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# Implementing The European Landscape Convention

Outcomes of an ICOMOS-UK  
& IUCN UK Invited Workshop  
28th February 2006



In collaboration with



# Landscape

‘Landscape means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors.’

## European Landscape Convention, Definitions

# The European Landscape Convention

The European Landscape Convention (ELC) is the first international treaty specifically on landscape. It became effective from 1 March 2004. It is a Europe-wide agreement supported by the Council of Europe. It aims to promote the protection, management and planning (including active design and creation) of Europe’s landscapes and to foster European co-operation on landscape issues. The ELC is not an EU Directive.

Countries who sign and ratify the ELC are making a public and national commitment to upholding the principles that it contains, within the context of their own domestic legal and policy frameworks.

## The UK and the ELC

On 21st February, 2006, the UK signed the European Landscape Convention. It was fitting that David Coleman, DEFRA, should be able to announce this at the ICOMOS-UK/IUCN UK Workshop, as he was the Chair of the Landscape Research Group at the Blois Conference more than 13 years ago, when the ideas of an European landscape treaty was first discussed. The next stage is for the UK to ratify the Convention after due Parliamentary approval which is being set in train.

## ICOMOS-UK/IUCN UK ELC Workshop

This invitation Workshop, held on 28th February 2006 at the Gallery, 77 Cowcross Street, London EC1M 6EJ, was attended by representatives of key Government Departments, Local Government and Agencies from across the UK.

ICOMOS-UK and IUCN held two previous conferences in Oxford, in 2000 and 2004, and supported another in Cardiff, in 2003, organised by the CCW, all to raise awareness of the Convention, and to make a clear case for the benefits of signing the Convention. As a result, by the time of signature in February 2006, the Convention already had a high profile and was indeed beginning to affect practice, as shown by the Case Studies presented at the Workshop and profiled in this leaflet.

A ten-point Action Plan, presented overleaf, distils key ideas from the Workshop and suggests how the opportunities presented by the ELC might be translated into practice.

## The ELC as an opportunity



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Landscape is important, not as mere scenery but because it links culture with nature, and past with present. It has many values, not all of them tangible; and it matters to people - it is people who create and value landscape. The Convention reminds us that well-looked after and highly valued landscapes are essential to social well-being and to an economically healthy society; landscapes, too, lie at the heart of European identity, and are a vital part of the common European heritage.

The ELC is relevant to our contemporary view of landscape. It puts emphasis on the whole landscape, not just on the “best” bits; it puts people at the heart of landscape protection, management and planning; it takes a democratic rather than elitist view of landscape. It also adopts a realistic view about the inevitability of change in landscape: the ELC is a forward-looking, rather than just a preservationist instrument; creating future landscapes is seen to be as important an aim as managing sustainably those we inherit.

The case studies profiled at the Workshop, and in this leaflet, demonstrate the wide and diverse range

of projects underway in all parts of the UK that exemplify the principles of the Convention, and put landscape at the heart of life; they show how partnerships are an indispensable element in every landscape project, and that full public involvement is essential.

The ELC could provide the potential to give a whole new impetus to work of this kind, to ensure that existing schemes prosper and endure, to encourage more such schemes and generally to get landscape thought about much more in the shaping and implementation of public policy, as well as in land planning and management of all kinds.

The UK has 50 years and more of generally successful protection of our outstanding landscapes as in our National Parks and AONBs. There has been excellent landscape characterisation work led by agencies in most parts of the UK, which provides detailed knowledge about the landscape. There are many landscape management schemes of the kind showcased at the Workshop, and some outstanding new initiatives in landscape planning, such as the National Forest. Finally, there is the impressive record

of many voluntary bodies, and notably the National Trusts, backed by an informed and concerned public. In short, as Jim Knight, then Minister for Rural Affairs, Landscape and Biodiversity, said when announcing the UK signature of the ELC, “we can be proud that the UK is a European leader in the way we look after the landscape. We believe we can already fulfil the requirements of the Convention”.

Yet there is still much more we can do, and indeed there are lessons we can learn from other European countries through sharing of experience and skills, one of the Convention’s primary aims. Landscape is not yet fully embedded in all areas of decision-making as it should be, given its importance to quality of life and sustainable development. It should not be seen as being a specialist concern, or as elitist or ‘only’ about what places look like. Many landscapes still display a kind of soullessness: decaying environments, valued by too few people, unredeemed by any sense of civic purpose or sensitivity to local distinctiveness. These are the places that most need action of the type envisaged by the Convention.

