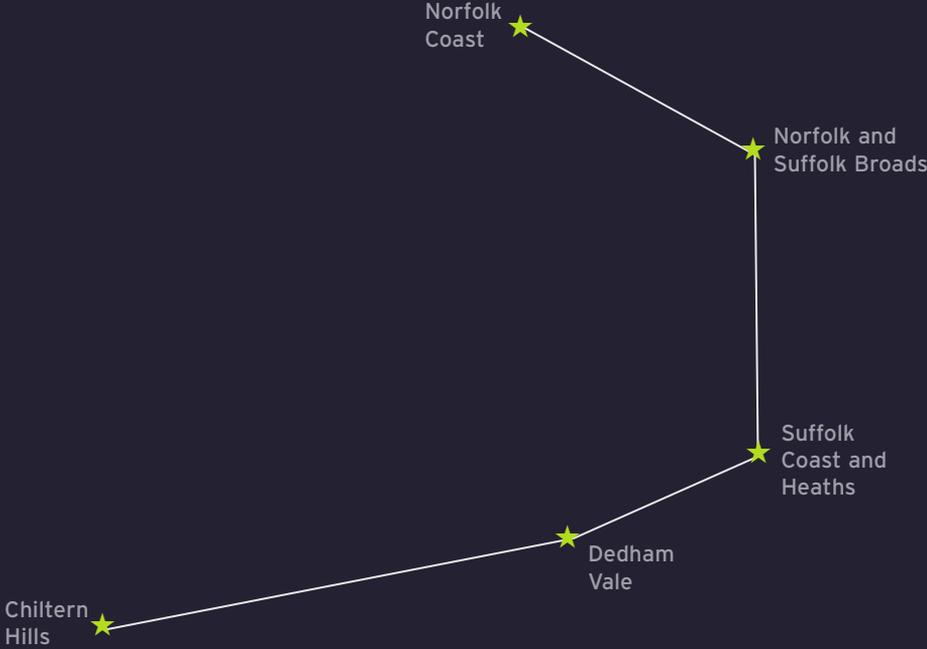


# Stars of the East

Space to prosper with the East of England's finest landscapes



## Introduction: space to prosper

There are some extraordinary places in the East of England. In particular, the magic of the Norfolk and Suffolk Broads, Chiltern Hills, Dedham Vale, Norfolk Coast and Suffolk Coast and Heaths has given them special status and a place in people's hearts. These are our finest landscapes – and areas of opportunity.

**Stars of the East** is about these regional assets - the contribution they make, and the benefits they bring to businesses and people that work with them.

You may be surprised to see just how much is happening here: headline projects, innovative solutions, profitable enterprises. There is scope for ingenious new ideas and research projects.

