



Access to Nature Regional Targeting Plan - East of England



Introduction

1. Purpose of Targeting Plan

This document identifies areas and beneficiaries that are seen as a particular priority for Natural England's (NE) Access to Nature scheme in the East of England Region. These regional priorities reflect the national scheme's priorities, targets and outcomes, further informed by regional knowledge and evidence.

The purpose of the plan is:

- 1) To encourage applicants to develop proposals that will deliver the identified priorities within the limited budgets for the Access to Nature scheme.
- 2) To aid the assessment process to ensure that projects are targeted in accordance with the priorities described in the plan.

It should be noted that the plan is not a mechanism for approving (or not approving) individual applications, which will all be considered on their own merits.

Applicants should first meet all the **eligibility criteria** of the scheme. Applications should also accord with the scheme's **priorities, outcomes and targets**. Please refer to the website for full details of the application and assessment process as described in the General Guidance notes:

<http://www.naturalengland.org.uk/accesstonature> alternatively, contact the Grants Team or your regional Adviser for more information.

To increase the chances of a successful application, you are advised to read through the priorities in this targeting statement. Applicants should note that this is a qualitative process – applications do not need to address all the targets described. This list is not exhaustive, and many proposals not covered by the targeting statement may still receive funding.

Applicants are required and encouraged to submit their own evidence of need in support of their application. As Access to Nature is an open application scheme, the onus is on the applicant to demonstrate that their proposal will benefit those who currently have a low level of access, and / or engagement, with the natural environment.

Applicants are encouraged to speak with their local Natural England adviser before they commit to the time and expense of applying for grant aid. Advisers may also be able to suggest other, more appropriate sources of funding.

2. The East of England Region

The East of England region comprises Cambridgeshire, Norfolk, Suffolk, Essex, Bedfordshire and Hertfordshire (including the unitary authorities within the traditional county boundaries). Almost 5.4 million people live in the East of England region. The region is more rural than England as a whole and 43.3 % of the region's population are classified as living in a rural area. Population density is highest in Luton which, with more than 11,000 people per square mile, is one of the highest outside London. Although Luton is notable for its ethnic diversity, the rest of the region falls slightly below the average for ethnic diversity in the UK (source: Government Office for the East of England).

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The total land area of the region is 7,382 square miles. This diverse region, close to London, contains many small market towns as well as larger urban settlements. Extensive tracts of undeveloped and remote coastline follow the Wash to the Thames Estuary.

Compared with other regions, most people enjoy longer and healthier lives, some of the lowest crime levels in the UK, and an employment rate that is among the highest in the UK. Households in the East spend the most on recreation and culture of any region. However, there are pockets of significant deprivation in areas with otherwise high quality of life and there are black, minority ethnic and migrant communities for whom the indicators are far less benign. There is a strong relationship between deprivation and people's health, with people living in areas characterised by the highest rates of deprivation experiencing poor health and lower life expectancy (Source: Government Office for the East of England).

Population in the East of England by County (2001).

County/ Unitary Authority	Total Population
Bedfordshire	381,600
Cambridgeshire	552,700
Essex	1,310,900
Hertfordshire	1,034,000
Luton	184,400
Norfolk	796,800
Peterborough	156,000
Southend	160,300
Suffolk	668,500
Thurrock	143,000
Total	5,388,200

The south of the region is strongly influenced by its proximity to London in terms of commuting, development pressure and affluence. The northern and more remote areas remain dominated by agriculture and associated industries. This is the second largest region in terms of land area. Around 80% of the region's land is agricultural. For more information please see the East of England's Regional Observatory website at: <http://www.eastofenglandobservatory.org.uk/>

The EEDA policy document Rural and Urban Deprivation in the East of England (2006) also gives a useful overview of the regional issues (see: <http://www.eastofenglandobservatory.org.uk/viewResource.aspx?id=12577>) as does the Natural England website at: <http://www.naturalengland.org.uk/>

The East of England Region is characterised by its very low rainfall; its dispersed settlement pattern with numerous small towns and few large urban areas, but with high levels of housing growth now planned around the main centres.

