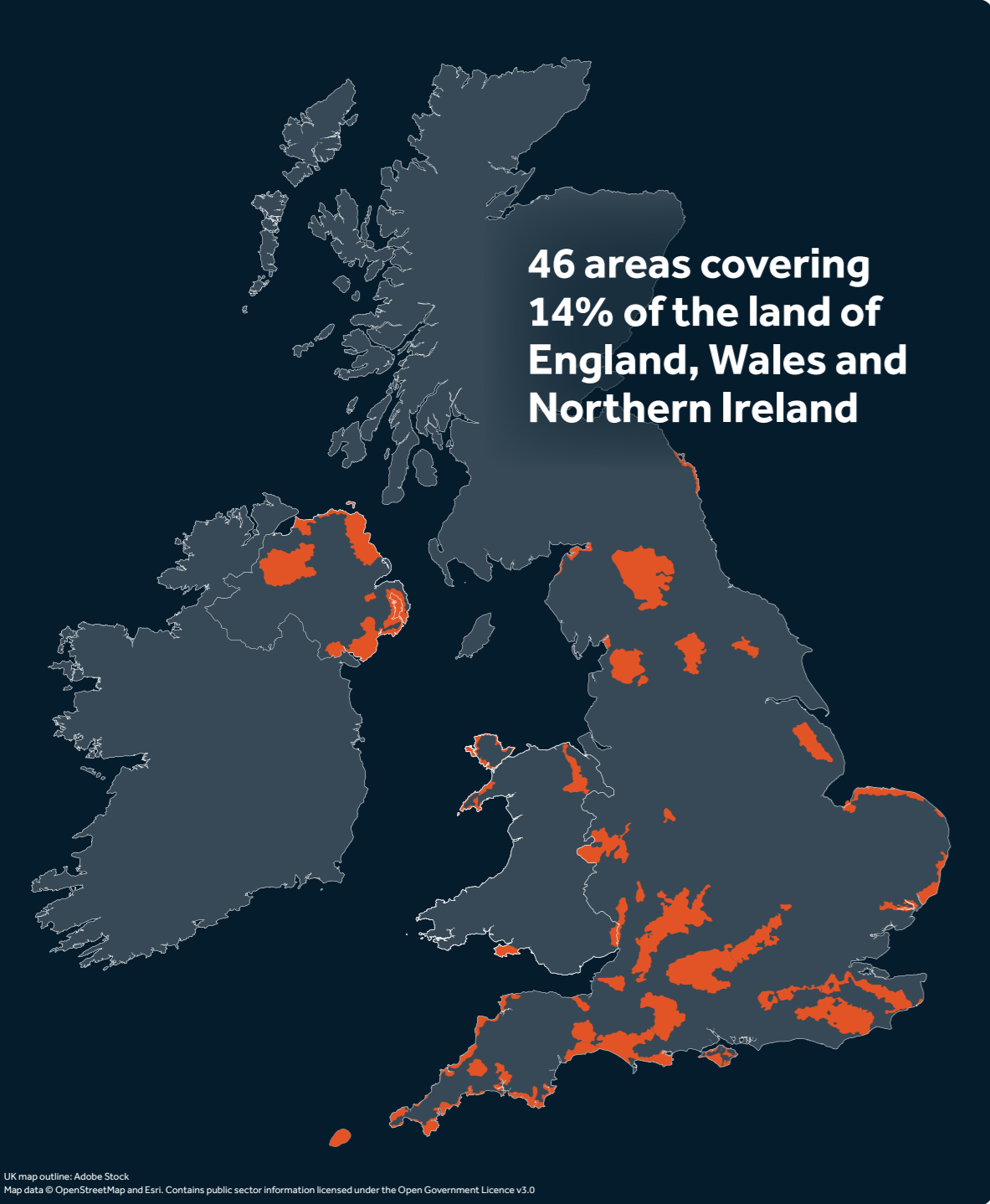
Photography:
Cover: Kent Downs National Landscape - White Cliff © Zeyn Lambat
Inside cover image: Blackdown Hills National Landscape Heather at Blackdown Common © Liam Marsh
Back cover: Anglesey National Landscape - Ynys Lawd - South Stack © William Stockwell

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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. This signaled a renewed ambition and confidence across the National Landscapes network, to deliver for nature, climate and people.

This is the first strategy for the National Landscapes Association.

National Landscapes are outstanding landscapes whose distinctive character and natural beauty are so precious that they are safeguarded in the national interest. Natural Beauty encompasses much more than the scenic: it includes plants and animals, landform, geology and hydrology, cultural heritage and socio-economic and landscape character.



National Landscapes are the largest of the designated landscapes family with 46 areas covering 14% of the land of England, Wales and Northern Ireland. The network offers the nation beautiful, world class landscapes, delivering on the global challenges of this century: leading the fight against climate change; feeding the nation while restoring nature; ensuring clean, plentiful drinking water; safeguarding against drought and flooding; growing a sustainable, resilient economy to protect rural communities from economic shocks; and delivering health, wellbeing and employment opportunities to all people.



