



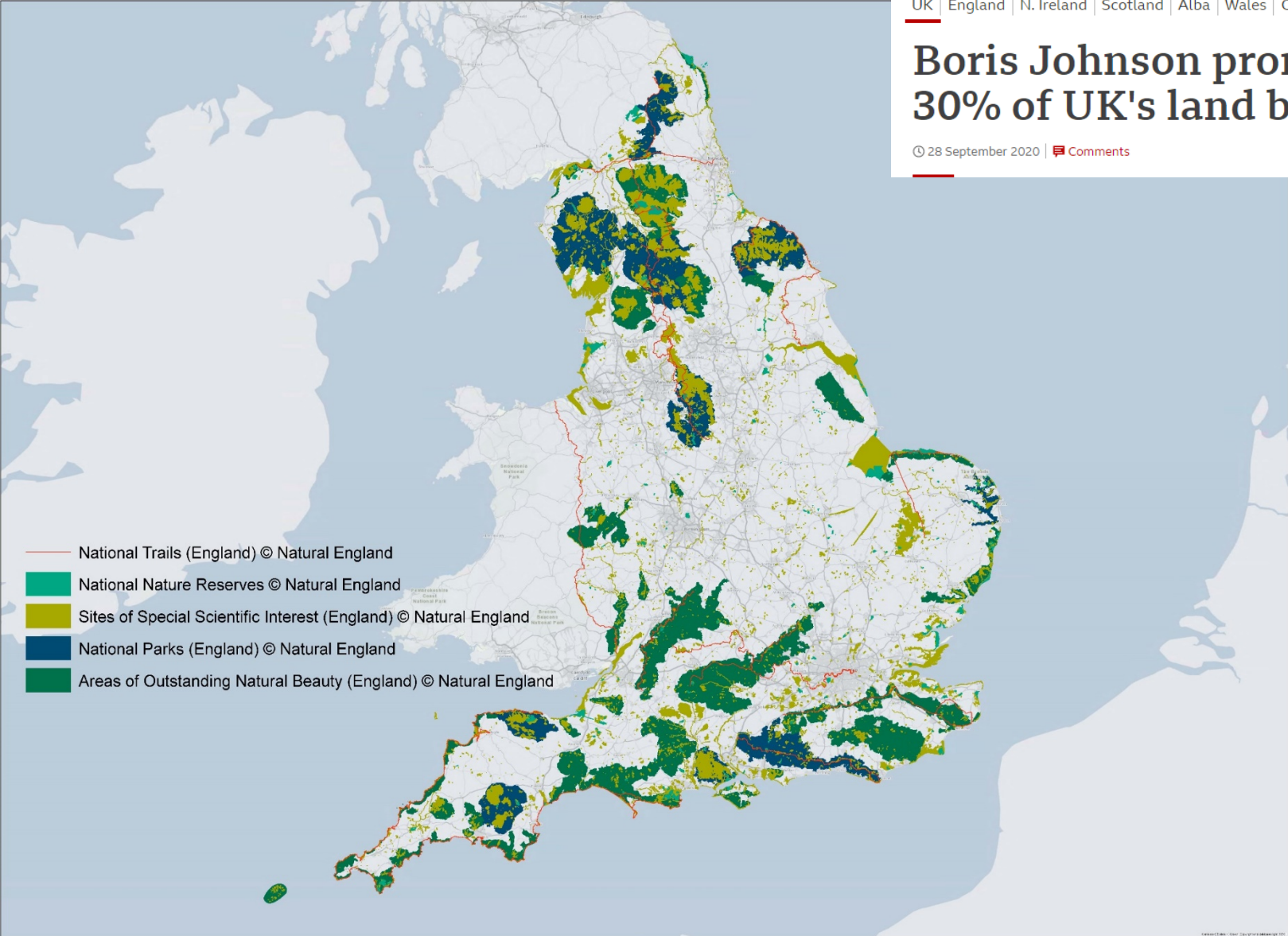
# Nature Recovery

# 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](#)



**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 work programme

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

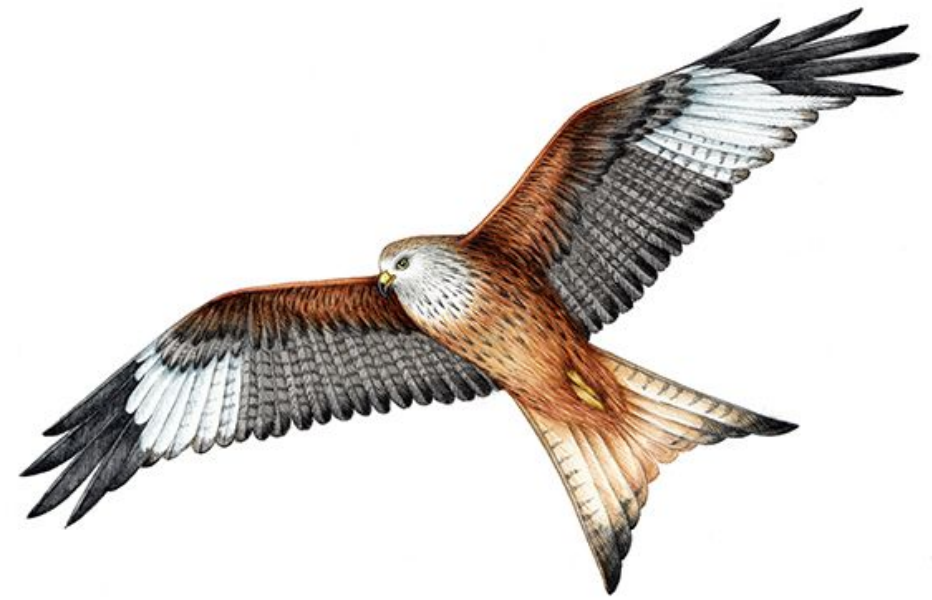




