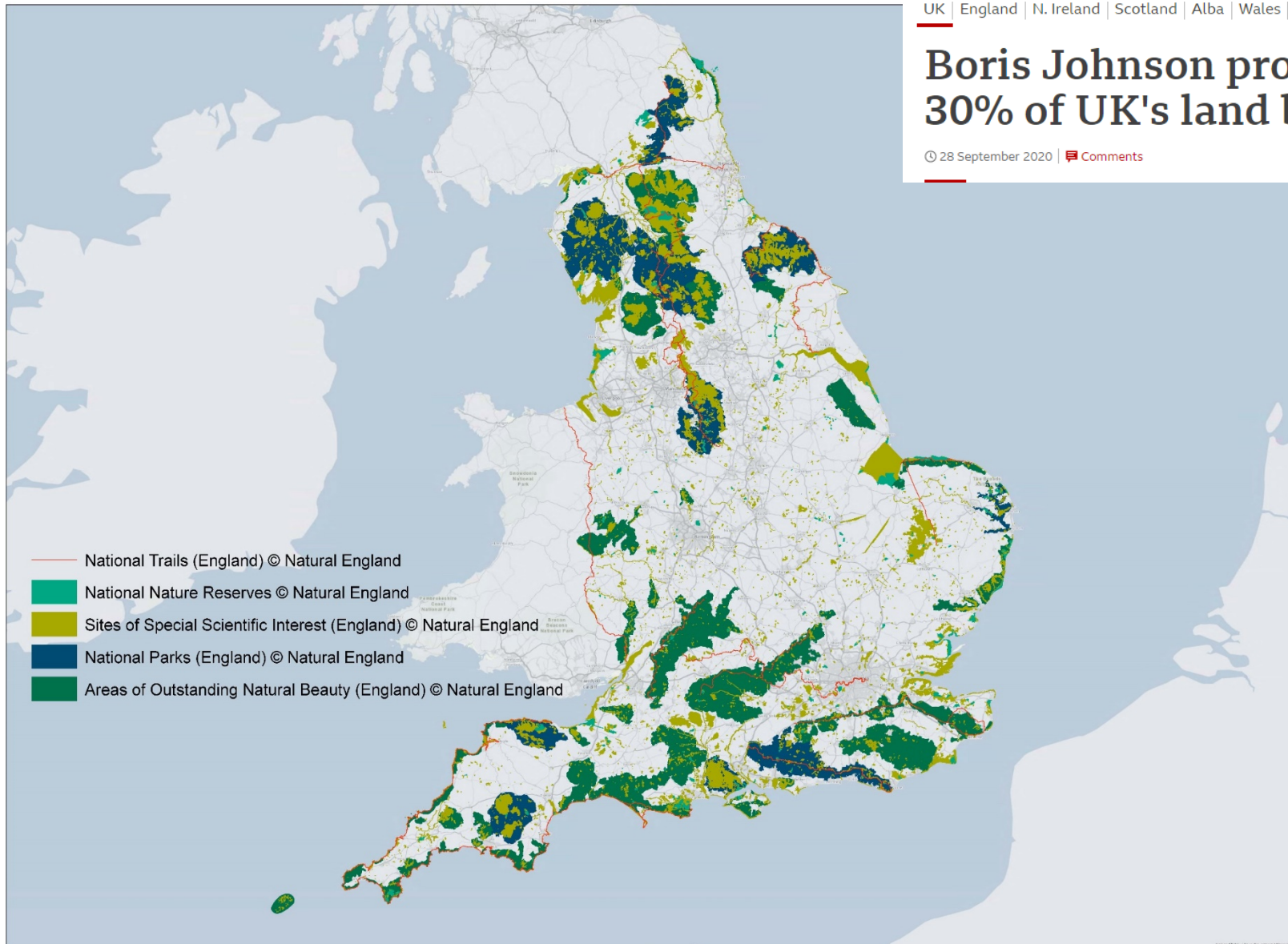




# Nature Recovery

# National Landscapes: The 'backbone' of the Nature Recovery Network



[UK](#) | [England](#) | [N. Ireland](#) | [Scotland](#) | [Alba](#) | [Wales](#) | [Cymru](#) | [Local News](#)