## Principles of the ELC

The ELC stresses the following principles:

- Put people - from all cultures and communities - and their surroundings, at the heart of spatial planning and sustainable development
- Increase awareness and understanding of landscapes, their value and how they work
- Promote a more accessible and integrated approach to understanding, shaping and managing future landscape change

The full text of the ELC, and more details of its current status and ongoing work across Europe, can be found at: [www.coe.int/t/e/Cultural\\_Co-operation/Environment/Landscape](http://www.coe.int/t/e/Cultural_Co-operation/Environment/Landscape)

1: Fishing Boat, Aldeburgh Beach

2: Wheal Edward mine, © Cornwall County Council

# Implementing The European Landscape Convention: Ten Points for Action Now

The following ten action points, emerging from Workshop presentations and discussions, have been identified by ICOMOS-UK and IUCN UK:

**1. Spatial Planning:** Government Departments should prepare guidance to regional and local authorities and others on how to incorporate the ELC principles into spatial strategies and development plans and put people at the heart of planning

- In this way the ideas in the Convention can be encouraged to take root at local level where they really matter.

**2. Landscape Integration:** The Government needs to create systems that ensure that a concern for landscape, in line with the ELC principles, influences all policies, in sectors as varied as agriculture, transport, marine, urban development and energy, for instance in the Sustainable Communities programme.

- Landscape is not a separate thing to be protected for its own merits, but an idea that should underpin all decision-making – all policies affecting land-use and land-management need to 'landscape-proofed'

**3. Long-Term Funding:** Funding schemes need to be geared to deliver and facilitate partnership working and the involvement of local communities in landscape programmes that manage change in the long-term.

- The successful HLF Landscape Partnership Programme has demonstrated the principles of the ELC in an impressive range of communities up and down the UK.

**4. Sharing Best Practice across Europe:** Ways must be found to take the opportunity provided by the ELC to exchange ideas and best practice amongst all those involved in landscape management, protection and promotion, both experts and the general public.

- The UK - or one of its regions - could offer to host an ELC Workshop, of which four have so far been held in France, Ireland and Slovenia. A theme that seems to enjoy a lot of support is that of education and public awareness along with the related topic of the role of the expert versus that of the public.

**5. UK Landscape Network:** It is desirable for organisations working with landscape in different parts of the UK to exchange experience and promote good practice between themselves. A UK Landscape Forum facilitated by Government Departments or Agencies, and the voluntary sector, could promote the implementation of the Convention across the UK.

- A Landscape Forum would not standardise approaches; indeed a diversity of responses to the Convention is highly desirable, so as to reflect different local and regional circumstances. Such a forum might be launched with a high level conference at which Ministers would be seen to make statements in support of the Convention. The aim of such an event would be to raise the profile and underline the UK's determination to support the Convention.

**6. Landscape as a Stimulus:** The various UK national Agencies concerned with landscape DoE-NIEHS, Manx Heritage, English Heritage and Natural England; CCW and Cadw, SNH and Historic Scotland should use the ELC to strengthen their common purpose. The ELC is very timely in putting landscape forward as the stimulus that is needed to foster dialogue and collaboration amongst the wide range of landscape disciplines, the diverse staff and cultures in Government Agencies and the voluntary sector.

- Work on landscape must bring together an essential understanding of both natural and cultural processes and of the time-depth of landscape; this is the necessary evidence basis for shaping and managing future landscape change.

**7. Celebrating Achievements:** In order to promote and celebrate landscape achievements, there is a need to encourage Government Departments and professional bodies to develop new awards to recognise innovation and new ways of working that reflect the principles of the ELC.

- The Landscape Institute might wish to develop a national landscape award scheme that would lead to a UK nomination each year for the European Landscape Award scheme set up under Article 11 of the Convention.

**8. Active Participation:** There is a need to encourage Government Departments and Agencies to play a leading role in the Committees of Experts of the Council of Europe, which are charged with overseeing the implementation of the Convention, in order to raise the profile of the UK's long-standing work in landscape matters and to optimise opportunities offered by the Convention to learn from other countries

- The UK played a leading role in the design of the Convention, so it is appropriate that it should also do so in its implementation.

**9. Linking People and Places across Europe:** The potential of the ELC to encourage ways of bringing together people and communities involved in landscape schemes must be realised across the landscape sector.

- The landscape projects profiled in this leaflet and many others in the UK, might make links with similar projects in Europe under the auspices of the ELC. For example, communities in the Scottish Islands could develop exchanges with those affected by similar projects in the Greek Islands, or those in South Hams with those on the Breton Coast.

**10. Promoting the Interaction between People and their Environment:** The definition of landscape as the interaction between people and their environment underpins the ELC. There is a need to raise the profile of landscape defined in this way to foster active associations between people and their environment, as a means of strengthening their sense of place, quality of life and identity.

- The ELC cover all landscapes, not just special ones. It encourages people to participate actively in understanding and sustaining their own landscapes, to raise awareness of how landscapes are formed and of how they work.

## Landscape partnership schemes: The Tweed and Nadair (Argyll Islands) Project



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The Landscape Partnership Schemes (LPS) programme was launched two years ago by the Heritage Lottery Fund (HLF), out of the previous Area Based Schemes. The new programme promotes the development of a framework of integrated projects focused within a distinctive geographic area, within which heritage organisations and communities work together to represent their interest in landscape and heritage conservation. A series of Schemes have been successfully initiated with the long-term goal of rural regeneration through heritage promotion, taking into account the conservation and enhancement of built and natural heritage features, cultural associations, improved access and understanding and the promotion of traditional skills and crafts. The main target is to support schemes which provide long term social, economic and environmental benefit for rural areas and encourage local communities to become more involved in the management of their landscape.

