



## **North West Landscape Matters**

**New perspectives on people, places &  
nature**

Val Kirby, Head of Landscape and Geodiversity  
26 March 2009

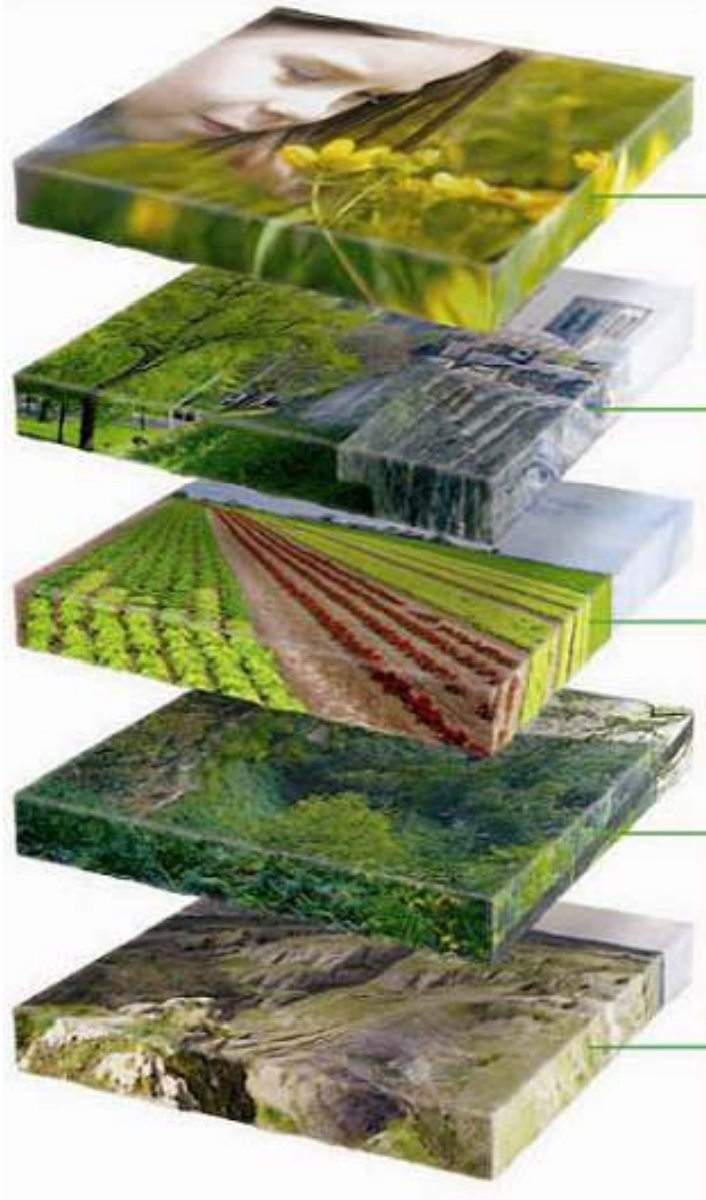
## structure

- What is landscape?
- Natural England's role
- Landscape policies
- ... and what difference they will make
- The European Landscape Convention
- ... and our role in its implementation



