



Feedback from group discussions at Annual Forum on 5 March 2020:

1. How do we get the levels of woodland creation/re-generation needed to respond to the climate emergency without jeopardizing nature recovery?

- Mapping – ‘right tree in right place’. Carry out pilot mapping exercise to identify how sensitivity areas that won’t compromise nature recovery.
- Speed up approval process – including statutory consultees – can take too long in England (2 years).
- Make sure decisions take account of full value of benefits of woodland (carbon; recreation; flood management etc)
- Target areas of low sensitivity (e.g parts of A68 corridor)

2. What does ‘farming for nature recovery’ look like and how do we best help farmers to make the transition?

- All farms and farmers are different. Different strengths, skill sets, motivations, aspirations.
- Trust and effective communication with farmers is key – locally tailored advice including business advice is important.
- Payment by Results has been a good approach.
- ELM proposals – Tier 3 is key focus for nature recovery at scale, e.g. peatland restoration, wilding projects etc, but...

- Tier 1 also needs to work for nature recovery too. We need to ensure as upland landscape that is more permeable to nature, not barriers to nature, to help link up areas for nature recovery.
- Need to engage the younger generation.
- As well as being brilliant farmers, great with livestock, good with machinery, etc, etc we need farmers to be really switched on about delivering public goods as part of their farming.
- Grasp the appropriate tech, farm smarter.
- Look at best stocking rates for them in economic term = lower rates which are better for nature too.

3. Who pays for nature recovery?

- Essential public good – not enough government funding
- Future area for jobs, hard getting people in, low paid jobs
- Have to do this ourselves. Needs to be a benefit if farmers to do this work.
- Green bonds, other areas do buy in.
- Net gain, only happening where development is happening.
- Natural Capital investment, blended finance.
- Linking in climate change to biodiversity improvements.
- Important that landowners are part of the discussion and change. Recognise good work, encourage spread and develop it further.
- Need plans in place and understand benefits to sell it better. NHS wellbeing.
- Certifying farmers and products according to conservation efforts.
- Government, landowners, businesses, NHS (wellbeing), investment market developers, consumers (paying a premium).

4. Everyone agrees that we need to restore all our upland peat – how can we speed up that process?

- Greater investment in contractor training
- Permissions / timing
- Metrics – understanding the value
- Better articulation of natural capital – a menu
- Easier schemes
- More flexible

5. How do we 'sell' the value of nature recovery in the Northern Upland Chain to the public? Whose responsibility is it?

- Get them round the table with cake.
- Establish value – in ways people understand turning it into their currency – audience specific.
- Making it a gift or an investment.
- Communication.
 - Visual
 - End user specific
 - MPs
 - Public leaders
 - Communities
 - Businesses
 - Finding right message for target audience
 - Being ready with the right messages at the right times. (e.g. how can nature recovery help with climate change, flood risk etc.) Have these messages ready to drop into media when the issues are fresh in their minds.

- Right language for right audiences. (e.g. Is the audience most likely to want to 'save the planet', boost green credentials, get ahead or provide competitive edge through off-setting?)
- Understand what nature recovery is and the best way to achieve it.
- Need to address climate change on national scale.
- Carbon accounting
 - Monetary – how do we do that
 - The environment and nature recovery shouldn't always be about voluntary contributions, always due to lack of funding, why is that the case. Don't have voluntary nurses or mechanics!
 - Explain what the value means for audiences, as benefits to them.
 - Need science to be right. E.g. Is planting a hedge better than tree planting, but not as good as oyster farm? Answer probably depends on what you are trying to do and why. Are you trying to recover a particular habitat in a particular area, maximise carbon sequestration or combat flood risk for example. Planting more trees is not the answer on its own, but everyone seems to have jumped on that bandwagon because it is something they understand, it doesn't need much explanation and audiences don't know what other options there are out there..
 - Understanding contradictions. What might be the right thing to do in one area might not be in another. Introduction of one 'solution' might cause different issues or impact negatively unintentionally.
- Need to understand trade offs. For every house built in urban areas stops building in green belt/countryside. However, this shouldn't lead to over development and the detriment of green spaces in urban areas which also have an important role.

- People like truth, if that means explaining it's a moving feast then that's okay.
- Communication – should be layered so people can delve into as much information as they want/need.
 - Straplines
 - Couple of paragraphs
 - Detailed reports
 - Give people opportunity to decide how much info they want.
- Prevention rather than cure. Move away from putting it all off until it's a problem.
- Use of positive examples.
- All agencies working together. Often more about the network. Delivering collectively. Who has the money, who has the land, who has the knowhow or resources to deliver on the ground.
- Most people here today are conservation reps – preaching to the converted. Need to connect to other sectors and groups.
 - Private sector – learn to talk their language
 - Education and health – learn to talk their language
 - Social media champions – need young people around the table to help connect new generations to the importance of nature recovery.
- Link catastrophes to how nature recovery could help or prevent future incidences. Flood risk currently a big issue.
- Highlight multiple benefits and they should have equal weight.
- Need work to show value of these works / projects.
- Been in the “too hard” box for too long.
- A lot of what we do is away from urban communities – need to make those links (what has nature done for me?!) and create

those links, both in terms of the physical green corridors but also people's ability to access rural areas.

- Look more at catchments.
- If you are going to do it (social media) you need to do it properly. All platforms.
- Getting senior schools involved. Getting kids out in to the environment/countryside. Get them to develop solutions they will fight for it in the future.
- Adding it to the curriculum. Link it to all subjects, maths, science etc
- Don't concentrate too heavily on one type of 'net gain'. If you make it too easy for developers to hand over cash for landscape scale projects elsewhere they will take that as the easy option, overdeveloping sites and leave urban areas grey not green.