Despite being a region heavily modified by intensive farming and development, many areas of Eastern England retain a distinctive landscape character and natural beauty. The extent of nationally designated landscapes (National Parks and Areas of Outstanding Natural Beauty (AoNB)) is less than most other regions, at about 7%. There are major development pressures in the region which have an impact on the nature and quality of accessible public open space. Important landscapes and wildlife in the region are also often close to, and sensitive to, major development pressures.

There are 4-5 million visitor days to the Norfolk & Suffolk Broads each year and about 2,200,000 visits to National Nature Reserves in the region. The East of England has the highest number of access routes at 750 miles. There are 57 Country Parks in the region, the second highest number in the country. There are almost 100 miles of National Trails, and over 15,000 miles of Public Rights of way in the East of England

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region. Less than 1% of the region is designated open access land; and many of the best sites are not easily accessible from the main centres of population.

3. Regional priorities

i Geographic areas and the indices of multiple deprivation

This section refers to units of geography used in the UK for statistical analysis called super output areas and lower super output areas. For a clear definition of what these are see section 3 of the webpage: <http://www.cryer.co.uk/glossary/s/soa.htm>

Applications will be prioritised geographically. **Those applications that address the needs of communities in the most deprived 10% urban and most deprived 10% rural Lower Layer Super Output Areas (LSOA), identified through the Index of Multiple Deprivation 2007 (IMD) statistics, will be a priority.** Applications aimed at beneficiaries outside these areas will need to provide additional supporting evidence of need. We accept IMD statistics may not reveal full and detailed local issues. Statutory authorities, agencies and delivery bodies will often have highlighted these. We will take account of such information where possible when evidence of need and supporting information is supplied by the applicant.

The urban and rural LSOA categorisation within the data and maps seeks to address the dominance that urban areas have in the IMD statistics that can mask rural deprivation.

Region	Top 5% IMD No. of SOA's	Top 10% IMD No. of SOA's
East Midlands	104	220
East of England	20	73
London	143	462
North East	186	355
North West	579	920
South East	24	77
South West	37	95
West Midlands	231	474
Yorkshire and Humber	300	572
Totals	1624	3248

The most deprived areas overall fall in the region's main urban areas, and those figuring highly include Luton, Great Yarmouth, Ipswich, Norwich, Lowestoft, Peterborough Thetford, as well as parts of Tendring and Fenland districts.

Contrasting with the overall IMD ranking and the solely urban 5-10% most deprived ranking, the rural areas of the region are comparatively less deprived than many other areas of the country.

There are however concentrations of rural deprivation, in particular parts of rural Norfolk and Suffolk.

Applications will be prioritised geographically. Those that address the needs of communities living in the 10% most deprived urban and 10% most deprived rural Super Output Areas identified through the Index of Multiple Deprivation (IMD) statistics will be a priority. We will use standard census data to identify these locations. IMD lists and Maps by Super Output area are available at <http://www.naturalengland.org.uk/leisure/grants-funding/guidance.htm> . A postcode search is available online to enable people to identify which Super Output Area a proposed project is located within. This is available at: <http://neighbourhood.statistics.gov.uk>

Another useful website for identifying key local characteristics using postcodes, can be found at <http://www.uklocalarea.com/>

- Applications aimed at communities outside the lowest 10% will need to make a case for mitigating factors or provide additional supporting information, but see below for additional criteria.
- Data, including lists and maps, is available from www.eastofenglandobservatory.org.uk and www.erpho.org.uk.

ii Priority groups

People currently under-represented in terms of contact with the natural environment including disabled people, the young, black and ethnic minority communities, older people. Communities and individuals experiencing social exclusion through disability, unemployment, age or economic disadvantage. Non geographic priority groups identified through existing policy, strategies and formal studies, such as the Regional Assembly Regional Rural Delivery Framework (RRDF).