## What makes up landscape?

NATURAL  
ENGLAND



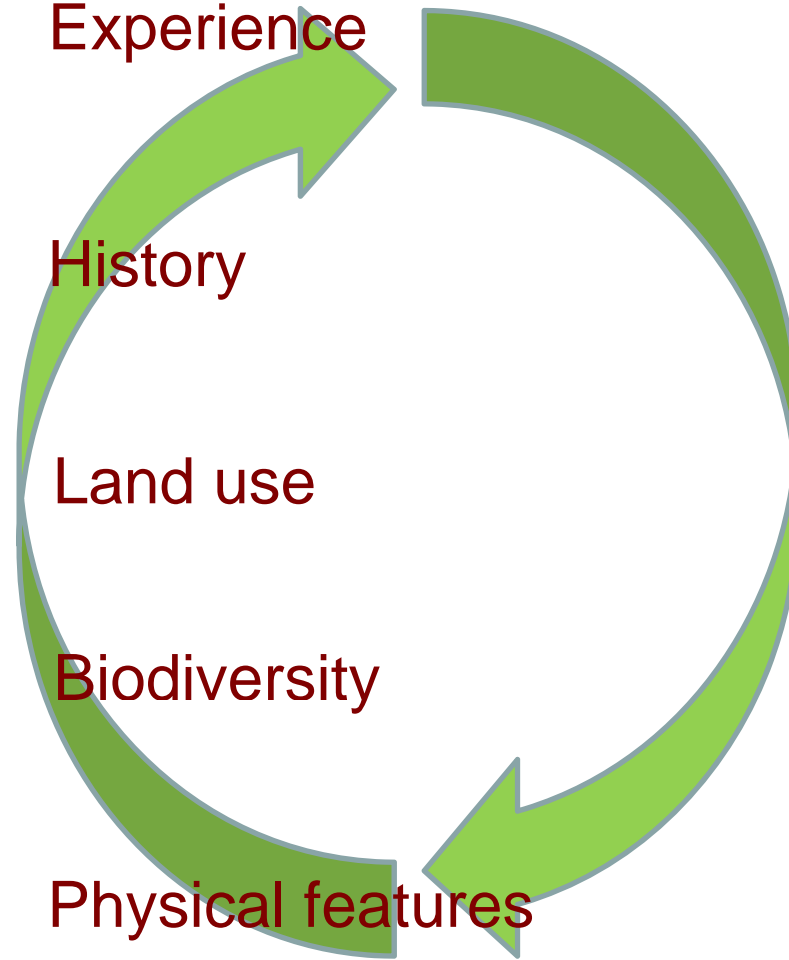
Experience

History

Land use

Biodiversity

Physical features



## Landscape – Natural England’s role



- We are the government’s statutory advisor on landscape, with specific responsibilities for protected landscapes
- Our work contributes to conserving and enhancing our landscapes and their local distinctiveness. It includes influencing policy makers to consider the different types of landscape character or rural, urban and coastal landscapes, when making decisions



# Natural England's landscape policies



# All landscapes matter



– All landscapes matter



– Future landscapes

– Historic environment

– Protected landscapes

Public consultation ended

Consultation ends 27 March



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## What difference will our policies make?

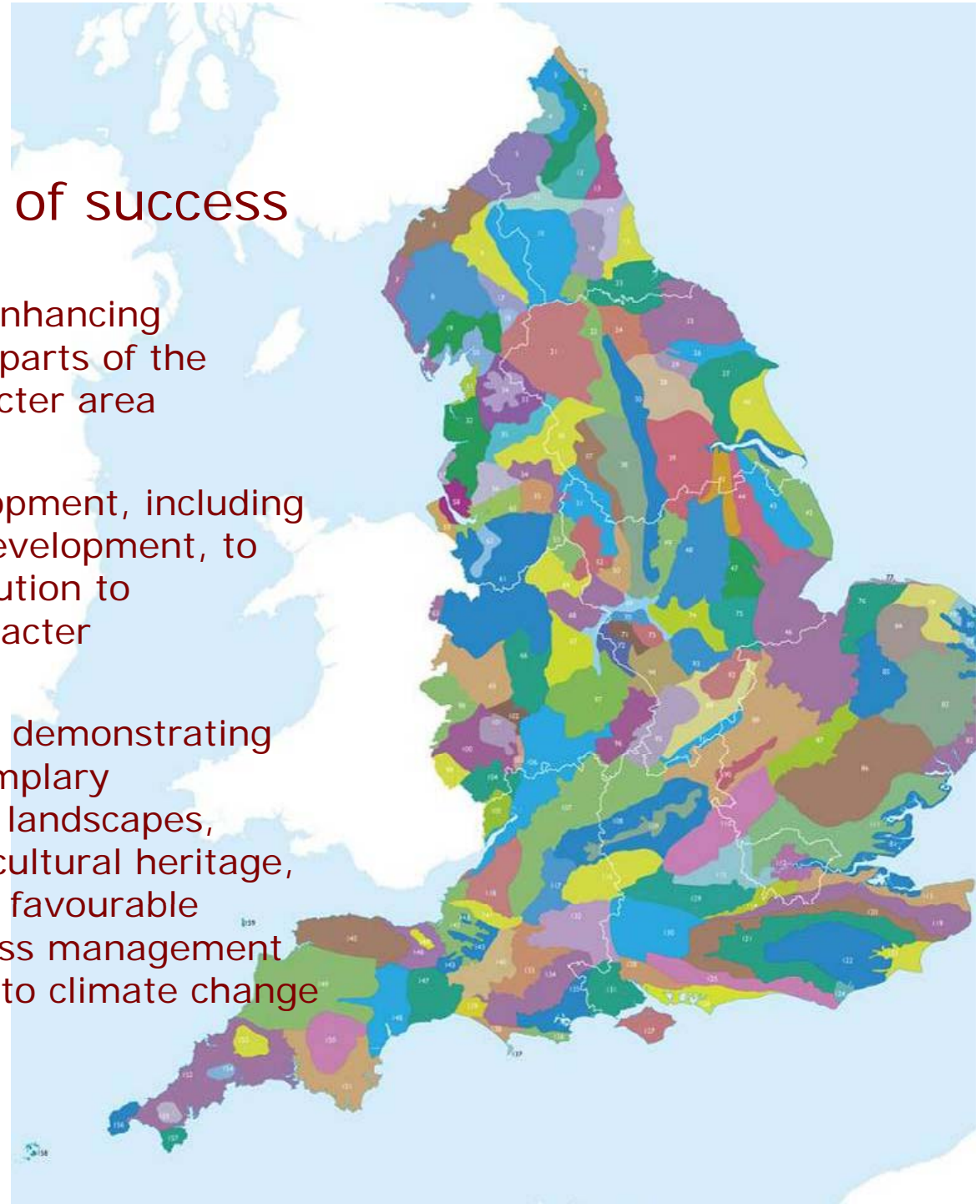
By clarifying what we believe, they provide a sound foundation for our actions ...

