



Natural England
protecting and enhancing the
natural environment



Natural England

- The creation of Natural England is a landmark for the conservation and enhancement of England's natural environment.
- Natural England has been created at a time of growing concern over the use of the world's natural resources.
- Partnerships are at the heart of our work and we are approaching the natural environment in an integrated way.



Natural England's vision

Natural England is here to conserve and enhance the natural environment, for its intrinsic value, the well-being and enjoyment of people, and the economic prosperity that it brings.



Natural England's profile

- A non-departmental public body (NDPB)
- A merger of English Nature and parts of the Countryside Agency and the Rural Development Service
- Approximately 2500 employees based at over 50 regional offices
- Headquarters in Sheffield



Natural England's strategic direction

Four strategic outcomes to focus our activities and resources:

- A healthy natural environment
- Enjoyment of the natural environment
- Sustainable use of the natural environment
- A secure environmental future

1. A healthy natural environment

England's natural environment will be conserved and enhanced

- We are doing it ...
 - for the intrinsic value of England's biodiversity
 - because landscapes and wildlife enrich people's lives
 - for the services healthy functioning ecosystems provide.
- Ensuring that future generations can enjoy England's rich geology, landscapes and biodiversity means we must significantly improve the protection and management of what we have today.
- The condition of the natural environment needs to be improved to ensure everyone benefits from the services it provides.

2. Enjoyment of the natural environment

More people enjoying, understanding and acting to improve the natural environment, more often

- We are doing it ...
 - because interaction with the natural environment improves people's wellbeing
 - so that the natural environment is properly and fully valued
 - to encourage people to actively care for the natural environment.
- Interest in the natural environment is growing. The challenge for Natural England is to build on this interest and translate it into greater levels of support, resources and action for the natural environment.

3. Sustainable use of the natural environment

The use and management of the natural environment is more sustainable

- We are doing it ...
 - so that the use of the land, freshwaters and seas does not compromise the natural environment
 - so that development can occur in a manner which protects and enhances the natural environment.
- Global competition is putting pressure on many users of the land and sea to produce higher financial returns, whilst climate change is adding further pressure.
- Farmers, fishermen and producers therefore face significant challenges to stay in business whilst at the same time protecting the natural environment.

4. A secure environmental future

Decisions which collectively secure the future of the natural environment

- We are doing it ...
 - because the factors that affect the natural environment are complex and are changing rapidly
 - to ensure the information and evidence is available to anticipate and plan for major changes that will affect the natural environment
 - to ensure the value of the natural environment is factored into decision-making
 - to improve the natural environment through well-planned social and economic development.

4. A secure environmental future (cont.)

- We will ensure there is a strong evidence base to inform choices across society on the best ways to protect and enhance the natural environment.
- We will be a trenchant champion of these options and, if necessary, a strident critic of choices which fail to adequately take the natural environment into account.



Natural England's four campaigns

We have four campaigns related to our strategic outcomes:

- **Marine**

We will set up a network of marine protected areas to help safeguard the marine environment.

- **Health and the environment**

We will champion preventative health solutions in the natural environment.



Natural England's four areas of focus (cont.)

- **Sustainable land management**

We will engage with the public to help them understand land management, and also to involve them in shaping and strengthening the wide range of benefits they receive from their investment in this area.

- **Climate change**

We will lead a new approach to responding to climate change that emphasises reducing fragmentation and creating new connections for wildlife across the landscape.

Natural England's role in the public sector



- Natural England will be a distinctive public body committed to people and the environment
- We will strive to:
 - be independent and trusted
 - build consensus and lead opinion
 - be a catalyst for others and take action ourselves
 - be a powerful champion for the natural environment
- We will implement a range of programmes that will build and maintain a dynamic and innovative organisation
- We will lead by example in adopting good environmental management and sustainable practices



Natural England – working in partnership

- Partnerships are at the heart of our work.
- We are approaching the natural environment in an integrated way.
- We will be working with:
 - farmers and land managers
 - national, regional and local government
 - other conservation agencies
 - non-governmental organisations
 - businesses, communities and individuals
 - partners in the academic and scientific communities