

# Opening session

## The value of management & science

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**#VLConf2018**



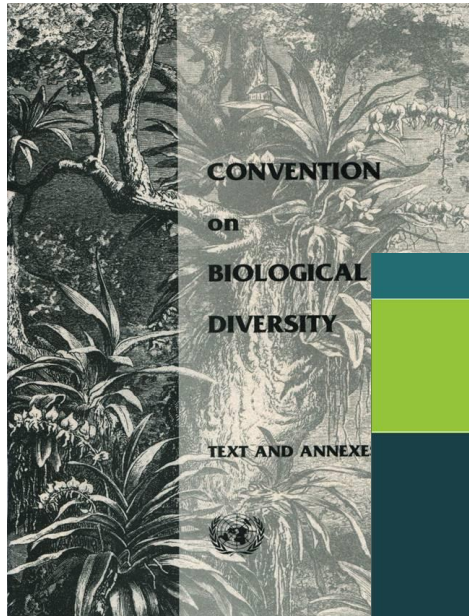
# The Value of Landscape

Prof Rosie Hails, Director of Nature & Science

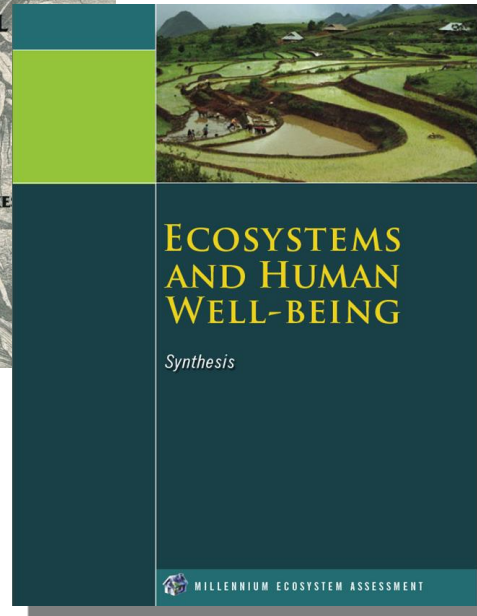




# The Millenium Assessment



Links between ecosystems and human well-being



- Basic materials for a good life
- Health
- Good social relations
- Security
- Freedom of choice and action



# UK National Ecosystem Assessment

- Conceived in 2007/Started in 2009
- 500 authors
- A comprehensive sub-global assessment
- Published 2011
- <http://uknea.unep-wcmc.org/Resources/tabid/82/Default.aspx>





# Good Evidence

- **Environmental settings give rise to cultural goods and benefits to people**
- **There are many environmental settings where people interact with nature**
- **Encounters with the natural world maintain their fascination for very substantial numbers of people**
- **Several million people in the UK support civil society organizations dedicated to conserving and enhancing landscapes, places, wildlife and habitats through membership fees and volunteering.**
- **There have been significant changes over the last 50 years including the instigation of protected area schemes**







# Incomplete Evidence

- **Environmental settings can contribute to a wide range of health goods**
- **Many consider local greenspace to be very important, visiting it at least once a week**
- **Environmental settings are valuable surroundings for outdoor learning leading to enhanced connectedness to nature and increased ecological knowledge**
- **The economic value of ecological knowledge is considered to be substantial**