- influencing
- guiding
- engaging
- designating
- demonstrating

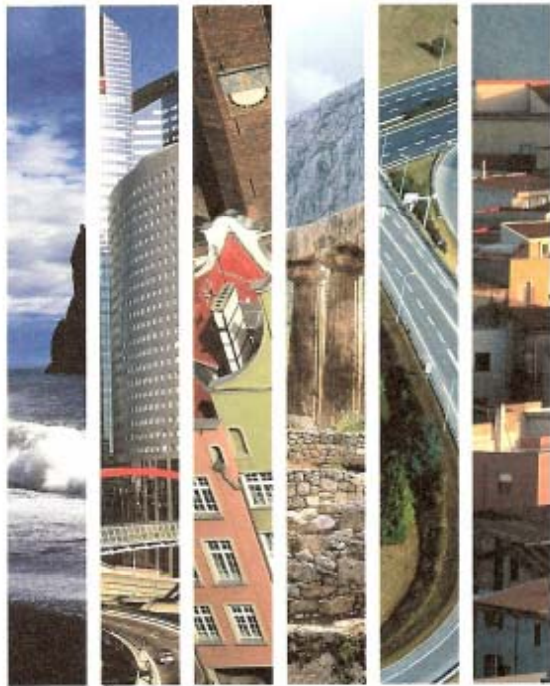


## Five year measures of success

- Net gain in securing and enhancing landscape character in all parts of the country and in each character area
- Major proportion of development, including urban regeneration and development, to make a significant contribution to reinforcing landscape character
- National Parks and AONBs demonstrating an increasing level of exemplary management of our finest landscapes, including local character, cultural heritage, tranquillity, biodiversity in favourable condition, exemplary access management and resilience in adapting to climate change