Other non geographic groups could be identified through existing or new survey data. Such groups could be identified thematically through reference to the DWP report Opportunity for All and the Countryside Agency/Natural England Diversity Review. Although projects should address at least one of the priorities highlighted in this statement, applications will still be considered for projects outside of the priority areas where a good case for funding can be made.

We accept that, particularly in rural areas, IMD statistics may not reveal full and detailed local issues. Studies such as the 2006 OCSI Deprivation in Rural Norfolk highlight such issues, and delivery bodies will often have already highlighted these. See www.ocsi.co.uk/docs/reports/FINAL%20Norfolk%20Report.pdf We will take account of such information where possible, but it is down to the applicant to demonstrate the need for the project and provide supporting information.

iii Environmental Considerations

Applications which address environmental deprivation and the lack of provision of freely accessible green space, or provide opportunities for volunteering and community involvement where areas of existing accessible green space exist in the lowest 10% of most deprived urban and rural areas will be a priority. Maps showing existing green space with public access and their geographic spread with the most deprived 10% urban and rural wards are available at <http://www.naturalengland.org.uk/accesstonature>

Where Local Nature Reserve provision is less than 2.5 acres per 1000 of population (1 hectare), the scheme will also target these areas.

Natural England will use mapping of a wide range of Geographic Information (GI) datasets in order to assess applications for funding for the establishment of new natural environment areas in light of existing access to the natural environment. This information will also be used as a tool to identify potential links between applications and nearby existing natural area resources, thereby maximising benefits.

In addition, specialist advice will be sought where necessary on applications and the existing level of access to the natural environment in a particular area.

Natural England has produced draft maps showing levels of natural environment access across England. The datasets used to illustrate such access in these draft maps are:

Doorstep Greens
Village Greens
Cycle Ways (Sustrans Routes)
National Trails
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Public Rights of Way
Millennium Greens
Forestry Commission 'Woods for People'
Country Parks
Local Nature Reserves
National Nature Reserves
Countryside and Rights of Way Act Access Land

It is acknowledged that restricting the datasets to this selection omits a number of other categories of natural greenspace; the selection was made on those datasets that were available and had consistent coverage over the country. **It should be emphasised that these maps are in draft form only.**

In order to provide a usefully examinable overview of access to the natural environment distribution within the region and by county, levels of access provision within each LSOA have been assessed and graded according to the percentage of each LSOA's area that is covered by such provision. These maps are available separately, from the guidance section of the Access to Nature webpages at: <http://www.naturalengland.org.uk/leisure/grants-funding/guidance.htm>.

iv Key regional strategies

The above priority groups can be identified thematically through reference to the DWP report Opportunity for All and the Natural England Diversity Review. Applicants are advised to consider how their applications fit with the key themes, aims and objectives of the following Regional Strategies:

Regional Spatial Strategy

www.eera.gov.uk/What-we-do/developing-regional-strategies/east-of-england-plan

Regional Sustainable Development Framework

[www.gos.gov.uk/goee/docs/193713/193722/Regional Strategy/Regional Sustainable Develo1.pdf](http://www.gos.gov.uk/goee/docs/193713/193722/Regional%20Strategy/Regional%20Sustainable%20Development%20Framework.pdf)

Regional Forestry Strategy

www.confor.org.uk/Organisation/Default.aspx?pid=11

Regional Health and Well Being Strategy

www.eera.gov.uk/GetAsset.aspx?id=fAAzADQafAB8AEYAYQB8AHMAZQB8AHwAMAB8AA2

Regional Rural Development Framework

[www.go-east.gov.uk/goeast/environment and rural/regional rural policy/Rural Strategy1/pathfinder/rrdf](http://www.go-east.gov.uk/goeast/environment_and_rural/regional_rural_policy/Rural_Strategy1/pathfinder/rrdf)

Regional Environment Strategy

www.eera.gov.uk/What-we-do/developing-regional-strategies/environment-strategy

Consideration should also be given to your Local Strategic Partnerships. These in conjunction with Local Authorities should have **Sustainable Community Strategies** in place, which should be focused on integrating social, economic and environmental issues.

