

At the start of this manifesto, we said that there needs to be a change in how nature is perceived, by people, by business and by the environment sector too. Wild Anglia's mission is to start to make this happen, using whatever languages or tools are at our disposal, and perhaps inventing some new ones.

We're convinced that nature is everyone's business; this manifesto is for you.

If you have been inspired to find out more or would like to help Wild Anglia in its work, please visit www.wildanglia.org and get in touch. We look forward to hearing from you.

Wild Anglia

www.wildanglia.org



WildAnglia

Nature is our business



WildAnglia
Manifesto
Part 1

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About the manifesto

Wild Anglia's manifesto is in two parts.

Part one covers our aims and objectives, our culture and ways of working, and has been designed as a separate document for easy reference.

Part two has more depth, and provides information and evidence to support Wild Anglia's four main aims.

Both parts are available at www.wildanglia.org

Wild Anglia: a summary for the time-poor

This could be an uncomfortable journey.

It may surprise you, but this is not a manifesto from the environment sector.

At its heart, this document describes Wild Anglia's ambition to get sustainable development right in Norfolk and Suffolk. If you live or work in Norfolk or Suffolk, it's about planning for your future - the future of our businesses, a better quality of life for a healthier population and a better place for our wildlife to thrive.

It's not just being nice about nature.

Sustainability is an often misused term. It is frequently displayed as a triangle, with economy, society and environment at the corners: an equilateral triangle with corners of equal importance. But unfortunately today, each corner feels it is the most important and believes it occupies the moral 'high ground'.

Consider a field of malting barley with a footpath across it and a skylark's nest in the centre, or a major road project that cuts through a special wildlife habitat and passes close to people's homes. We talk of winners and losers for each short-term battle, but who is planning for the long-term? Embracing a more holistic approach with innovation and forward-thinking will mean we can move away from the 'either-or' to achieve better solutions for people, business and wildlife.

Nature is everyone's business because it underpins our society and economy. It is an asset: our natural capital, our 'triple A rating'. However we describe it, it is a fundamental building block for our two counties' economies. It is not optional, not an add-on or a 'nice-to-do', and it will not support us forever if we fail to invest in it.

Wild Anglia is not about foisting a wildlife agenda onto reluctant others. It is about looking for opportunities to work with influential partners on common goals and to embed nature into growth strategies and delivery projects - that really is quite a different approach.

There needs to be a change in how nature is perceived: by people, by business and by the environment sector too. Wild Anglia's mission is to start to make this happen by using whatever languages or tools are at our disposal, and perhaps inventing some new ones. This manifesto is your business, whoever you are.

Consider Wild Anglia as a counter-culture for nature, and read on.

Wild Anglia's mission

Wild Anglia's mission is to change the way we think about our natural environment in Norfolk and Suffolk.

Championing our natural resources, we will ensure nature is embedded in decision-making as a core asset of society and economy rather than viewed as an optional extra.

When nature – in its most rich and ubiquitous form – is truly recognised as an essential foundation of a prosperous economy and healthy society, it will naturally receive investment, and will be a legacy for future generations.



Fear of success

Richard Powell, Chairman, Wild Anglia

I can recommend Acle railway station at dawn.

Sunrise over the fields and marshes shared with a blackbird and robin in full voice is an optimistic experience. I'm constantly aware of the magnificence of nature, and how it underpins our lives - from the economy to our health. But perhaps you'd expect someone who was a regional director of the RSPB and National Trust for over 25 years to be aware of such things as birdsong, nature and the natural environment.

But I'm also starkly aware of how we can be so blind. Not just of nature, but to the opportunities that can take us beyond the mundane, the standard, the safe and the usual, and see us 'pushing out the boat' for excellence and first-class decisions.

Why can we not be both economically viable and environmentally sound?

The role of Wild Anglia is to create, facilitate and challenge the normal. It is here to question why we don't do things differently. Not an easy role to take on, but one Wild Anglia's integrated board of keen minds from business, the public sector and Non Government Organisations will tackle, to make sure Norfolk and Suffolk prosper environmentally, economically and socially.

In its role as a Local Nature Partnership (LNP), Wild Anglia has been charged with finding solutions that are right for Norfolk and Suffolk. It will challenge and support, and it will create opportunities for policy, for different thinking and for excellence. It will create a safe place for debate, and although it may not always agree, it will supply alternatives.

In this modern way of doing things at a local level, it's important that we can still think of the big picture, and are prepared to challenge the accepted norms.