The Schemes described below are examples of the original Area Based Schemes, but many of the lessons learned from these first schemes on delivering landscape conservation are now enshrined within the LPS framework.

[www.hlf.org.uk/English/HowToApply/OurGrantGivingProgrammes/LandscapePartnerships/](http://www.hlf.org.uk/English/HowToApply/OurGrantGivingProgrammes/LandscapePartnerships/)

### Tweed Rivers Heritage Project

**Lead Organisation:** Tweed Forum

**Supported by:** HLF, EU, European Rivers Network

[www.tweedforum.com](http://www.tweedforum.com)

The pioneering initiative of the Landscape Partnership Scheme approved by HLF, the Tweed Rivers Heritage Project aims to promote recreational activities and create opportunities for social inclusion through heritage conservation, education, training and seminars. The first phase of this project started in 1999 and the second in 2002, together supporting 50 individual projects at a total cost of £9m, largely funded by the HLF (45%) with the remaining match funding coming from an extremely wide range of sources. The project covers 5000 square km of land on the

Scottish Borders and North Northumberland of natural, cultural and built heritage (161 listed buildings, 775 Scheduled Ancient Monuments, 40 Conservation Areas, 30 Historic Parks and Gardens). It encompasses a wide geographical area and range of values, promoting scientific and conservation interest, habitat and heritage conservation, as well as engaging with the local communities to improve access (restoration of visitor structures) and the organisation of recreational and educational activities. The creation of job opportunities has been one of the tangible outcomes for social regeneration through the inclusion of local people, both volunteers and paid staff, for consultation and collaboration during the different phases of this project. The economic impact on the area has been significant and overall this scheme has had a fantastic influence on the pride and identity of the locals.

### Argyll Islands

**Lead Organisation:** NADAIR Trust

**Supported by:** HLF, Historic Scotland, Scotland Natural Heritage, RSPB, Development Trust Association Scotland

[www.nadair.org.uk](http://www.nadair.org.uk)

Funding 64 individual projects - towards £7.8 m total projects costs.

Nadair 1 - 28 projects - 6 islands (2000-2005)

Nadair 2 - 36 projects - 9 islands (2005-2007)

This programme of heritage inter-islands projects started in 2000 is aiming at helping communities to make the most of their heritage resources, build networks, train tourism organisations and provide interpretation to generate a broader understanding of the environmental and cultural resources of the area. Through a wide variety of activities the project has applied a substantial amount of heritage conservation and helped regenerate wildlife, protect valuable habitats and stabilise environmental features. Several activities have also been organised to celebrate cultural associations and the central role

of heritage for long-term social, environmental and economic benefits to the community. Directly involving local people in this process has resulted in a great success and a means to learn more about the islands for both visitors and experts, who are recording skills and memories of local people before they could be lost in the future.

Thanks to job creation, increased visitor spend and length of stay, the programme will contribute to the economic welfare of the area and the overall social well being of the islands and their communities, who made this project happen.

**Corinna Woodall, Heritage Lottery Fund**



## South Hams Project - "Life into Landscape"



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**Lead Organisation:** South Hams District Council

**Delivered in partnership with:** South Devon AONB Unit, the British Trust for Conservation Volunteers (BTCV), Devon Wildlife Trust and Torbay Coast and Countryside Trust, and also supported by HLF, European Regional Development Fund, Devon County Council, English Heritage and the Countryside Agency.

[www.lifeintolandscape.org.uk](http://www.lifeintolandscape.org.uk)

This three-year scheme started in the autumn of 2003 and is now in its final year, having already achieved many important results. The scheme focuses on the South Devon Area of Outstanding Natural Beauty, as well as the adjoining areas of Plymouth and Torbay. It is based on ten main programs of work, resulting in an integrated approach to conserve and maintain the natural and cultural resources of South Devon.

One of the main projects has been aiming at restoring the old "green lanes" many of which are hundreds years old and have fallen into disrepair through time. Extensive work has been carried out by both experts and volunteers to conserve eroded

sections of the lanes and improve surface conditions through traditional techniques. By bringing these lanes "back to life" the project is hoping to create a network of historic tracks, encouraging and protecting wildlife and enhancing at the same time visitor experience. The scheme is also working intensely to provide "access for all", that is to say improving access not only for walkers and cyclists, but also for the elderly, families with young children and for those with mobility difficulties and sensory impairments, by offering suitable paths at a variety of locations without compromising the natural resource.

Archaeologists and experts have assessed the historical landscape in collaboration with local people, recording features of interest through the Parish Heritage Appraisals programme. Members of local history groups receive training in archaeological research. A number of Scheduled Ancient Monuments in the area also being conserved, including Iron Age hillforts.

The creation of information resources, interpretation panels, signposts, newsletters and access on the web has also helped in increasing knowledge and

accessibility of the landscape. Visitor numbers, length of stay, usage and habits are also being monitored in order to improve visitor facilities in the area in the future.