## Boris Johnson promises to protect 30% of UK's land by 2030

🕒 28 September 2020 | [Comments](#)

# South Downs Nature Recovery work programme

- ❖ Developing a ***Vision and Wildlife Delivery Plan*** (links to NPE Wildlife Delivery Plan)
- ❖ Assessing scope for nature recovery ***by Landscape Character Area***
- ❖ Launching a ***Nature Recovery Campaign*** (SD Trust and SDNPA)
- ❖ Harnessing full range of ***Delivery Mechanisms*** and options for ***Blended Finance***
- ❖ ***Creating toolkit*** for landowners and communities
- ❖ Developing framework for ***Biological Monitoring***




















# Partnership....



**National Parks England Nature Recovery Delivery Prospectus**  
**Illustrative opportunities map**  
**The South Downs National Park**

-  Opportunities to retain and improve core nature areas (SSSI)
  -  Opportunities to create new habitat and increase diversity: (SSSI plus 1 km buffer)
  -  (Priority Habitats)
  -  Opportunities to enhance connectivity and join up habitats
  -  Opportunities beyond the National Park boundary
  -  Coastal
-  Wider connections for people and nature
  -  London Green Belt
  -  National Trails
  -  River Catchments (WFD Operational)
  -  Rivers
  -  Urban Areas
  -  Natural Capital Investment Areas







# Nature Recovery Campaign



# Aims of Campaign



- Increase area managed for nature from 25% to 33% (13,000ha) over 10 years;
- Secure inward investment of £100m through public, private and charitable finance;
- Mobilise and inspire landowners, communities and the public.



# Opportunities and challenges

- Timing is good but it's a crowded market (Defra campaign, Rewilding Britain etc);
- Nature recovery in the South Downs National Park is not one big “rewilding” project;
- 75% of the landscape is farmed, much of the rest is woodland and the vast majority is privately owned
- We are a busy place in the busiest part of the UK, campaign needs to work at every level from individual or Parish to a large rural estate;





