



A Vale of Evesham Landscape Partnership project

Transition Evesham Vale AGM
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Landscape

The European Landscape Convention definition of landscape

“The landscape is part of the land, as perceived by local people or visitors, which evolves through time as a result of being acted upon by natural forces and human beings.”

Not a wilderness, not a place frozen in time, but evolving

The story of the relationship between humans and the land

Sense of place

What makes this place distinctive and unique from that place?

What relationship do people have with their landscape?

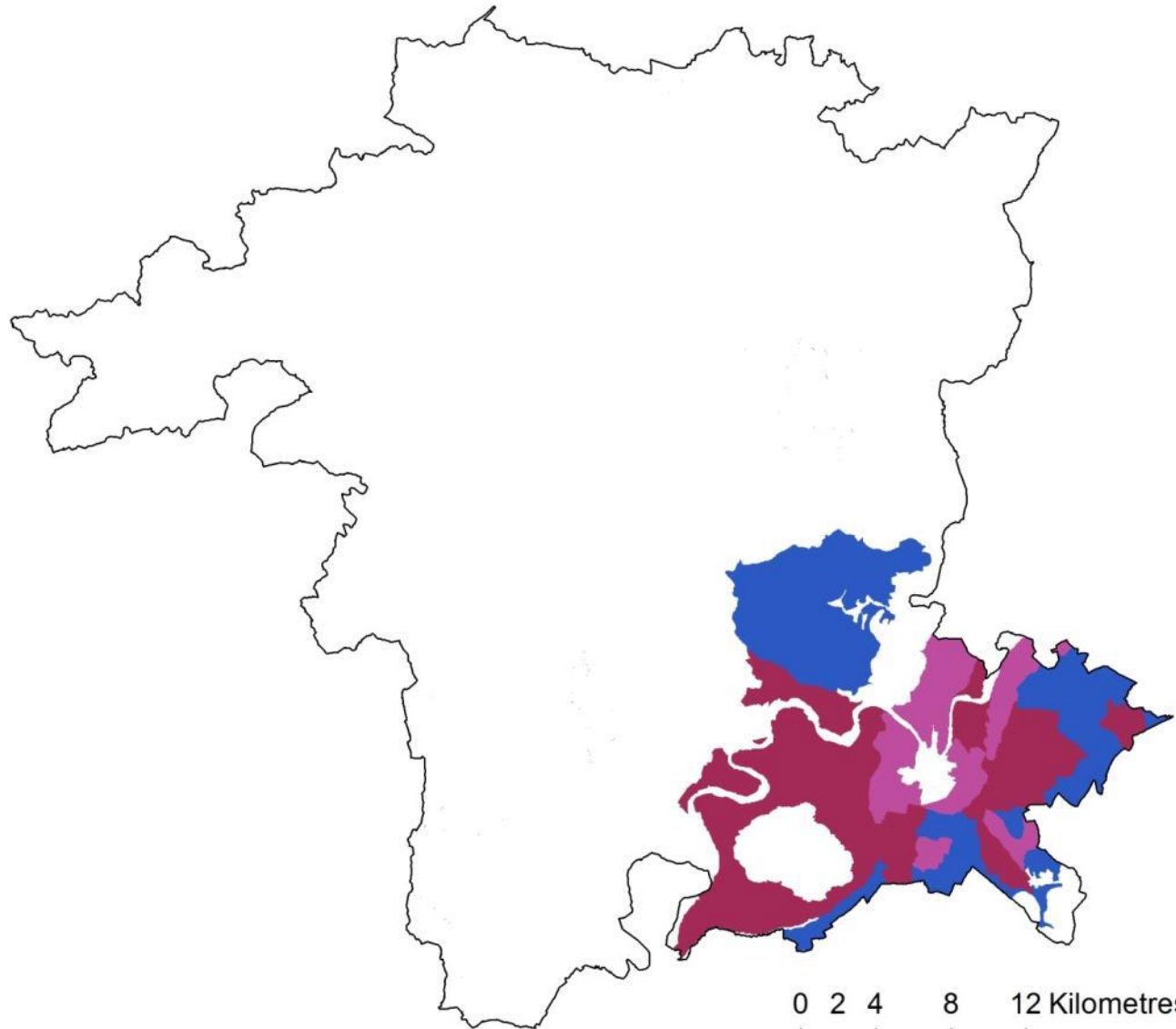


Vale of Evesham Landscape Partnership

Map showing Landscape Types restricted to wider Vale of Evesham area



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Legend

LCA_Landscape_Description_Units

LT

- Enclosed Commons
- Estate Farmlands
- Forest Smallholdings and Dwellings
- High Hills and Slopes
- Limestone Estatelands
- Principal Settled Farmlands