"Life into Landscape" is also offering free advisory visits to farmers and landowners, conservation grants, skills demonstrations, (Landscape Heritage Scheme), in order to encourage the land-owning community to keep playing a key role in the stewardship of the landscape and promote responsible and sustainable tourism to the area.

The role of local people in caring for the South Devon landscape is the essence of what Life into Landscape is about. Thousands of individuals have joined in with practical environmental projects and rural arts and crafts, supported by the socially-inclusive Countryside Connections and Natural Beauty schemes. The ten programmes combine to present a thorough, integrated approach to managing the South Devon landscape, giving economic, community, cultural, educational, social and wider environmental benefits.

**Keith Rennells, Project Director**



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1: Local landowners and farmers taking part in a traditional orchard restoration advisory workshop, organised by Life into Landscape: South Devon, © South Hams District Council

2: A contractor taking a break from coppicing an old hedgerow, part of a green lane restoration project near Brixham, Devon, © South Hams District Council

3: A contractor laying stone as part of the restoration of an old green lane, Modbury, Devon, © South Hams District Council

4: A newly constructed Devon hedgebank on the line of one grubbed out many years before, grant aided by Life into Landscape, © South Hams District Council, © South Hams District Council

## Cornwall and West Devon Mining Landscape

**Lead Organisation:** Cornwall County Council

**In Partnership with:** EU, English Heritage, National Trust, ICOMOS-UK, ONE, Devon County Council, West Devon Borough Council, Tamar Valley AONB, Penwith District Council, Kerrier District Council, Carrick District Council, Caradon District Council, North Cornwall District Council, Restormel Borough Council, South West of England.

[www.cornish-mining.org.uk](http://www.cornish-mining.org.uk)



1: Pumping engine house at West Wheal Owles mine,  
© Adam Sharpe, Cornwall County Council

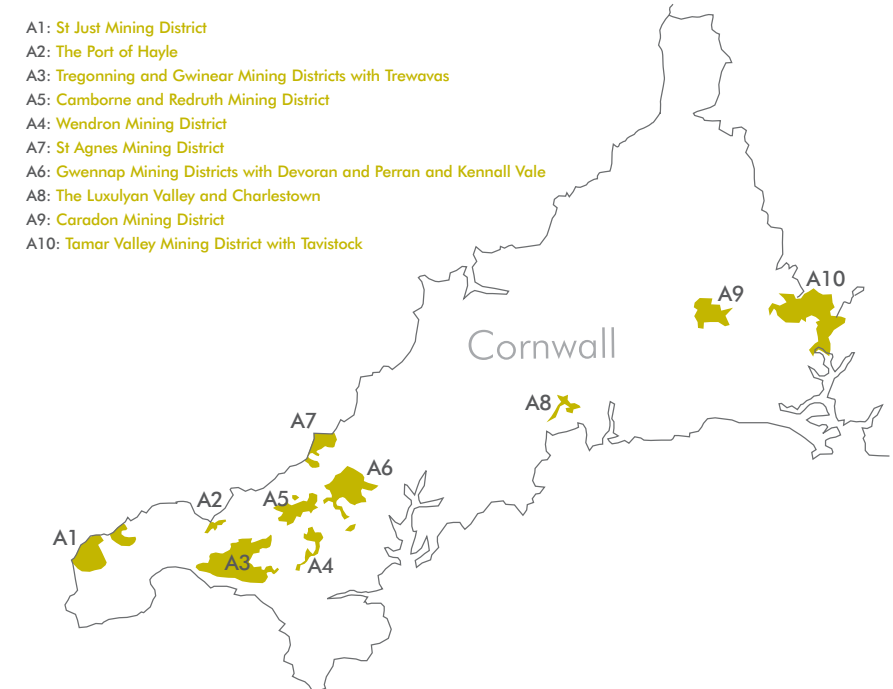
The nomination document for the Cornwall and West Devon Mining Landscape outlining the case for its inscription as a World Heritage Site was submitted to the UNESCO World Heritage Centre in Paris on January 24 2005. Expert advisers will assess this nomination and a final decision will be taken by the World Heritage Committee at its annual meeting in the summer of 2006. Cornwall County Council undertook the project on behalf of the Cornish Mining World Heritage Site Bid Partnership made up of over 60 organisations and more than 100 individuals who are experts in various fields. The three year project that led to the 2005 Nomination Bid resulted in an exceptional collaboration among the different parties involved and community participation, leading the way for the future integrated management of this historic landscape. The submission brings recognition of years of hard work by groups, organisations and individuals that have gone into developing the World Heritage Site Bid. As well as recognising the unique role of Cornish Mining in shaping modern industrial society,

World Heritage Site Status could bring tangible socio-economic benefits to the region, could draw down conservation funding, could be a major asset to international tourism marketing and assist the regeneration of former mining communities. However, it will also bring many new challenges for the future management of the area, in terms of tourism, social and economic development and international consultation.