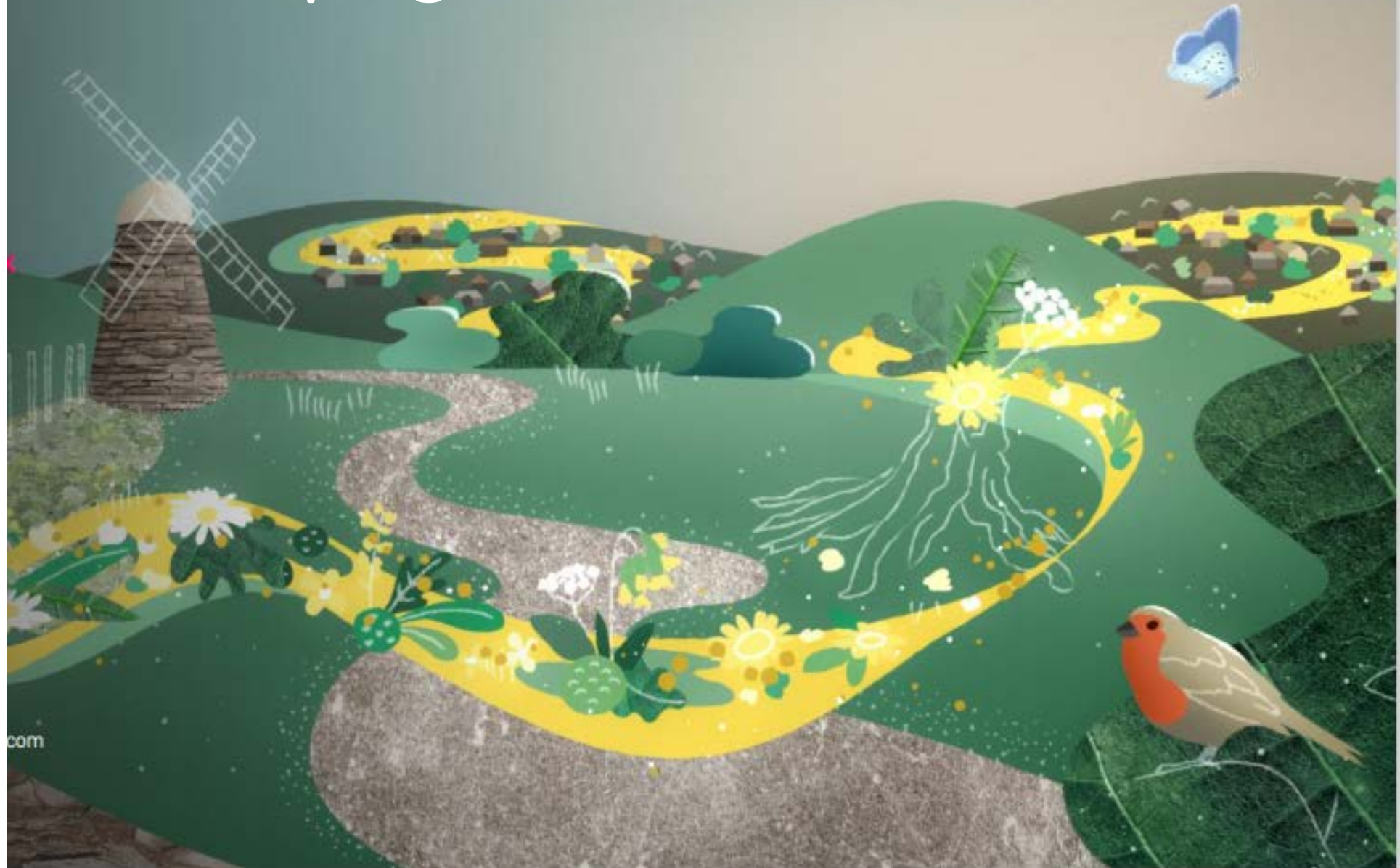


# What sets us apart?



- 33% by 2030
- Nature everywhere, for everyone
- Positive future we can achieve
- Everyone can play their part
- Public campaign creates the movement that sets the foundations for the fundraising campaign

# Helping Nature # Renature



# How will the campaign work

- Long-term, 10 year campaign
- This first phase will run initially for 6 months before being reviewed using campaign and fundraising metrics
- Need ongoing investment and creative work





# What does the campaign include?

- Hero animation
- Visual look and feel
- Use digital channels, leaflet and a competition to drive people to our website to a campaign hub to donate
- Information on how people can get involved
- Gateway to a digital hub for our wider Nature Recovery Work



# Hero animation

## Storyboard



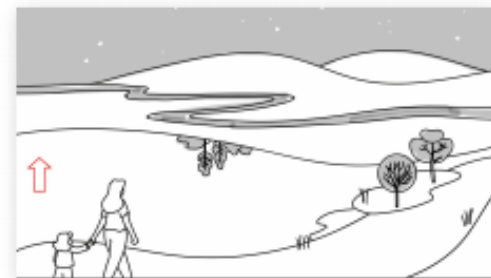
1. VO

We open up on a little girl in her bedroom, sleeping. Tucked in bed, the duvet covers are bunched up around her shoulders.



2. VO *We had a dream*

As we push in, the creases on the bed cover quickly morph into the rolling hills of the South Downs.



3. VO *My mother and I*  
*As all the world lay sleeping*

Once the scene has fully transformed into a beautiful dream like landscape, the little girl and her mother walk over the brow of a little hill above a river.



4. VO *Under a starry sky*

As the camera moves up, the beautiful night sky is being fully revealed with the moon shining down on the South Downs.



5. VO *We walked by a river*  
*By a stream*

As our two characters walk along a river, the camera pulls back to reveal more and more of the stunning landscape.



6. VO *And we saw your hand*  
*Slowly a turning*

Mother and daughter walk down a hill. Suddenly time seems to speed up and a hedgerow appears, wild roses are blossoming and a Yellowhammer sits comfortably on one of the hedges.