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Annex A – Sources of Advice and Information

Access to Nature Regional Adviser	Project Support
Giles Merritt Natural England Eastbrook Shaftsbury Road Cambridge Cambridgeshire CB2 8DR Telephone: 03000 060 1228 Email: giles.merritt@naturalengland.org.uk	Jane Thomas Natural England Eastbrook Shaftsbury Road Cambridge Cambridgeshire CB2 8DR Telephone: 0300 060 1283 Email: jane.thomas@naturalengland.org.uk

Programme website: www.naturalengland.org.uk and www.biglottery.org.uk

National Grants Team
Access to Nature
Natural England
Northminster House
Peterborough, Cambs
PE1 1UA
Tel. 01733 455000.

Other sources of local advice.

1. Wildlife Trusts

Beds, Cambs, Northants and Peterborough Wildlife Trusts
The Manor House
Broad Street
Cambourne
Cambridgeshire CB3 6DH
Tel: 01954 713500
Web: www.wildlifebcnp.org

Norfolk Wildlife Trust
Bewick House
22 Thorpe Road
Norwich
Norfolk NR1 1RY
Tel: 01603 625540
Web: www.norfolkwildlifetrust.org.uk

Suffolk Wildlife Trust
Brooke House
The Green
Ashbocking
Suffolk IP6 9JY
Tel: 01473 890089
Web: www.suffolkwildlife.co.uk

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Essex Wildlife Trust
The Joan Elliot Visitor Centre
Abbots Hall Farm
Great Wigborough
Essex CO5 7RZ
Tel: 01621 862960
Web: www.essexwt.org.uk

Hertfordshire and Middlesex Wildlife Trust
Grebe House
St Michael's Street
St Albans
Hertfordshire
AL3 4SN
Tel: 01727 858901
Web: www.wildlifetrust.org.uk/herts

2. Rural Community Councils

Bedfordshire RCC
The Old School House
Cardington
Bedfordshire MK44 3SX
Tel: 01767 626465
www.bedsrcc.org.uk

Cambridgeshire ACRE
32 Main Street
Littleport
Cambridgeshire CB6 1PJ
Tel: 01353 860850
www.cambsacre.org.uk

Rural Community Council of Essex
Threshelfords Business Park
Inworth Road
Feering
Essex CO5 9SE
Tel: 0844 477 3938
www.essexrcc.org.uk

Community Development Agency for Hertfordshire
Birchwood Avenue
Hatfield
Hertfordshire AL10 0PS
Tel: 01707 695500
www.cdaforherts.org.uk

Suffolk ACRE
2 Wharfedale Road
Ipswich
Suffolk IP1 4JP
Tel: 01473 242500
www.suffolkacre.org.uk

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Norfolk Rural Community Council
Signpost House,
Ambassador Way,
Greens Road,
Dereham, NR20 3TL.
Norfolk
Tel: 01362 698216
www.norfolkrc.org.uk

3. Selected other grant schemes and funding providers:

<http://www.biglotteryfund.org.uk/>
<http://www.hlf.org.uk/English/>
<http://www.defra.gov.uk/funding/index.htm>
<http://www.awardsforall.org.uk/england/index.html>
<http://www.bbc.co.uk/breathingplaces/>
<http://www.entrust.org.uk/>
<http://www.sitatrust.org.uk/apply/nature>

4 More Useful Links:

Indices of Multiple Deprivation

<http://neighbourhood.statistics.gov.uk/dissemination>
<http://www.neighbourhood.gov.uk/page.asp?id=1057>