# National Trust Strategy

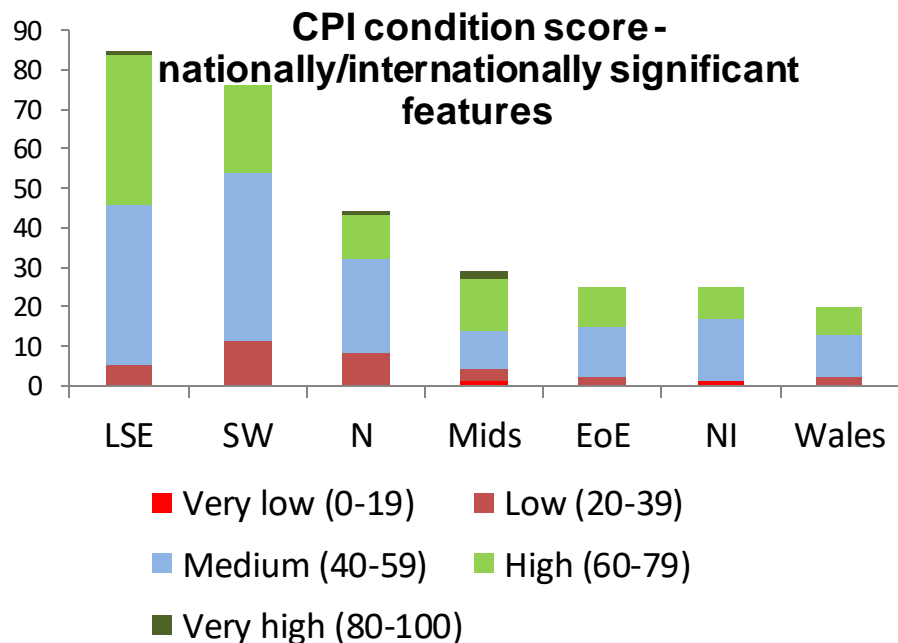
Looking after what we've got  
Restoring a healthy, beautiful natural environment  
Experiences that move, teach and inspire  
Helping look after the places where people live



# Improve

**Land holdings with SSSI status from Wembury in the West to Dartmouth in the East, South Devon.**

Looking to obtain 'favourable' status for all NT SSSI land in S. Devon; working with tenants to improve condition – scrub and bracken control.





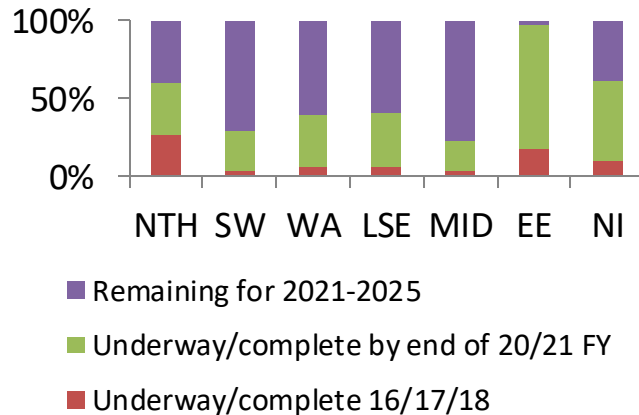


# Restore

## Cwm Ivy – Gower – creation of 27ha Saltmarsh

Coastal adaptation - allowed the sea to break through a man-made defence – saw the most astonishing wild habitat developing without further intervention. In just three years, an overgrazed, species-poor rush pasture became a fully functioning salt-marsh ecosystem.

### Progress to 2025



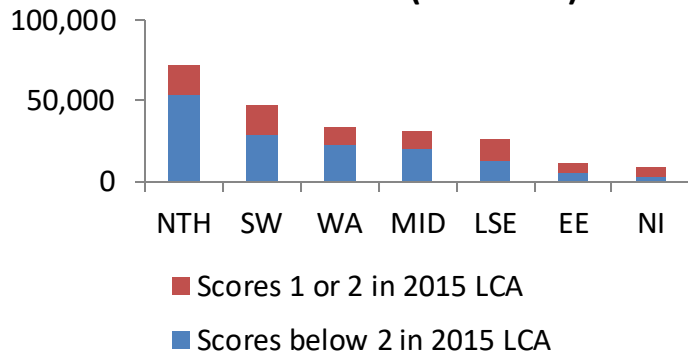


# Connect

## Upper Wharfedale - Yockenthwaite Farm

Network of traditional species-rich hay meadows, stone barns, stone walls, grading into species-rich limestone pavement, grading into species rich wood pasture and ancient upland oak woodland. Good connectivity of meadows and pastures and woodland and riparian habitats up and down the valley.

