



**National  
Landscapes  
Association**



# Welcome

**National Landscapes Association  
Strategy 2025 to 2031**





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

**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

**Design:** Karen Kelly





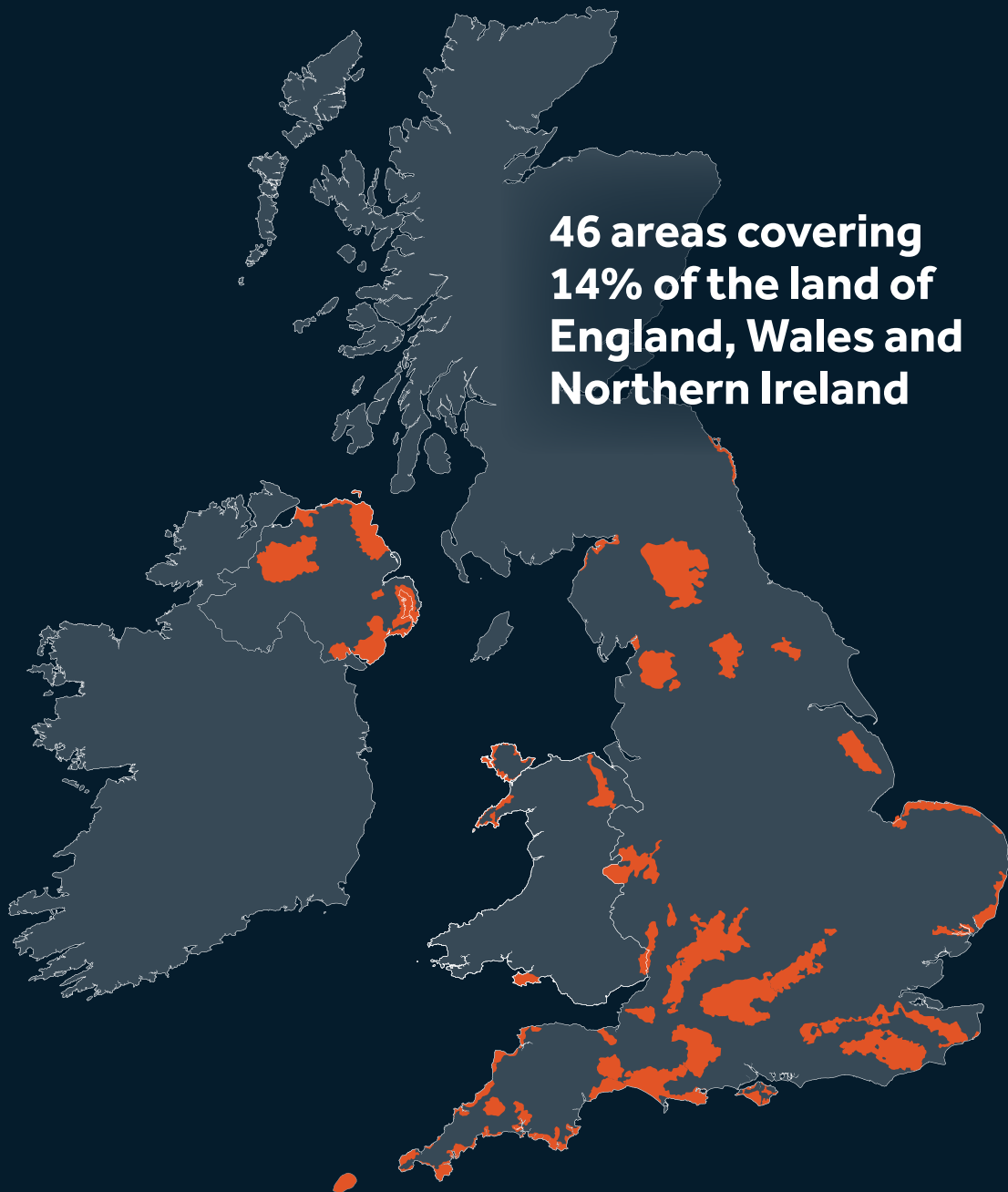
**In 2023 the Areas of Outstanding Natural Beauty (AONB) across England and Wales, and the National Association for AONBs, relaunched and rebranded as National Landscapes and the National Landscapes Association. This signaled a renewed ambition and confidence across the National Landscapes network, to 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.**



**46 areas covering  
14% of the land of  
England, Wales and  
Northern Ireland**



UK map outline: Adobe Stock  
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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.



Cotswolds National Landscape - Helen and Sam Wade © Russell Sach

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.



Selecting the perfect stone © Mendip Hills National Landscape

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.

## 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**



Cannock Chase National Landscape - Emperor Moths © Steve Welch



## 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.





Harvest time at Sidbury © East Devon National Landscape



Beach © Isles of Scilly National Landscape



## 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 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.



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.



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:
<b>Place</b> 	Protect and restore beautiful landscapes – for nature and for people	<ul style="list-style-type: none"> <li>• Nature Recovery and Climate Action</li> <li>• Farming and Land Management</li> <li>• Planning and Place-making</li> </ul>
<b>People</b> 	Bring natural beauty into people's lives and give people a stake in natural beauty	<ul style="list-style-type: none"> <li>• Well-being and Recreation</li> <li>• Arts and Culture</li> <li>• Youth and Education</li> <li>• Community Empowerment and Ownership</li> </ul>
<b>Partnerships</b> 	Inspire and empower strong coalitions to deliver	<ul style="list-style-type: none"> <li>• Growing Ambition and Scale</li> <li>• Collective Voice and Identity</li> <li>• Robust and Representative Governance</li> </ul>