The country needs economic growth, and we need to play our part in Norfolk and Suffolk. Our economic, social and environmental leaders must join together and really strive for sustainable development. For instance, it is not good enough any more to decide to upgrade and dual a road purely on the basis that it benefits the economy. On the surface, this may indeed be good for growth, but the process is likely to be seriously damaging to the environment: we need to embrace thinking that is wider than this.

We need to see that enhancing the environment also enhances the economy, and recognise that the nature is not just something that stands in the way of development. When the benefits for both are understood and weighed up together, *then* we are looking at the bigger picture and making better decisions for taxpayers as well as for the economy and for wildlife.

There are some big infrastructure projects and big growth targets in place for the two counties, and there is real gain to be had in doing these in a different way. There are challenges we need to address, for example, how we create more water storage and build new roads and housing. We should use the best European ways of thinking, with housing designs that create space for people and nature and increase our quality of life.

I am convinced we have the opportunity to get sustainable development right in Norfolk and Suffolk. Nature is everyone's business in the end. It needs to be seen differently, with pride and some considerable respect, and certainly not feared as an obstacle to progress - and that's not just early-morning optimism.

Development & 'Green Infrastructure'

All development to benefit nature

Norfolk and Suffolk to lead the way with UK exemplary projects

Developer contributions

Nature considered a core asset

Economic Growth

Nature in growth strategies

Increase investment in nature

Wild Anglia brand

Strengthening Nature

Nature will be 'more, bigger, better and joined-up'

Long-term projects e.g. coastal change adaptation

Sustained funding for nature

Champion biodiversity

New wild spaces

Healthy, Happy Society

Connecting communities to nature

Deliver health and wellbeing

Nature will contribute to health strategies, reducing NHS costs

Nature valued by society

High quality nature close to home

Wild Anglia's aims

1 Economic growth: nature will make a full contribution to the success of the economy

- We will promote nature as a core element of economic growth strategies and natural resources as viable assets.
- We will develop the Wild Anglia brand so that our iconic landscapes will receive recognition and investment, and so that local businesses can benefit.
- We will seek new and significant investment in nature at all levels; natural capital will be considered a bank worthy of investment.
- We will champion inspirational thinking to look at the 'big picture' in which the environment, economy and society are considered together.
- We will do things differently and in a more integrated way than before.

2 Exemplary 'green infrastructure': insisting on the best projects for people, nature and economy

- We will help Norfolk and Suffolk build a future to be proud of by including the modern needs of people and nature in housing and infrastructure projects - within, beyond and between the footprints of individual projects.
- We will encourage our counties to adopt the best technologies, innovation and design so they become renowned for good practice and excellent outcomes. We will work with businesses to deliver top quality initiatives.
- We will help decision-makers ensure that all development and infrastructure projects add value to the natural environment, providing people with better products and services for the long-term.
- We will work to maximise the potential of developer contributions through the (awaited) 'offsetting' mechanism, and we will work as the local branch for Norfolk and Suffolk with bodies such as the Environment Bank.



3 Strengthening nature: creating, improving and investing in the natural environment

- We will create new wild spaces that will have many benefits including: increasing biodiversity; alleviating flood risk and protecting assets eg drinking water; providing quality spaces for leisure and recreation that will benefit our health and well-being and increase our tourism offer. We will safeguard benefits for future generations by ensuring the appropriate measures and resources are in place for long-term management.
- We will champion biodiversity, which describes the richness and quality of nature. We will support measures that connect natural areas, so making nature stronger and more adaptable to its many pressures.
- We will seek to put funding of the natural environment on a better, more sustained footing.
- We will inspire debate and thinking that will enable new long-term projects on adaptation to coastal changes, flood resilience and flood defence to be economically, socially and environmentally sound.



Photo by Brian McFarlane

4 Healthy, happy society: making the most of nature's capacity to improve lives

- Nature will contribute fully to health strategies.
- We will help to connect communities to nature so people can enjoy the outdoors in places full of wildlife, fresh air and inspiration, close to where they live.
- We will work with health organisations to enable natural capital to deliver health and well-being.



Photo by The National Trust

Wild Anglia's culture

Productive dialogue and debate

- Wild Anglia will be a 'think tank' and a safe place to debate.
- We will challenge and inspire, and be a vehicle to improve and create new policy.
- Wild Anglia will be an organisation to champion behavioural and cultural change.
- We will help facilitate a strong and productive, non-adversarial dialogue between the economic, development, health and environment sectors.
- We will invite mature conversations on tricky subjects and not shy away from difficult issues.