Super Output Areas

<http://www.statistics.gov.uk/geography/soa.asp>

Urban / Rural Classification

<http://www.statistics.gov.uk/geography/nrudp.asp>

Population statistics

<http://www.statistics.gov.uk/default.asp>

Regional Coordination Unit – Area Based Initiatives (ABI)

<http://www.rcu.gov.uk/abi/> &
<http://213.121.210.181/abi/>

Other Changing Spaces Big Lottery Fund Award Partners:

Big Lottery Fund – funding programmes, including Changing Spaces

http://www.biglotteryfund.org.uk/all_open_programmes-uk

Groundwork UK – ‘Community Spaces’

<http://www.community-spaces.org.uk>

Royal Society of Wildlife Trusts (RSWT) – ‘Local Food’

<http://www.rswt.org/localfood/>

Building Research Establishment – ‘Community Sustainable Energy Programme’

<http://www.communitysustainable.org.uk/>

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MIND – 'Ecominds'

<http://www.mind.org.uk/ecominds/>

Further reference material

Natural England's State of the Natural Environment Report

www.naturalengland.org.uk/regions/east/sone.htm

Natural England's health pages

www.naturalengland.org.uk/campaigns/health/default.htm

EEDA policy documents

www.eeda.org.uk/rdpe.asp

Regional Economic Strategy - <http://www.eeda.org.uk/1441.asp>

Forestry Commission green infrastructure pages

www.forestry.gov.uk/forestry/INFD-79EK7F

Cabe Space

www.cabespace.org.uk

Community Forests

www.communityforest.org.uk

GreenSpace East

<http://www.green-space.org.uk/east>

Regional Observatory

www.eastofenglandobservatory.org.uk/

www.eastofenglandobservatory.org.uk/mapping.asp

Health Observatory

www.erpho.org.uk

Commission for Rural Communities

www.ruralcommunities.gov.uk

Regional Environmental Strategy - <http://www.eera.gov.uk>

For an in-depth study into rural deprivation in Norfolk (2006) follow this link:

http://www.norfolkkrcc.org.uk/wiki/index.php/OCSI_report_into_Deprivation_in_Rural_Norfolk

Geographic Information

MAGIC

<http://www.magic.gov.uk/>

Nature On the Map

<http://www.natureonthemap.org.uk/>

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1. County council pages and links:

Norfolk County Council
County Hall
Martineau Lane
Norwich
Norfolk
NR1 2DH
Tel: 0844 800 8020
Web: www.norfolk.gov.uk

Suffolk
Suffolk County Council
Endeavor House
8 Russell Road
Ipswich
Suffolk IP1 2BX

Tel: 01473 583000
Web: www.suffolk.gov.uk

Essex
Essex County Council
County Hall
Market Road
Chelmsford
Essex
CM1 1LX

Tel: 0845 603 0430
Web: www.essexcc.gov.uk

Hertfordshire
Hertfordshire County Council
County Hall
Pegs Lane
Hertford
Hertfordshire SG13 8DQ

Tel: 01438 737555
Web: www.hertsdirect.org.uk

Bedfordshire
Bedfordshire County Council
Cauldwell Street
Bedford
Bedfordshire
MK42 9AP

Tel: 01234 363222
Web: www.bedfordshire.gov.uk

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Cambridgeshire
Cambridgeshire County Council
Shire Hall
Castle Hill
Cambridge
Cambridgeshire CB3 0AP

Tel: 0845 045 5200

Web: www.cambridgeshire.gov.uk

Southend
Southend Borough Council
Civic Centre
Victoria Avenue
Southend on Sea
Essex SS2 6ER

Tel: 01702 215000

Web: www.southend.gov.uk

Peterborough City Council
Town Hall
Bridge Street
Peterborough
Cambridgeshire
PE1 1QT

Tel: 01733 747474

Web: www.peterborough.gov.uk

Thurrock
Thurrock Council
Civic Offices
New Road
Grays
Essex
RM17 6SL

Tel: 01375 652652

Web: www.thurrock.gov.uk