

**Fresh air and far horizons - how  
can these be valued properly by  
decision makers?**





# What I plan to cover



- Prosperity and protection
- Other evidence
- Ecosystem services
- Political context
- Conclusion
- Food for thought

# Prosperity and Protection



- 2006 study by the Campaign for National Parks
- Economic impact of National Parks in Yorkshire and Humber region
- National Parks recognised as national and regional environmental assets but what about the economy?

# Prosperity and Protection

- 34,000 jobs in the Yorkshire & Humber region and £1.8 billion of sales are due to the National Parks
- Two-thirds of businesses say that high quality landscapes has a positive effect on their performance
- A quarter of businesses believe deteriorating landscape quality would affect their business
- National Parks are designated for conservation & public enjoyment, but....
- National Parks help businesses to prosper, locally & regionally; prosperity does not conflict with protection



# Other evidence



- Valuing the Welsh National Parks
- East Midlands Development Agency Study on the Peak
- Broads valuation study
- Cairngorms economic health study
- Numbers important but direction of travel matters more

# Valuing the Welsh National Parks (2006)



- 3 Welsh Parks support 12,000 jobs
- Total income of £177m
- Generate £205m of GDP
- Pembrokeshire Coast Path - £57 was spent locally for each £1 paid to maintain the National Trail



# East Midlands Development Agency (2008)



- 40% of businesses felt they would be affected by a deteriorating landscape
- 700 regional jobs
- £408m in turnover
- £155m to regional gross value added

# Broads valuation study (2008)



- Study based on ecosystem services
- Visitors to the Broads generate some £320m a year, while the value of drinking water sustained by the Broads is at least £17m a year
- Evidence of the significance of the Broads to the local, regional and wider economy



# Cairngorms economic health study (2010)



- Population increase with the Park attracting more 18-25 year olds. Pre-designation the area suffered a net out-migration of 56 but that has changed to a net in-migration of 260 per year on average. Between 2003-2007, the Park attracted 1,000 new residents
- Increase in the number of businesses operating from the Park - up 13 per cent since designation, with a decrease in unemployment and reduction in the seasonality of jobs creating more steady employment
- The National Park has a growing economy - worth £398 million per year, with tourism accounting for just under one third of that amount (£115 million)

# Direction of travel...



- Designated landscapes are powerful economic drivers
- Direct links between business health and high quality landscapes
- Towards ecosystem services...



# Ecosystem services



- The natural environment provides us with essential goods and services that benefit society and the economy
- The value of these goods and services, and the natural assets that provide them, is often overlooked in decisions
- This is not because they are not important, but because they are freely available rather than bought and sold through markets

# Ecosystem services



- Provisioning (products such as fresh water)
- Regulating (water purification)
- Cultural (aesthetics)
- Supporting (nutrient cycling)
- 20m tonnes of carbon stored in the Peak Park
- Can you put a price on this view?



# Current and emerging political context



- Coalition government's top priority is the economy
- Wants to be the greenest government ever
- Committed to maintaining designated landscapes
- Ongoing queries on governance & sponsorship
- Local agitation
- Rethinking natural environment policy
- Big Society & localism

An invitation to shape the  
Nature of England



# Spending review



- Heavy cuts to designated landscape budgets
- Hits will be direct and indirect
- Second purpose especially vulnerable
- Less funding for local communities (Yorkshire Dales Millennium Trust winding down; uncertain future of Sustainable Development Funds)



# Political opportunities



- The Government and the opposition are looking for big ideas
- Biodiversity and ecological connectivity
- Treasury Green Book guidance
- New designations – South Downs, Lakes and Dales, Clwydian Hills

# Conclusion



- Designated landscapes provide a range of goods & services that enhance economic performance, offer new opportunities for investment and employment and improve society's wellbeing
- Some of these are easier to value than others



# Conclusion



- Prosperity and protection is an enduring concept, which needs constant promotion
- We need to play the Treasury on its home turf
- There is a clear role for Defra/WAG/agencies in assessing benefit & ascribing value
- We must ensure that less tangible aspects are not neglected

# Some questions for you

- Does the current climate give designated landscapes a chance to reinvent themselves?
- Can we really put a price on this view?
- If not, how do we ensure that decision makers appreciate its value?