- Principal Timbered Farmlands
-  Principal Village Farmlands
- Principal Wooded Hills
- Riverside Meadows
- Sandstone Estatelands
- Settled Farmlands on River Terrace
- Settled Farmlands with Pastoral Land Use
- Timbered Pastures
- Timbered Plateau Farmlands
- Unenclosed Commons
- Urban
-  Village Claylands
-  Village Farmlands with Orchards
- Wet Pasture Meadows
- Wooded Estatelands
- Wooded Forest
- Wooded Hills and Farmlands

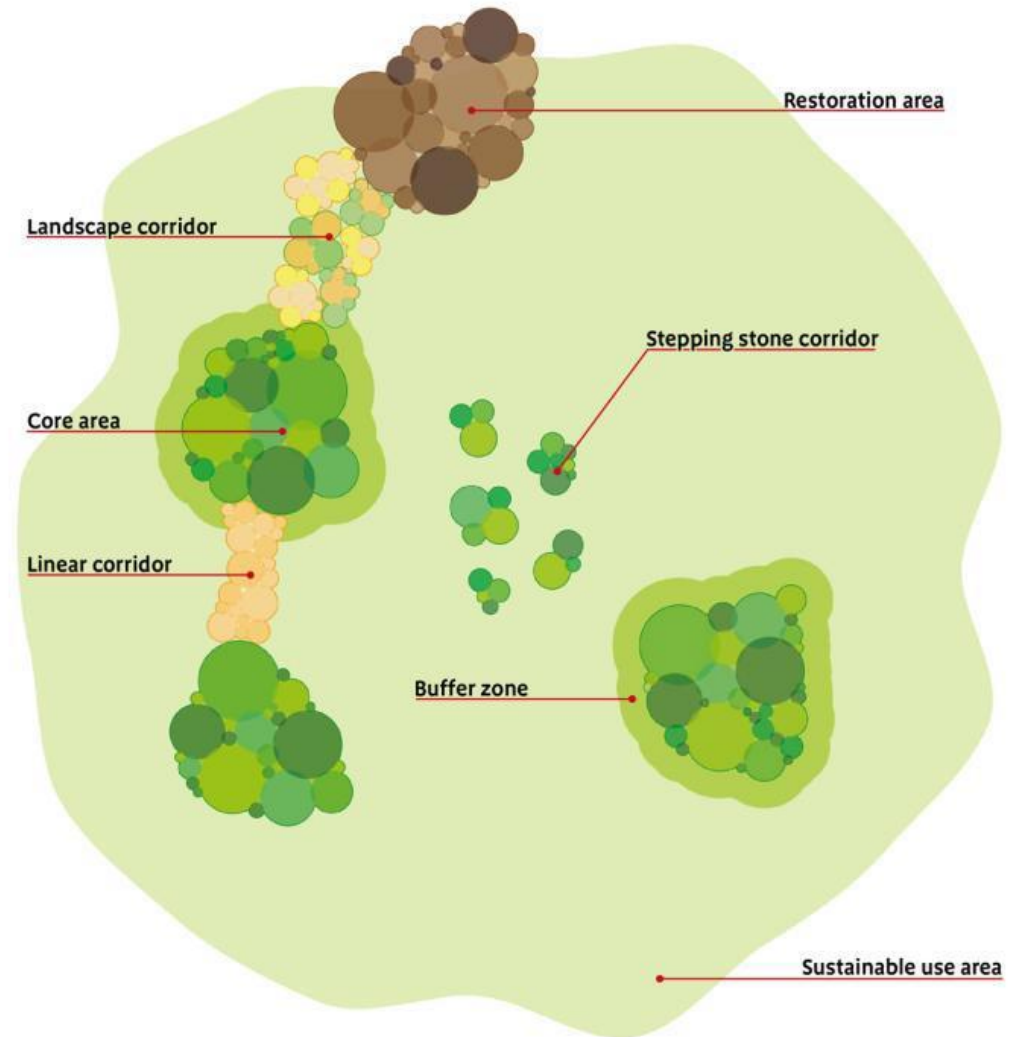
0 2 4 8 12 Kilometres

Landscape scale

Core areas – nature reserves
Local Wildlife Sites, Sites of
Special Scientific Interest

More, bigger, better, joined –
linking core sites, creating
connections

A landscape scale approach,
rather than site-based
management



Working in partnership

Worcestershire County Council

Achieving more for the environment as a member of the

Worcestershire Local Nature Partnership

Leading the way nationally by developing a good working
relationship with the

Worcestershire Local Enterprise Partnership

What are we planning to do?

