VALUING LANDSCAPE CONFERENCE 2018

Connecting People, Place and Nature

Sarah Bryan, CEO
Exmoor National Park Authority
NATIONAL PARKS
Britain’s breathing spaces

- Loch Lomond and the Trossachs
- Cairngorms
- Northumberland
- Lake District
- Yorkshire Dales
- Snowdonia
- Peak District
- Brecon Beacons
- Pembrokeshire Coast
- Exmoor
- New Forest
- South Downs
- Dartmoor
- Broads

www.NationalParks.gov.uk
Contains Ordnance Survey data © Crown copyright and database right 2016
Nowhere else in Britain can greater variety of scene be found than within the comparatively small territory of the Exmoor National Park

SH Burton 1975
Exmoor National Park
Partnership Plan 2018-2023
Exmoor's Ambition

Our transformative proposal for sustaining and enhancing Exmoor's farmed landscapes and communities after Brexit
Design principles

1. **Justified by public benefits** – Uses the concept of Natural Capital to recognise what’s important....built around landscape character & communities

2. **Addressing big challenges** – transformational

3. **Evidenced** - Informed by ‘co-production’; learning by doing

4. **Led by results** – not driven by prescriptions

5. **Cost-effective** – Replaces both Pillars 1 & 2 – covering environmental social & economic objectives, and including all rural land management

6. **Steered by local people**, including participants

7. **Personal contact with Farm Liaison Officers** – using personal trust & cooperation, not remote regulation & form filling
A. Good Farming Measures

Simple agreements with individual businesses

• Annual land management payments (area & length) differentiated by benefits provided
• Capital grants for conservation work
• Underpinned by agreed register of natural capital
• Supported by knowledge-sharing events

B. Enhanced Benefits Measures

Landscape scale / supply chain programmes

• Multi-annual measures focussed on outcomes
• Transformational change, addressing area-wide, priorities (environmental, social or econ.)
• Range of incentives (e.g. area payments, auctions, challenge funds, grants)
• Monitoring and learning what works fed back to improve future delivery