



Rural Development Programme 2007 - 2013

South West Consultation Event

8 March 2006

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A Major Opportunity

- Diverse land based production working in common cause with our natural and cultural assets to provide profit, public benefits and improved environmental quality.

80% of land under agriculture (65% is grass)



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Our environment: Our Future 2004-14

“The beauty of the South West – the quality and variety of our environment – is our greatest asset. It is one of the key features that make the region particularly distinctive and attractive to live in, work in and visit.”

(Regional Environment Strategy 2004 – 14)



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SW Sustainable Food & Farming Strategy

- “A sustainable food and farming industry
.....which enhances the environmental
assets that form the foundation of the
Region’s prosperity, health and social
well being”

Why? – a reminder

- 638 kms Heritage Coast (61% English total)
- 2 rural World Heritage Sites
- 12 AONBs covering
- Dartmoor and Exmoor National Parks
- 968 Sites of Special Scientific Interest
- 25 species of global importance; 700 of national
- 6900 ancient monuments (32% of UK total)

Why? Quality of Life

- **Important links between a good environment and social prosperity**
- **Contributes to peoples health and well being**
- **Provides ‘ecosystem services’**
- **Provides jobs c.100,000 jobs & £1.6 billion p.a. & attracts inward investment**

The Env't Land Management Challenges

- Diffuse Pollution and Water Quality
- Production and management of Waste
- Fragmented habitats
- Recovering the Farmland Birds
- Securing appropriate habitat management
- Neglected and damaged Woodlands
- Ancient Monuments under the plough
- Access and community involvement

The Envnt' Land Management Challenges

- **Addressing and adjusting to climate change**

Robust and resilient countryside

Environmental need priorities in South West

- **Protecting and enhancing our natural and cultural assets**
- **Restoring ecosystem functions**
- **Restoring biodiversity**
- **Minimising pollution and waste**
- **Energy efficiency and appropriate renewables**
- **Protecting and using our natural resources wisely, especially soil and water**
- **Encouraging access and recreation**

And to achieve this

- **A sector skilled in environmental land management linked to viable enterprises and business success**

What can the RDP do?

- **Continued reward for environmental land management that provides public benefit**
- **Ensure the benefits that a high quality environment can bring to economic development and quality of life cut across the RDP axes**
- **Integrating socio-economic investment with environmental land management payments**

What can RDP do? (cont)

- **Targeting of all measures in order to maximise the intended outcomes; offer coherent packages for applicants**
- **Be clear about activities not funded in deference to other funding streams**
- **Integrated advice and skills training to ensure the environment is a central part of business management and opportunity**

Making the most of our resources

- Integrated programmes & projects
 - *across and within axis*
 - *with other funding streams and programmes*
- Target against outcomes
 - *spatially*
 - *Thematically*
- ? Single agreement approach (whole farm/whole business)

Nature Map

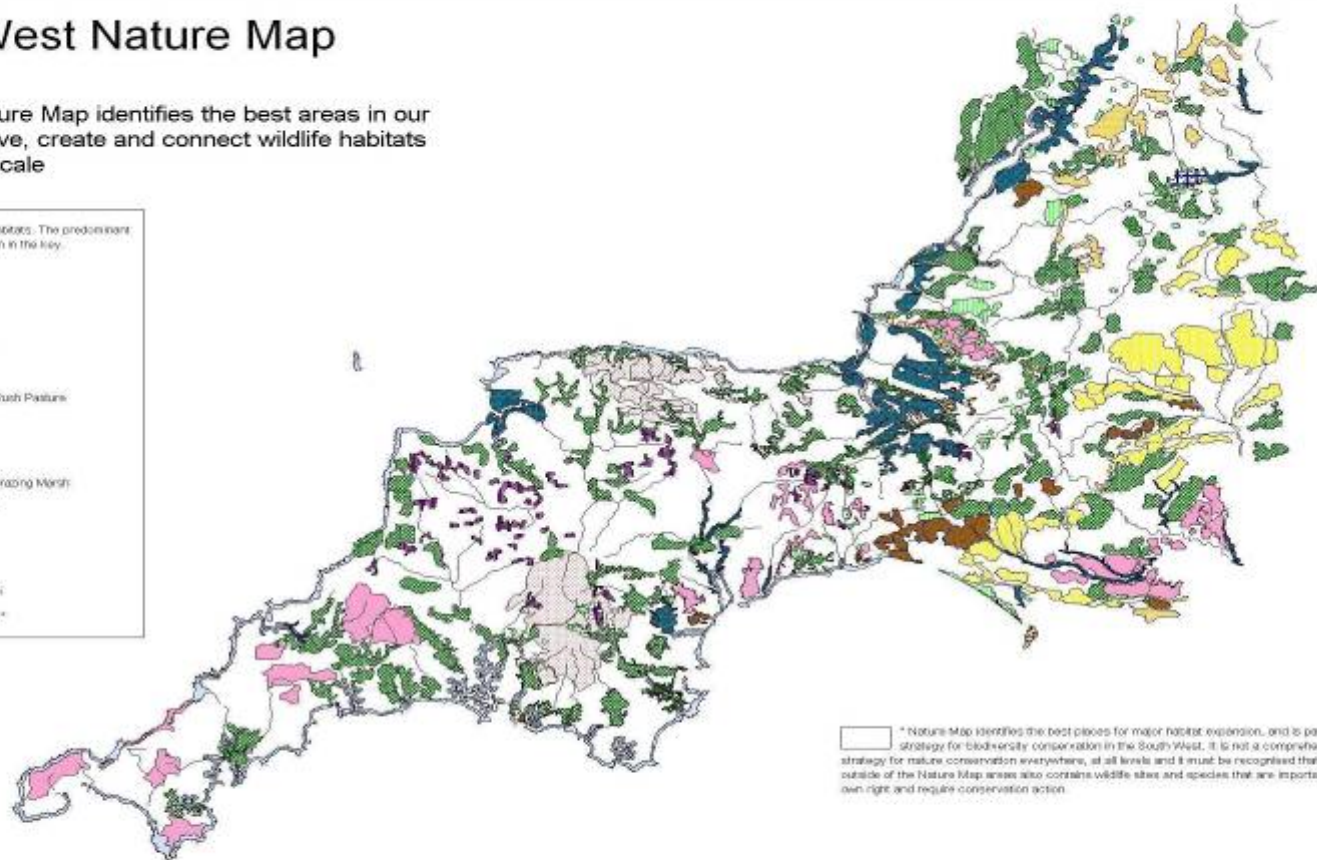
South West Nature Map

South West Nature Map identifies the best areas in our region to conserve, create and connect wildlife habitats at a landscape scale

Each area contains a mosaic of habitats. The predominant habitat type for each area is shown in the key.

Key

	Woodland
	Chalk Downland
	Limestone Grassland
	Neutral Grassland
	Purple Moor Grass & Rush Pasture
	Upland Heath
	Lowland Heathland
	Coastal & Floodplain Grazing Marsh
	Standing Open Water
	Coastal Habitats
	Mosaic
	Principal River Network
	See paragraph below *



* Nature Map identifies the best places for major habitat expansion, and is part of a wider strategy for biodiversity conservation in the South West. It is not a comprehensive strategy for nature conservation everywhere, at all levels and it must be recognised that land outside of the Nature Map areas also contains wildlife sites and species that are important in their own right and require conservation action.



THANK YOU



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