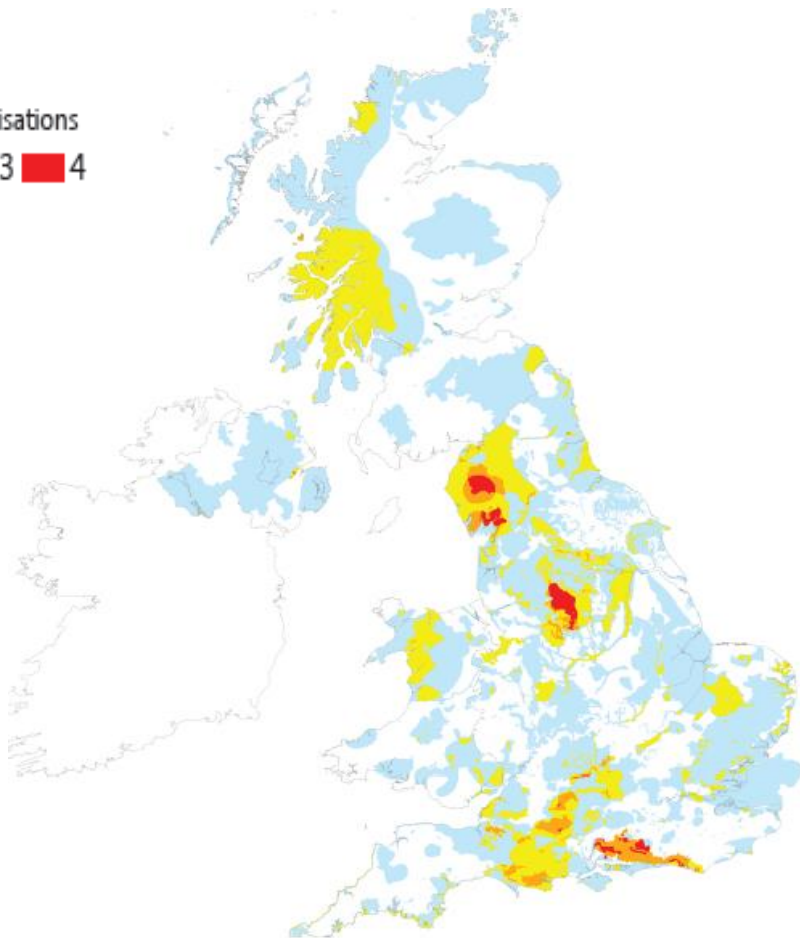
**HNS - Landholding and indicative baseline (2015 LCA)**





# Partner

Number of organisations





# Challenges

- Evidence is emerging to underpin the links between environmental settings and human health and wellbeing
- Partnerships are forming to co-ordinate action at the national scale; there is considerable activity and opportunity
- The need for action is urgent, but the gathering of evidence and application to landscape scale action should develop in parallel
- We are developing research priorities to underpin our evidence needs





# The five pathways to nature



## Senses

Engaging with nature through the senses for pleasure, for example listening to birdsong, smelling wild flowers, touching the bark of a tree or watching the sunset.



## Emotion

Emphasising an emotional bond with and love for nature, or reflecting on the positive feelings nature can inspire, such as calm and happiness.



## Compassion

Looking after nature as you would look after yourself, and developing a moral and ethical concern for nature. This could include making ethical product choices or being concerned with the welfare of animals.



## Meaning

Emphasising traditions, such as seeing the first swallow or smelling the first bluebell, or reflecting on language and symbolism, such as 'busy as a bee' or 'heart of oak'.



## Beauty

Engaging with the aesthetic qualities of nature, such as appreciating natural scenery or engaging with nature through poetry, music or art.