National Landscapes are places of national importance. Designated and protected for the everyone's benefit and cared for locally by teams with a deep understanding of what makes these places so special for their communities and for the nations. National Landscapes teams work as nature does – through networks and across boundaries – to deliver impactful solutions to complex and pressing issues such as the nature and climate emergencies and the plight of rural communities.

The National Landscapes Association is a charity and non-profit membership organisation. The team at the National Landscapes Association advocates, communicates and fosters collaborative action which supports 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.



Only half an hour away

National Landscapes are the nearby nature for the majority, supporting people's health and wellbeing. Over a million people live in a National Landscape, and two thirds of people in England can reach a National Landscape in half an hour.

Our Charitable Objects

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:



Place
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.



People
to advance the education, understanding and appreciation of the public in relation to the conservation and enhancement of 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.



Partnerships
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.

Beautiful landscapes where nature and people thrive together



Beautiful

Natural beauty is about so much more than scenery. It is landform and geology, plants and animals, the historic environment and cultural heritage. All of these combine uniquely in a place to display its special character. Collectively, these places combine to form a living patchwork where outstanding natural beauty isn't only found in nature, but in communities working together to grow and change and thrive.



Thriving

We want to see beautiful, world-class landscapes, delivering on the global challenges we face: leading the fight against climate change; feeding the nation while restoring nature; ensuring clean, plentiful drinking water; safeguarding against drought and flooding; growing a sustainable, resilient rural economy; and delivering health, wellbeing and employment opportunities to all people.



We can help

The UK has challenging targets to meet net zero by 2050 and to protect 30% of the world's land and sea by 2030. The State of Nature Report 2023 puts on record that the UK is one of the world's most nature depleted countries. This must change. The species studied have declined by almost one fifth on average since the 1970s. National Landscapes can help the UK achieve its climate and nature targets.

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



We will champion the interests of National Landscapes with governments, and coordinate the delivery of national projects.



Nidderdale National Landscape - Cheesemaking © Nice & Serious



Arnside & Silverdale National Landscape - Eco Escapes © Mark Tattersall



We will collaborate with the wider network of protected landscapes, to achieve important outcomes for the nation such as net zero, 30 by 30, sustainable rural communities and wider and more inclusive engagement with nature.



We will maximise our contribution and impact by being a respected and influential voice which draws on experience and evidence to make and influence national and regional policy and practice. We will shape debate and seek innovation, learning, and solutions.



Dorset National Landscape - Golden Cap Made It © Sarah Colwell

Our ambitions into actions

Strategic ambitions		Delivering our ambitions
In order to achieve our mission we will focus on 3 strategic 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Well-being and Recreation • Arts and Culture • Youth and Education • Community Empowerment and Ownership
Partnerships 	Inspire and empower strong coalitions to deliver	<ul style="list-style-type: none"> • 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.

Values

The way we work and everything we do will be underpinned by our values. The National Landscapes Association is:



Cannock Chase National Landscape © Sam Carpenter

Ambitious

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

Empowering

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

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



Surrey Hills National Landscape - Harvest by Mary Branson © John Miller

Our delivery planning will describe how we will mainstream these values into our behaviour and ways of working, and into all our programmes of work.

England



Arnside & Silverdale
National Landscape



Blackdown Hills
National Landscape



Cannock Chase
National Landscape



Chichester Harbour
National Landscape



Chilterns
National Landscape



Cornwall
National Landscape



Cotswolds
National Landscape



Cranborne Chase
National Landscape



Dedham Vale
National Landscape & Stour Valley



Dorset
National Landscape



East Devon
National Landscape



Forest of Bowland
National Landscape



High Weald
National Landscape



Howardian Hills
National Landscape



Isle of Wight
National Landscape



Isles of Scilly
National Landscape



Kent Downs
National Landscape



Lincolnshire Wolds
National Landscape



Malvern Hills
National Landscape



Mendip Hills
National Landscape



Nidderdale
National Landscape



Norfolk Coast
National Landscape



North Devon Coast
National Landscape



North Pennines
National Landscape



Northumberland Coast
National Landscape



North Wessex Downs
National Landscape



Quantock Hills
National Landscape



Shropshire Hills
National Landscape



Solway Coast
National Landscape



South Devon
National Landscape



Suffolk & Essex Coast & Heaths
National Landscape



Surrey Hills
National Landscape



Tamar Valley
National Landscape



Dyffryn Gwy Tirwedd Cenedlaethol Wye Valley
National Landscape

Wales



Ynys Môn Tirwedd Cenedlaethol Anglesey
National Landscape



Bryniau Clwyd a Dyffryn Dyfrdwy Tirwedd Cenedlaethol Clwydian Range and Dee Valley
National Landscape



Gŵyr Tirwedd Cenedlaethol Gower
National Landscape



Llŷn Tirwedd Cenedlaethol Llŷn
National Landscape



Dyffryn Gwy Tirwedd Cenedlaethol Wye Valley
National Landscape

Northern Ireland

- Antrim Coast and Glens
- Binevenagh
- Causeway Coast
- Lagan Valley
- Mourne
- Ring of Gullion
- Sperrin
- Strangford Lough



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