# The European Landscape Convention



FLORENCE, 20 OCTOBER 2000

## EUROPEAN LANDSCAPE CONVENTION



A treaty of the Council of Europe

In force in the UK March 2007 –  
excellent timing for Natural England

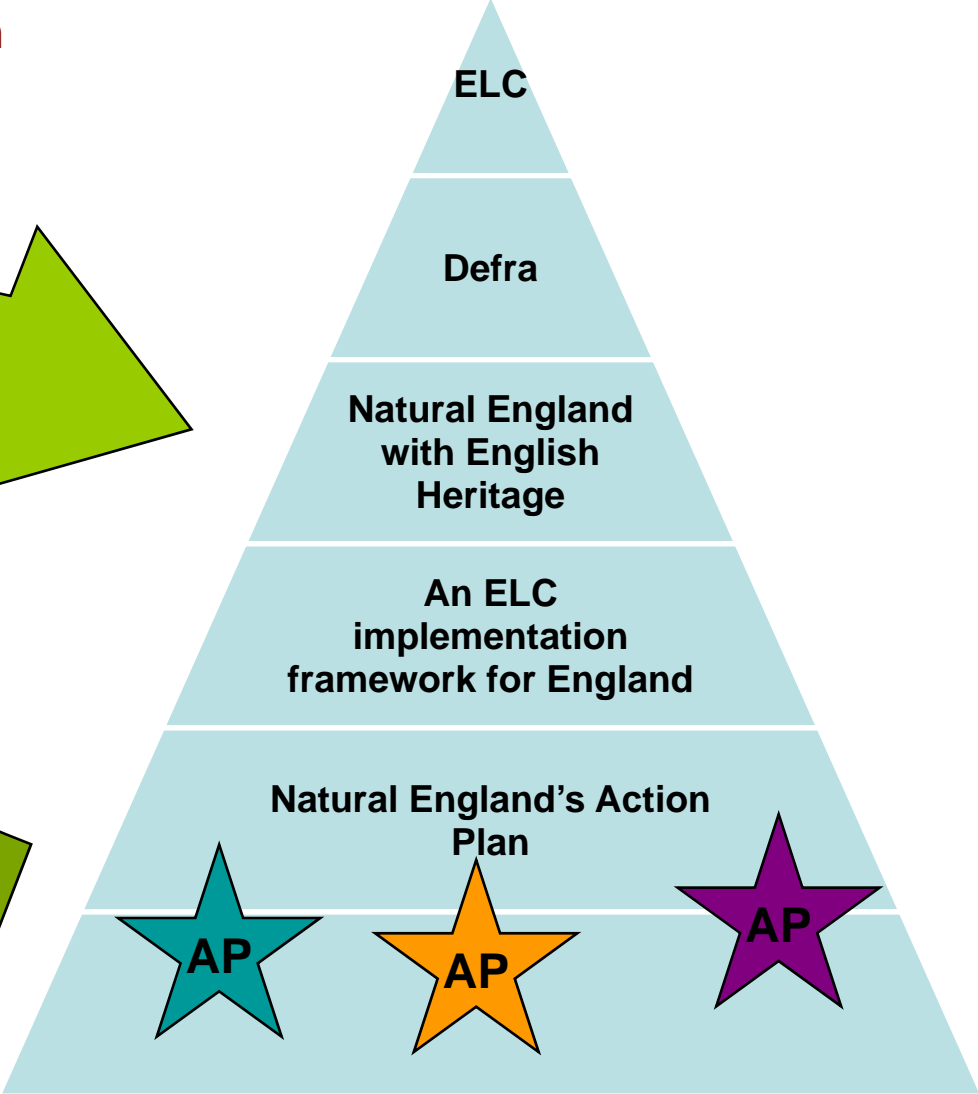
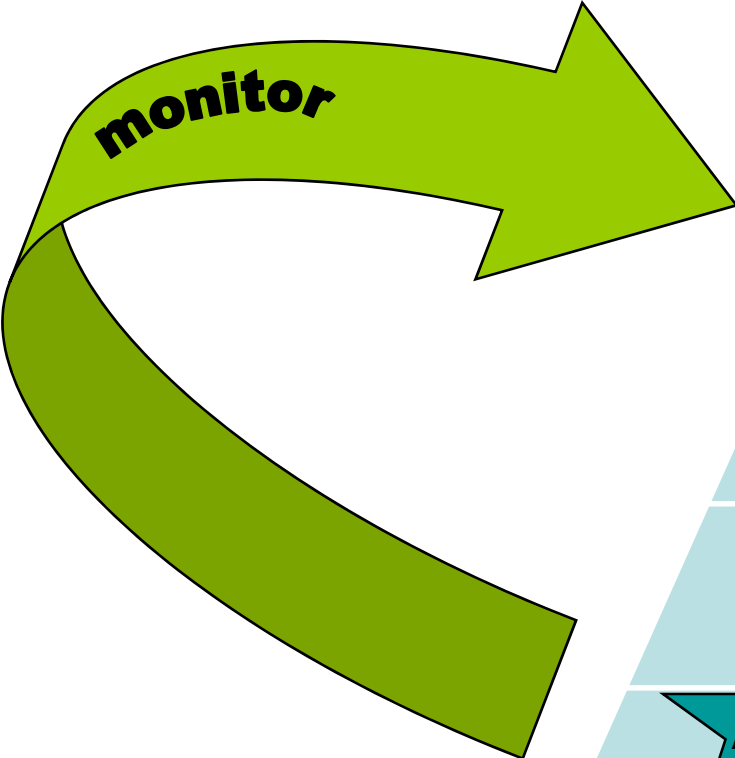
Natural England leads implementation  
in England, on behalf of Defra &  
working closely with English Heritage