Frame 1





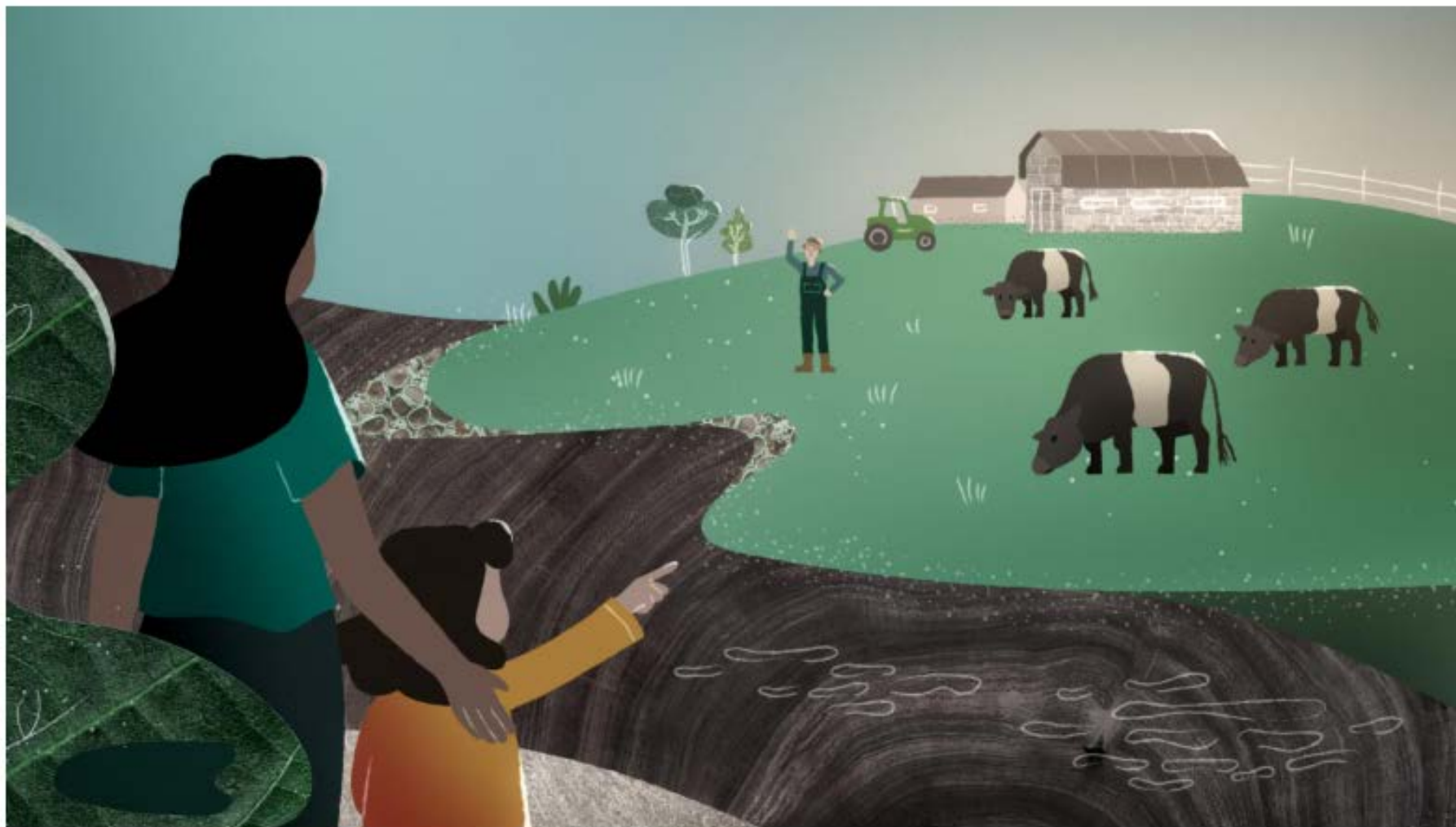
Frame 5



Frame 12

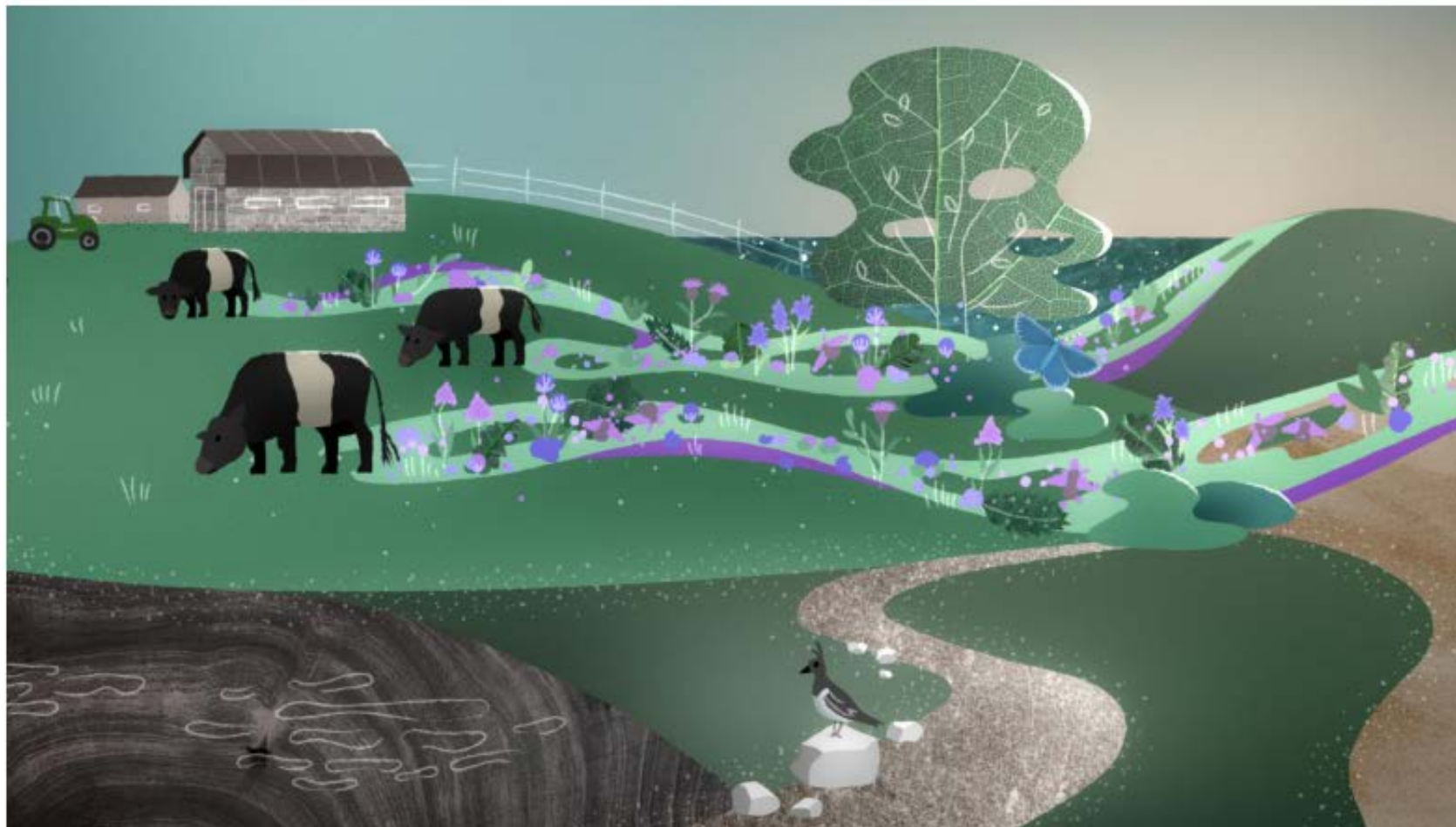


Frame 17





Frame 18



# How you can get involved in Nature Recovery

- Encourage a local conversation with residents and neighbouring landowners about how your Parish could contribute to the renature target;
- Feature nature recovery campaign in your Parish Newsletter and at PC meetings;
- Enter the campaign competition for renaturing In your Community and Encourage residents to enter their own renaturing “At Home”
- Participate in the “Call for Sites” process later this year;
- Join in and contribute ideas to the Parish Webinar on Nature Recovery in October