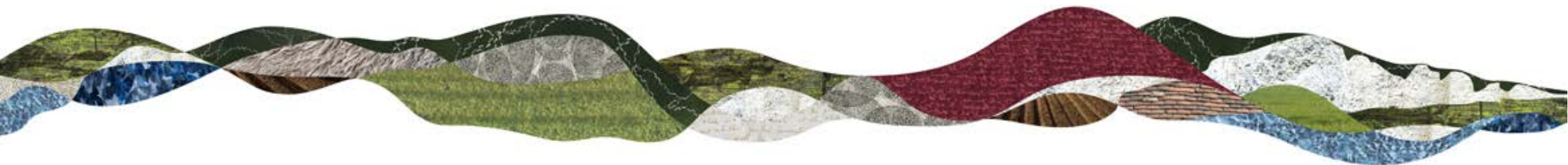
# Nature Recovery Campaign



# 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;





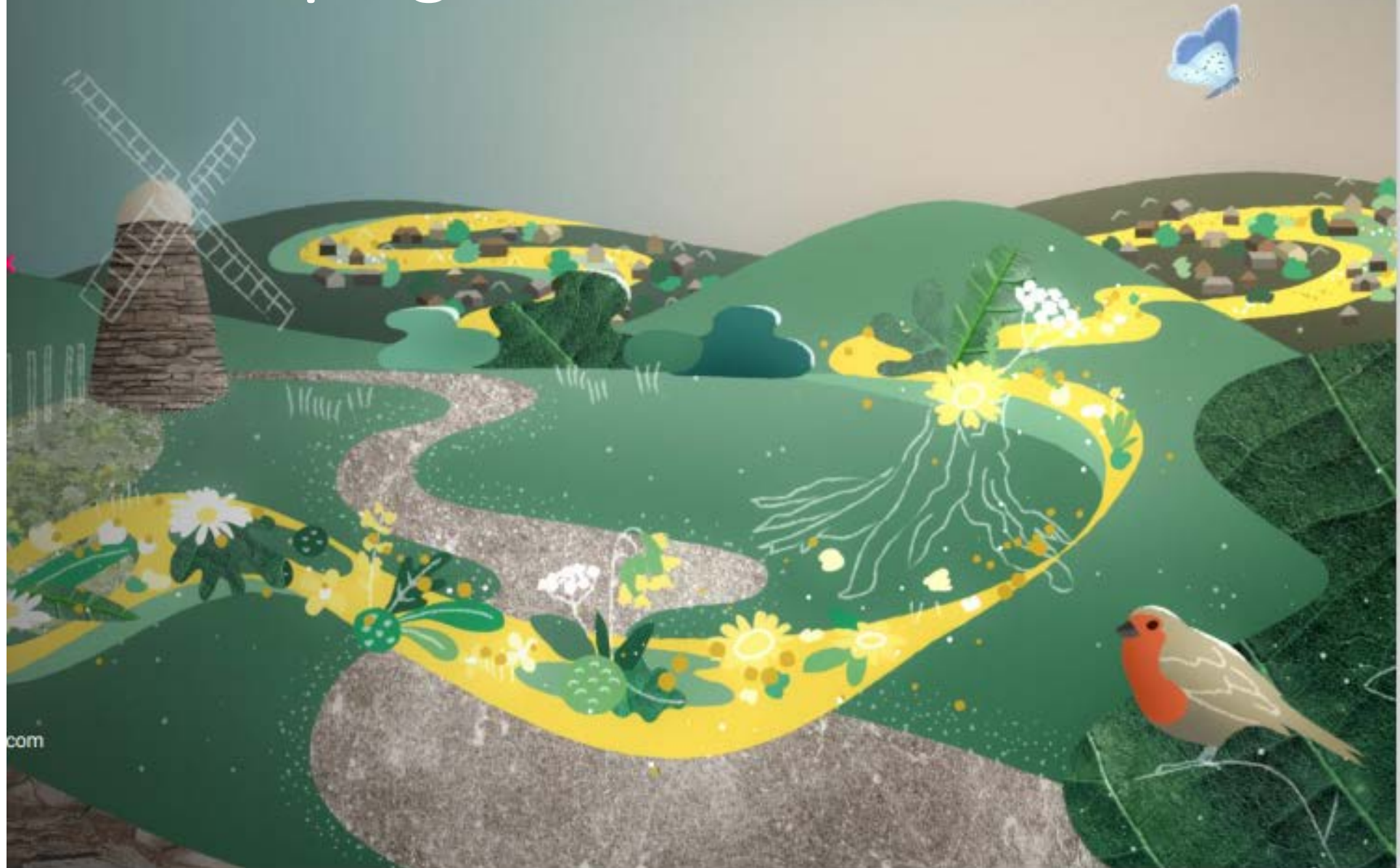
# What sets us apart?



- 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



# 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*