A collaboration between the Local Nature Partnership and the Local Enterprise Partnership

A bid to the Heritage Lottery Fund's Landscape Partnership programme

Up to £3,000,000

Up to 5 years delivery

This programme aims to conserve areas of distinctive landscape character throughout the UK and to make a lasting difference for heritage, people and communities.

Why the focus on the Vale of Evesham?

Economic growth is high on the Government's agenda

- Investment in 'agri-tech'
- Housing development
- Attracting inward investment to create jobs
- Increasing tourist revenue



Why the focus on the Vale of Evesham?

Economic growth needs to be sustainable

- Conservation of the landscape and cultural heritage of the Vale also needs investment
- This heritage needs to be seen (and valued) as an integral part of the Vale's 'brand'
- Conservation of the Vale's natural environment hasn't been as well resourced as other parts of the county

HLF's Landscape Partnership programme

Landscape Partnership schemes consist of a series of linked projects

These projects need to deliver:

- Opportunities and support for people to learn about, understand and appreciate the distinctive landscape character and heritage of the Vale of Evesham
- Enable the conservation and restoration of that landscape character and heritage

What is the 'character' and 'heritage' our scheme would focus on?

The distinctive landscape character of the Vale of Evesham is defined by riverside market gardening activity, horticulture and orchards within the floodplain of the River Avon

A rich social and cultural identity exists, linked closely to this market gardening heritage

Do people agree with that?



A vision for the future

A future where the hidden beauty and fascination of the Vale of Evesham and the Avon floodplain has been revealed, is understood and is nurtured by local people and visitors for future generations and where the Vale's unique landscape, natural habitats and cultural heritage are integral to a flourishing, sustainable and globally recognised horticultural identity.

Does this resonate with you?

A 'golden thread' linking the projects in the scheme

The story of how this landscape evolved to provide the perfect conditions for the Vale's market gardening and horticultural industry and the associated rich landscape and cultural heritage to flourish

What difference could we make?

Water: water quality; water availability

Biodiversity: natural habitat; pollinators

Access and understanding: current residents; new residents;
school children; tourists

Skills and knowledge: volunteering; research

Programme A: conserving or restoring built and natural features	Programme B: increasing community participation	Programme C: increasing access and learning	Programme D: increasing training opportunities
<p>5 Projects</p> <p>Buildings that made the Vale</p> <p>Restoring the Vale's wetlands</p> <p>Revitalising the River</p> <p>Orchard Restoration and Management</p> <p>Protecting our Pollinators</p>	<p>5 Projects</p> <p>Vale Tales</p> <p>Love Your River Evesham</p> <p>Young Growers</p> <p>Vale Environment and Business Network</p> <p>Community Grant Scheme</p>	<p>5 Projects</p> <p>Sharing our Village Story</p> <p>People who Made the Vale</p> <p>The River Gateway</p> <p>Long Distance Walking and Cycling</p> <p>The Vale Beneath Your Feet</p>	<p>3 Projects</p> <p>Volunteer Training and Support</p> <p>Skills Development and Research</p> <p>Learning to Grow the Vale Way</p>

Scheme boundary

- Rational explanation based on Landscape Character
- Unique, recognisable features that define a sense of place
- Area that the community identifies with
- Not defined by administrative boundaries
- Max 200km²
- Areas of riverside, market gardening or fruit growing activity
- **We need help with this!**

Next steps

- First round bid May 2016
 - Outline of project proposals and costs
- If successful we receive a development grant
 - Detailed consultation...with growers, local people, local interest groups, schools...
 - Research, plans, permissions
- Second round submission 2018

Next steps

- We have a number of local partners...but keen to talk to more
- We have a short list of projects for inclusion...and keen to get feedback on these

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