# 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:**



## 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





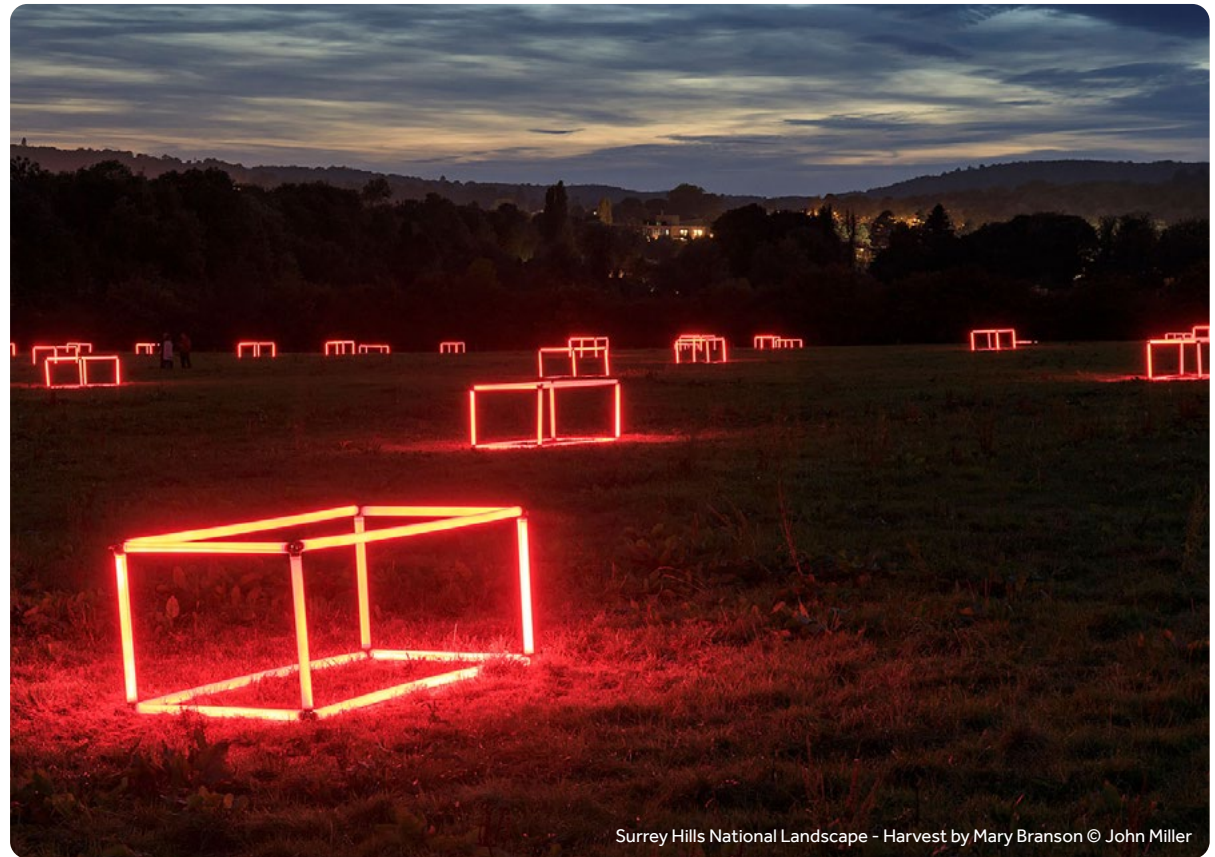
# Empowering

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



# 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.

# Our landscapes family

## England



**Cornwall**  
National  
Landscape



**Forest of Bowland**  
National  
Landscape



**Lincolnshire Wolds**  
National  
Landscape



**Arnside & Silverdale**  
National  
Landscape



**Cotswolds**  
National  
Landscape



**High Weald**  
National  
Landscape



**Malvern Hills**  
National  
Landscape



**Blackdown Hills**  
National  
Landscape



**Cranborne Chase**  
National  
Landscape



**Howardian Hills**  
National  
Landscape



**Mendip Hills**  
National  
Landscape



**Cannock Chase**  
National  
Landscape



**Dedham Vale**  
National  
Landscape  
& Stour Valley



**Isle of Wight**  
National  
Landscape



**Nidderdale**  
National  
Landscape



**Chichester Harbour**  
National  
Landscape



**Dorset**  
National  
Landscape



**Isles of Scilly**  
National  
Landscape



**Norfolk Coast**  
National  
Landscape



**Chilterns**  
National  
Landscape



**East Devon**  
National  
Landscape



**Kent Downs**  
National  
Landscape



**North Devon Coast**  
National  
Landscape





**North Pennines**  
National Landscape



**South Devon**  
National Landscape

## Wales

## Northern Ireland



**Northumberland Coast**  
National Landscape



**Suffolk & Essex Coast & Heaths**  
National Landscape



**Ynys Môn**  
Tirwedd Cenedlaethol  
**Anglesey**  
National Landscape

Antrim Coast and Glens

Binevenagh

Causeway Coast

Lagan Valley

Mourne

Ring of Gullion

Sperrin

Strangford Lough



**North Wessex Downs**  
National Landscape



**Surrey Hills**  
National Landscape



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



**Quantock Hills**  
National Landscape



**Tamar Valley**  
National Landscape



**Gŵyr**  
Tirwedd Cenedlaethol  
**Gower**  
National Landscape



**Shropshire Hills**  
National Landscape



**Dyffryn Gwy**  
Tirwedd Cenedlaethol  
**Wye Valley**  
National Landscape



**Llŷn**  
Tirwedd Cenedlaethol  
**Llŷn**  
National Landscape



**Solway Coast**  
National Landscape



**Dyffryn Gwy**  
Tirwedd Cenedlaethol  
**Wye Valley**  
National Landscape



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