This historic mining landscape is geographically extensive, but it survives exceptionally well, preserving evidence not only of the mines, but also of the social structure of the mining industry. In accordance with the principles of the ELC, the main aim is to guide future investment and change by protecting, conserving and enhancing the values of the Cornwall and West Devon Mining Landscape through, strategic planning, presentation and marketing, education and interpretation and facilitating greater public access to the countryside.

Management will also consider the sense of place that this landscape holds, and attempt to reinforce its distinctiveness through a series of outreach programmes with community involvement and international exchanges in order to make it a significant driver for social inclusion. There has already been intensive consultation with farmers and the general public to identify and conserve key features of cultural distinctiveness and cultural traditions within the landscape in order to pull together a conceptual framework of its outstanding universal value. The main goal of the site, if inscribed, will be to pursue heritage led regeneration and integrate cultural and environmental awareness into existing strategies.

**Deborah Boden, World Heritage Coordinator,  
Cornwall County Council**



### Implementing The European Landscape Convention

Case studies presented at the Workshop showing how the principles of the ELC are already beginning to be put into practice.



Above: Experts from across Europe discussing heathland ecology, © Steve Clarke

## The Suffolk Coast and Heath Project

**Lead Organisation:** Tomorrow Heathland Heritage

**Supported by:** HLF and English Nature

[www.suffolkcoastandheaths.org](http://www.suffolkcoastandheaths.org)

23 projects across the UK, led by NGOs, local authorities and national agencies. Total cost of £26m (£14m came from HLF). 2/3 of the heaths of the country in this project.

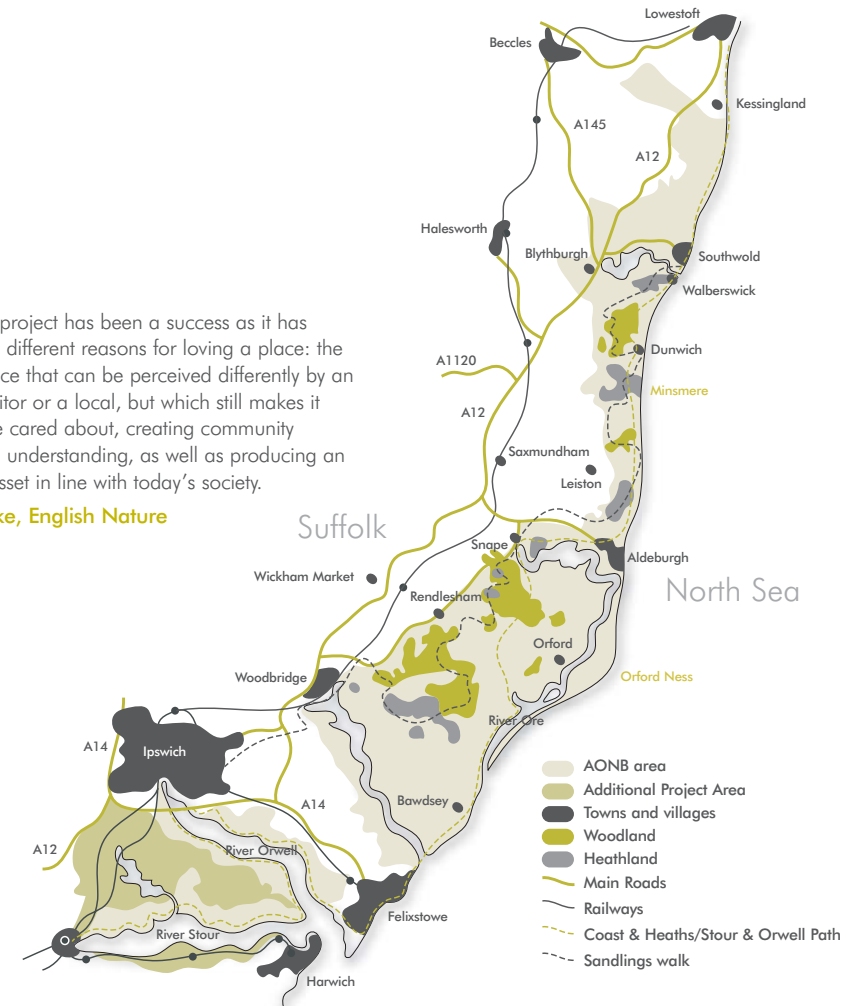
The Sandlings Project, part of the Tomorrow Heathland Heritage Scheme, is a £25 million-plus, 10-year, programme that is helping to restore and re-create lowland heathland in local communities around the UK. With up to 26 separate projects and over 140 partner organisations, the programme is making a substantial contribution to the delivery of the Government's Biodiversity targets and is an excellent example that puts into practice the principle of combining environment, economy and culture to create a living landscape.