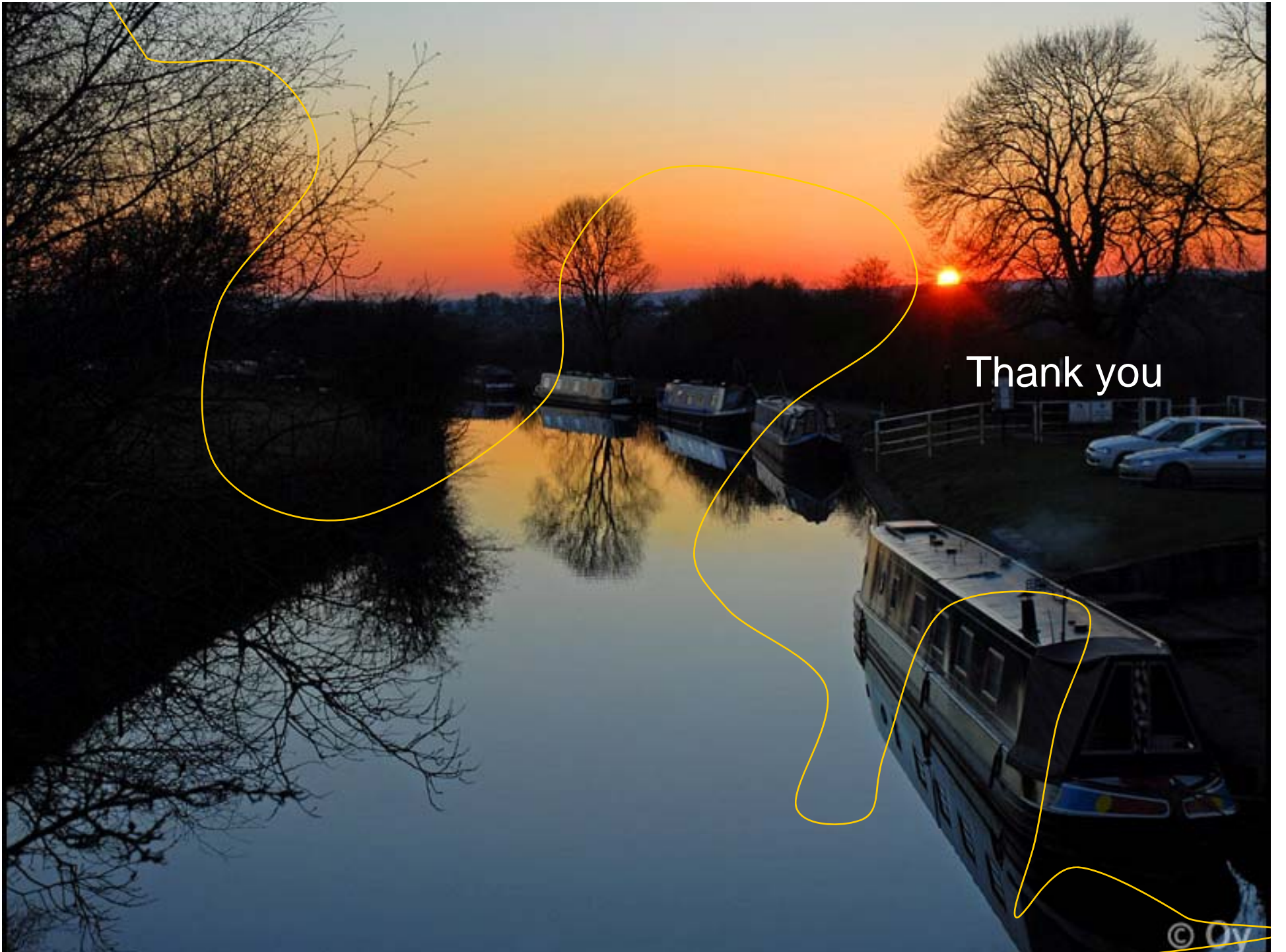
We endorse the ELC's definition of  
landscape as 'an area, as perceived by  
people, whose character is the result of  
the action and interaction of natural and/or  
human factors'

# Putting the ELC into practice



England's ELC Implementation Framework





Thank you