

# LAUNCH OF NATURAL ENGLAND

## October 2nd saw the launch of the new environmental organisation Natural England.

Natural England brings together English Nature, the environment activities of the Rural Development Service and the Countryside Agency's Landscape, Access and Recreation division.

Natural England will, for the first time, unite in a single organisation responsibility for protecting and enhancing biodiversity and landscapes, as well as promoting greater access and recreation – helping people to enjoy more green spaces both in the countryside and urban environments.

Natural England has wide-ranging responsibilities. As a delivery organisation, it provides incentives to farmers and land managers to manage their land in a more environmentally friendly way. Natural England is also a key regulator and the government's independent watchdog to advise on how policies affect the natural environment. Natural England is working towards the delivery of four strategic outcomes, which together deliver on our purpose to conserve, enhance and manage the natural environment for the benefit of current and future generations.

- A healthy natural environment: England's natural environment will be conserved and enhanced.
- Enjoyment of the natural environment: more people enjoying, understanding and acting to improve, the natural environment, more often.
- Sustainable use of the natural environment: the use and management of the natural environment is more sustainable.
- A secure environmental future: decisions which collectively secure the future of the natural environment.

The scale of Natural England's ambition for the natural environment requires the understanding and support of the public and the participation of a wide cross-section of society. To this end NE have identified four themes around which there will be new campaigns. These are:

- Climate Change
- Health
- Sustainable Land Management
- Marine

NE will be developing and running these four campaigns with a range of partners and will be inviting organisations to join with them in order to deliver the objectives. These campaigns are central to the delivery of Natural England's Strategic Direction. The first of these campaigns was launched on the 8<sup>th</sup> November entitled 'A Natural Health Service' aiming to reconnect people with the natural environment. The campaign hopes to encourage and enable people to make use of the country's outdoor space for physical activity. Natural England is working closely with the BBC and over 300 other partners to help deliver Breathing Places, a campaign to mobilise more than a million people, who are not currently active in the environment sector, to get involved at thousands of wildlife friendly green spaces across the country. Natural England's health campaign will encourage:

1. More people to get more health benefit from regular contact with the natural environment wherever they live.
2. Health professionals to make more use of the natural environment as part of the total health care they give to their patients.
3. Professionals who manage public open spaces to improve the amount and quality of green space near where people live. Natural England will do this by building a coalition of environmental, educational, scientific, health and community organisations to bring the environment to the forefront of the health agenda.

For more information on Natural England access their website

<http://www.naturalengland.org.uk/> or contact the Devon Office: Natural England, Level 2, Renslade House, Bonhay Road, Exeter, EX4 3AW Tel: 01392 889770 Email: [devon@naturalengland.org.uk](mailto:devon@naturalengland.org.uk)