The heathland of Suffolk is predominantly a rural landscape, once essential to the survival of many rural communities who relied on it for grazing, fuel and bedding materials. It remained in constant use by local people until the Industrial Revolution, when the population began to move into the towns and cities, and the traditional management practices ceased. Land use changes have destroyed 80% of the Sandlings Heaths since the turn of the 20th century, but the heath still supports populations of nationally and internationally rare species such as stone curlew, silver studded blue butterfly and a newly discovered species of lacewing found nowhere else in the UK. The project has put together charities, councils and voluntary organisations to work for the restoration of the heathland, trying to change the approach to the relationship between the environment, its people and the local economy, encouraging access to the sites, raising awareness and involving local communities directly on working for landscape conservation projects.

The tourism industry is quite important to the area, with over half a million visitors a year, mostly concentrated on the coast, rarely inland, thus resulting in an overload in few restricted areas and little wide benefit. This project has been trying to spread visitors across the landscape and spur the local community to rediscover their heritage, give them a context and an attachment to their landscapes. By providing interpretation, improving visitor facilities (B&Bs, recreational activities, trails for walkers, cyclists and riders etc), and actually getting people to work directly on the land, this project has been a great success and has received a massive community and volunteer response. One of the main targets was to get people to enjoy the land, use the countryside and return some of the money earned by tourism to the environment, especially by investing it on grazing the land, bringing back flocks, monitoring cattle to diminish their loss, clearing the landscape, and working with the farming communities to enable them to make a living from the heath again.

Overall the project has been a success as it has encouraged different reasons for loving a place: the sense of place that can be perceived differently by an expert, a visitor or a local, but which still makes it worthy to be cared about, creating community support and understanding, as well as producing an economic asset in line with today's society.

**Steve Clarke, English Nature**





## Environmental Stewardship as a means of implementing the principles of the ELC - Rural Development Service

**Lead Organisation:** Rural Development Service - Defra

**In partnership with:** English Nature, The Countryside Agency (Landscape Access and Recreation)

[www.defra.gov.uk/erdp/schemes/esas/stage1/pennine.htm](http://www.defra.gov.uk/erdp/schemes/esas/stage1/pennine.htm)

The promotion of Environmental Stewardship (ES) encourages the assessment of landscapes at different scales to identify management priorities and provide a context for integrating agricultural, environmental, cultural and socio-economic policies. Through this multi-disciplinary approach, landscapes provide an integrating framework within which land managers and farmers can co-operate with Government, other policy making bodies, statutory partners and local stakeholders. The scheme promotes the sustainable management of the wider environment and countryside, not only protected landscapes.

The new ES scheme blends the best of previous Agri-environment schemes (Environmentally Sensitive Areas and Countryside Stewardship). It has 3 elements; Entry Level Stewardship (ELS), Organic Entry Level Stewardship (OELS) and Higher Level Stewardship (HLS) which aims to secure widespread environmental benefits.

ELS & OELS aim to encourage large numbers of farmers and land managers across England to deliver simple yet effective environmental management that goes beyond the Single Payment Scheme (SPS) requirement to maintain land in Good Agricultural and Environmental Condition (GAEC). The main objectives are to improve conditions for farmland wildlife, improve water quality, reduce soil erosion, maintain and enhance landscape character, and protect the historic environment. ELS and OELS have a simple system to administer 'points target' related to land area with a wide range of options (>60) available to guarantee entry into the scheme.

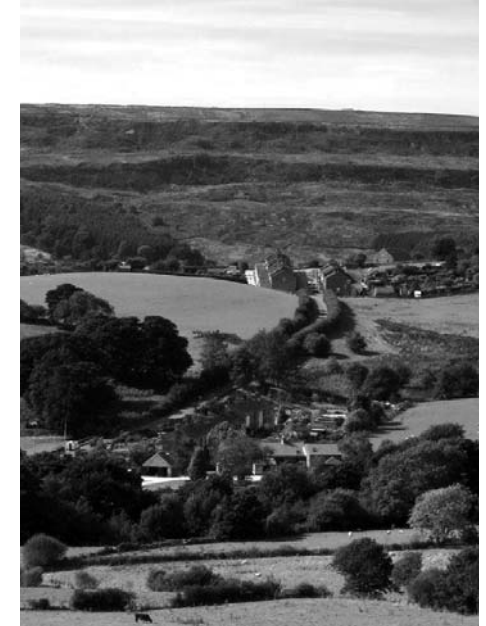
HLS focuses on more complex types of management where land managers need technical advice and support, and agreements are tailored to individual and local circumstances. It aims to deliver significant environmental benefits on high priority and targeted features or areas. This part of the scheme is discretionary and competitive. Promotion of public access and understanding of the countryside is a fifth primary objective in addition to the four from ELS with two secondary objectives of flood management and conservation of genetic resources. These objectives are regionally targeted based upon 159 Joint Character Areas (JCAs), based on landscape character assessment developed jointly by the Countryside Agency & English Nature. Thus landscape considerations are at the heart of the decision-making process. Regional targeting adds local value and significance to nationally agreed criteria, underlining the central role of public consultation with partners and stakeholders on the scheme development for regional identification of priority targets. There are a large number of land management options (>110) and capital works (>100) available to manage targeted features on the land.