Championing

- Wild Anglia will not be afraid to champion the natural environment.
- We will always aim to add value and will not seek to repeat or compete with other organisations, but will bring fresh influence, support and collaboration.
- Wild Anglia will act as a facilitator, champion and a persistent advocate, so that nature has a place at the decision-making table, which is not the same as being a lobbying organisation.

Stimulating action

- Wild Anglia will provide a focus and stimulus for action on the ground and will support those who manage and create well-connected natural habitats.



- We will work with New Anglia Local Enterprise Partnership (LEP) in the delivery of key actions on the natural environment contained in their *Green Economy Pathfinder Manifesto*.

Innovation

- Wild Anglia will adopt a wide variety of ways to get its message across, and will support and create innovative solutions.

Excellence

- Wild Anglia will signpost decision-makers to current evidence, and help them make confident and excellent decisions for nature. We will promote decision-making based on good science and evidence, evaluation and monitoring.

Collaborating on mutual platforms

- Wild Anglia will work with the widest range of partners and will welcome those willing to contribute to our mission. Such partners are likely to include: businesses, New Anglia LEP, community groups, government departments, local authorities, NGOs and Defra agencies.

Structured for delivery

- Wild Anglia will be an independent not-for-profit company limited by guarantee with a robust governance structure for board and sub-group membership.
- We will have measurable success criteria, a business plan, a delivery plan, and a communications strategy.
- We will develop mechanisms to generate and distribute revenue to allow projects to succeed.



Spoonbills - Nick Ford, creative commons

“ We recognise the opportunity Wild Anglia presents to achieve significant outcomes, not only for the environment, but also for the communities and businesses whose sustainability is dependent upon its existence. ”

Dr Charles Beardall, Area Manager, Environment Agency



Nature and enterprise

Andy Wood OBE, Chairman, New Anglia Local Enterprise Partnership (LEP)

Back in June 2012, I commented how I was frustrated at the world's efforts to move to a lower carbon economy.

Reflecting upon the report of the Brundtland Commission in 1987 through to Rio+20, it was evident that too little progress had been made in dealing with the sustainability of economic growth, environmental protection and social equality. I went on to say, in the immortal words of Bucky Fuller, that “the only way to predict the future is to invent it”.

Wild Anglia is inventing that future from the bottom up. Richard Powell as the Chairman of Wild Anglia has skilfully assembled a terrific team of business, environmental and community leaders. These people see economic opportunity in greener growth, and fundamentally believe that Norfolk and Suffolk, with their amazing natural environment, can and should be at the forefront of that new growth.

Wild Anglia's aims are echoed in the goals and ambition of New Anglia LEP's *Green Economy Pathfinder* manifesto. Launched in 2012, it identifies how we can make the most of our natural assets while combating the undoubted climate risks associated with our region being the driest, lowest-lying part of the UK.

Together, Wild Anglia and the *Green Economy Pathfinder* will make significant contributions to the natural rebalancing of the UK economy, supporting new growth initiatives as well as our well-established strengths in food, drink, agriculture and tourism - industries that rely heavily on the health and vibrancy of our natural capital.

Across Norfolk and Suffolk, we are seeing intelligent debate emerge about how the future should look. There are courageous steps forward by businesses and communities, who see a bright future in having business invest in nature and nature invest in business, so enabling a sustainable and growing economic future.

These are the things that make us proud to live and work in this very special part of the UK. There has never been a better time to start inventing the future.



“ The creation of this partnership signals wide recognition that the natural environment not only plays an important part in our quality of life in Norfolk and Suffolk, but is also vital to our economies. ”

Mark Pendlington, Chairman, Green Economy Pathfinder and Group Director, Anglian Water Group

Wild Anglia's transition board

Richard Powell	Healthy Ambitions (Chairman, Wild Anglia)	Amanda Long	East of England Cooperative Society
Mark Allen	Norfolk County Council	Keith Moore	Environment Agency
Haidee Bishop	Wild Anglia	Andy Paine	East Anglia Offshore Wind
Iain Dunnett	New Anglia LEP	Gareth Price	The Land Trust
Paul Forecast	RSPB	Sue Roper	Suffolk County Council
Ian Hacon	Blue Sky Leisure	Julian Roughton	Suffolk Wildlife Trust
Brendan Joyce	Norfolk Wildlife Trust	Heidi Thompson	Norfolk County Council
Andrea Kelly	Broads Authority	Sarah Wilson	Natural England

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Thank you to all the photographers who have offered images. Nick Ford’s amazing photographs are used under Creative Commons license (Attribution-NonCommercial-NoDerivs 2.0 Generic (CC BY-NC-ND 2.0)) and were sourced from his Flickr site ‘nickpix2012’.