Greater public consultation and input from regional and local environmental groups has significantly contributed to the development of ES, in addition to 'lessons learnt' from the organisation of initiatives, pilot schemes and new projects. The Rural Development Service (RDS)/Defra have invested heavily over the last 15-20 years in an extensive programme of training, monitoring and evaluation. This has helped to assess impacts and outputs, guiding the setting of objectives and future review, and providing 'integrated' advice for choosing the most appropriate options without "detriment" to other environmental interests. Provision of technical environmental training (including landscape awareness) is a high priority to RDS/Defra not only to its own advisers but also to farmers, landowners, partners and stakeholders who participate in Agri-Environment schemes.

The main aim of the ELC to promote the protection, management and planning (including active design and creation) of England's landscapes is already embedded in the Government's objectives behind implementing Agri-Environment schemes. The role of ELC in the future will help to guide future

Governmental reviews, policy changes, spatial planning and sustainable development as they apply to the wider environment because it underlines the importance of the relationship between "people and place". It will also encourage participation by different communities and cultures in cross-border issues both within the UK and with other European partners.

**Gill Travis, Rural Development Service**



Above: Rosedale Head in North York Moors & Cleveland Hills, © Robert Goodison, Rural Development Service

## Implementing the principles of the ELC in Wales - The Tir Gofal Agro-Environment Scheme

**Lead Organisation:** Countryside Council for Wales (on behalf of the Welsh Assembly Government)

**In partnership with:** Farming and Rural Conservation Agency (FRCA), National Park Authority in Snowdonia, with the support of the Forestry Authority, Environmental Agency and Cadw: Welsh Historic Monuments. The four Welsh Archaeological Trusts' Heritage Management sections advise CCW on the best management of the archaeological components of farms entering the scheme.

[www.ccw.gov.uk](http://www.ccw.gov.uk)

Being the statutory advisor for the Government on matters concerning the conservation and enhancement of nature, and public access to 'and enjoyment of' the countryside and coast, the CCW has taken a leading role in planning and managing the great variety of diverse landscape throughout Wales. Following the principles of the ELC, the CCW has shown a clear commitment to cultural considerations and to the importance of the link between people and nature. Tir Gofal is an agri-environment scheme introduced in 1999 that rewards farmers for caring about wildlife and historical and cultural factors on their land. Tir Gofal means literally 'Land Care' and is the first scheme in Wales aimed at promoting whole farm conservation and management, differing from previous schemes, as it brings farming and conservation into a different level of partnership.

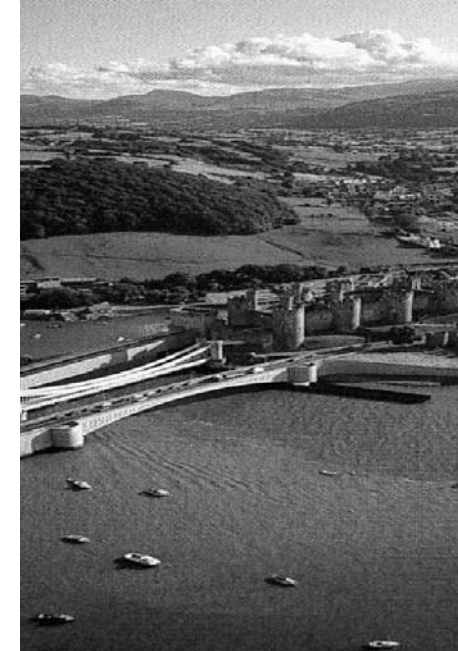
It consists of a ten year agreement and is available to "managers" of agricultural land, that is to say to those who have responsibility for farmed land (farmers, land holders, tenants or owners). The area of land entered must be the 'whole farm' and must be a minimum of three hectares in area. There are four main objectives to Tir Gofal: Habitat Conservation (encouraging bio-diversity), Landscape Management (preserving local rural character), Historic and Archaeological Features (protecting archaeological sites, traditional farm buildings and field boundaries, and other historic features) and Access (public access paths across land).



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Tir Gofal supports farmers in protecting both the archaeological heritage and the natural environment in one scheme, looking at ways to ensure that the critical balance between tourism and nature is respected and that social and economical processes are harmonised with changes to the environment. An important aspect of Tir Gofal is the management of our rich cultural heritage: most of the archaeology of Wales is found on farmland and as part of the Tir Gofal scheme farmers can obtain payments for managing archaeological and historic features on their land. Through this scheme CCW is also providing training programmes to guide on how to be more considerate on decision-making and land management issues. As at January 2006, 2852 agreements were signed and 2770 are currently active; the area of active agreements covers around 18% of total agricultural land and a total of £63.63 m has been paid to farmers since the launch of the scheme.

**Gareth Roberts, Countryside Council for Wales**



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1: Snowdonia National Park, © Countryside Council for Wales  
2: Conwy Castle and walled town, © Countryside Council for Wales

## Norwich HEART - A Strategic Approach to Heritage-led Regeneration

**Lead Organisation:** Norwich HEART

**Supported by:** EEDA, Norwich City Council, East of England, EU.

[www.heritagecity.org](http://www.heritagecity.org)

Norwich HEART is a private charitable company that acts as a co-ordinating organisation to plan strategically, regenerate, manage and promote all heritage resources in Norwich. It believes that cultural heritage can be the key component for local distinctiveness and a major potential tool for learning and skill development if managed in a sustainable way.

Heritage as a holistic concept can promote knowledge about what the environment and urban spaces have to offer and can also contribute to economic benefit. Norwich HEART wants to perform as a Best Practice Exemplar nationally and internationally to promote the economic, social, cultural and environmental benefits of heritage based regeneration and create a transferable model to help reduce the fragmentation of tourism and heritage related agencies. It aims to act as an "umbrella agency" to help co-ordinate all associated

businesses for a better focus and an integrated vision of heritage resources. This innovative approach also tries to get rid of misconceptions about heritage as something still in time, and uses it as a tool for social regeneration, improved access and social inclusion.

For its access projects HEART is using both single iconic heritage buildings, individually important and capable of becoming leading visitor destinations, and collections of smaller heritage buildings linked together in themes to create cultural trails/routes, as well as street patterns and urban spaces. The delivery of this scheme is organised through Heritage Open Days (the largest heritage festival in the UK). The promotion of initiatives and events involves a variety of organisations and partners, national media coverage, the establishment of information centres and research resources to raise awareness and knowledge, and the development of educational and interpretation policies and programmes in association with learning stakeholders.

Some of the direct economic benefits can already be seen in longer visitor stay, more visitor expenditure, more intensive economic exploitation of the area repair to sites, the formation of new business, new roles for public spaces, and job creation. There are also indirect benefits, such as an overall improvement in the quality of life, a reduction in environmental impacts and the creation of a new image for Norwich, which can act as a stimulation and investment for the local community. All these outcomes have a significant economic impact in everyday life and in the general well-being of society.

**Michael Loveday, Norwich HEART**



Above: Norwich Cathedral

## The Tourism and Conservation Partnership in Cumbria



Above: Upland path repair work, Fix the Fells Project, © The National Trust, NW

[www.ourstolookafter.co.uk](http://www.ourstolookafter.co.uk)

The Tourism and Conservation Partnership is a not-for-profit, non-political company set up in 1993, working not only within the Lake District National Park, but in the whole of Cumbria. Its main aim is to raise funds from tourists and related industries to put back into the maintenance of the landscape upon which the industry depends. It recruits businesses as members and encourages them to fundraise through visitor payback schemes and other means. The Partnership supports landscape conservation work, such as the improvement and maintenance of access to the natural and built environment, restoration and repair work, protection of habitats and fauna such as Ospreys and Red Squirrels. The Partnership provides specialist fundraising support for businesses, helping them motivate their customers to give to a conservation project of the businesses choice. In this way, businesses are encouraged to meet their social responsibilities. Sums raised are forwarded, via the Partnership, to the conservation body managing the specific conservation project the business has chosen to support.



The work of the Partnership, by creating an association between tourism related businesses and the local communities, has notably raised customer awareness, boosting motivation and support and encouraging an environmentally responsible option for visitors. The 'Handshake' logo is becoming recognised by visitors who may opt to stay at an hotel or B&B that displays it on their marketing material.

Events are regularly organised to share knowledge and raise national and international awareness and projects often involve visitors, enabling them to contribute to this process.

The Tourism and Conservation Partnership also offers consultancy to other organisations who wish to promote sustainable tourism and show a strong commitment to the environment.

**Oliver Maurice, The Tourism & Conservation Partnership**

## About ICOMOS

ICOMOS was founded in 1965 in Warsaw, Poland. Its foundation was inspired by the 1964 Venice International Charter on the Conservation and Restoration of Monuments and Sites. More commonly known as the Venice Charter, this still remains a benchmark for the world's conservation community. ICOMOS Committees have now been set up in more than 110 countries.

ICOMOS is concerned with furthering the conservation, protection, rehabilitation and enhancement of monuments, groups of buildings and sites, at the national and the international level. Through over 110 national committees, and more than 7,000 members worldwide, it provides a forum for professional dialogue. The UK Committee of ICOMOS was formed in 1965.

[www.icomos-uk.org](http://www.icomos-uk.org)

## About IUCN

IUCN was founded in 1948, and its members now come from 140 countries. They include over 70 States, 100 Government Agencies, and 750-plus NGOs. More than 10,000 internationally-recognised scientists and experts from more than 180 countries volunteer their services to its six global commissions. IUCN is regarded as the leading scientific body on many aspects of species conservation, protected areas and environmental law. It seeks to influence global and national policies and practice in conservation and the ecologically sustainable use of natural resources. The UK Committee of IUCN works as a convening body, aiming to bring together all IUCN's Government, Agency and NGO members, in order to share information and to influence policy in the field of interest to IUCN.

[www.iucn.org](http://www.iucn.org)

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