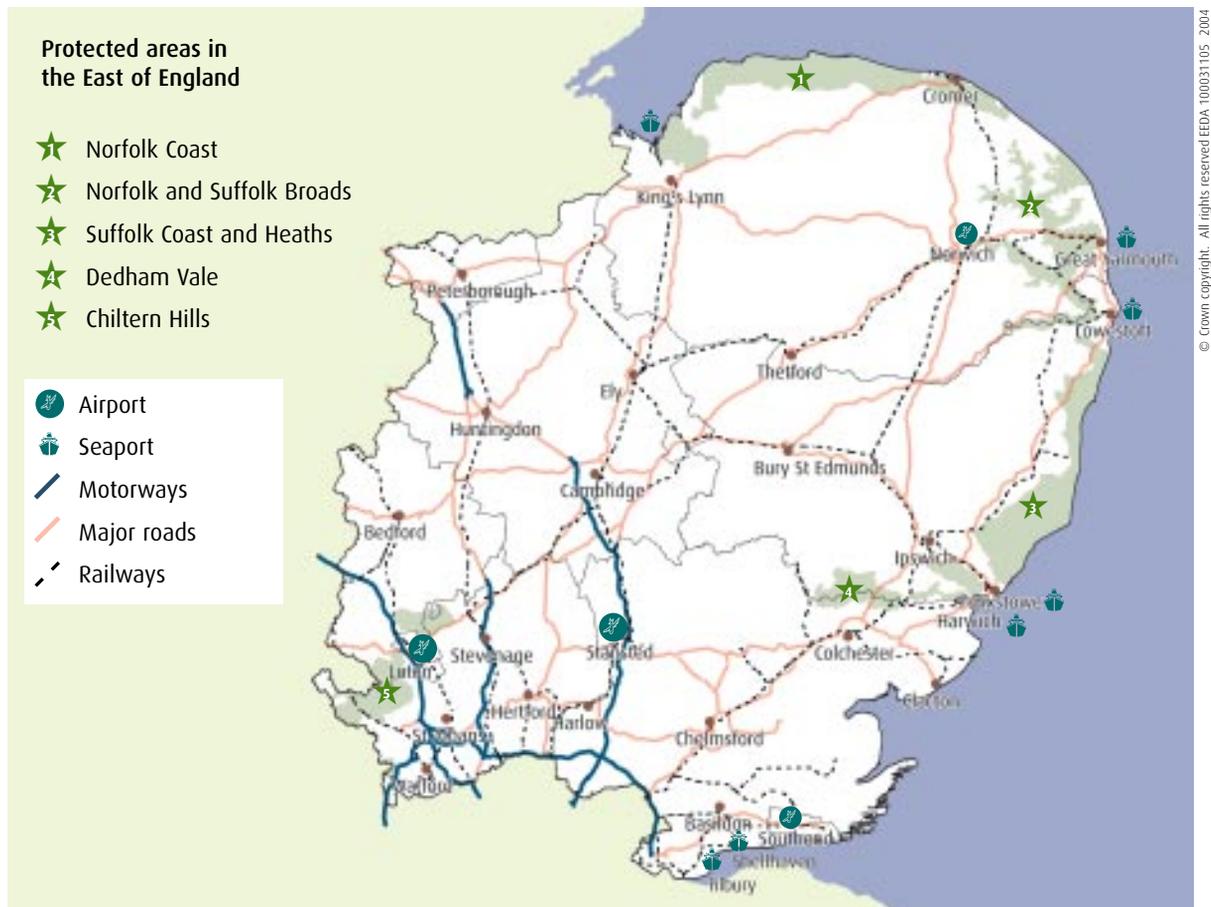
Indeed, the economic strategy for the East of England<sup>i</sup> identifies the region's landscapes and environmental assets as one of the three key strengths which will help it to achieve its vision.

The partners involved in producing **Stars of the East** (see back cover) all recognise the vital contribution these areas make to the prosperity of the region. They plan to work together even more closely in the future, building on links already made<sup>ii</sup>.

The Broads, Chiltern Hills, Dedham Vale, Norfolk Coast and Suffolk Coast and Heaths are a lively constellation. Their qualities and experiences have created an economic and environmental framework which could help your next project shine.

Cover photo: Snape Maltings on the River Alde, Suffolk, founded as a concert hall by the composer Benjamin Britten and since developed into an outstandingly successful visitor attraction - boasting lively enterprises and a vibrant cultural programme - without adverse effects on its surroundings. Photograph by Malcolm Farrow

## The East of England's finest landscapes



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## Shining example: updating a traditional industry in the Norfolk and Suffolk Broads



# New life for ancient crop

Reedcutters have made a living from the Broads wetland landscape for centuries; their work has also protected and maintained the rare species-rich fen habitat. **THE BROADS REED AND SEDGE CUTTERS ASSOCIATION**, formed in 2003, has given the industry new life and focus.

Although there is more demand for Norfolk reed than cutters can supply, numbers of the self-employed cutters had dwindled, many were nearing or over retirement age, and the industry was in decline. Since the association started, membership has started to climb, standing at 15 presently.

Chairman Richard Starling and secretary Paul Mace have overseen the association's immediate success. European and local funding for new equipment on favourable terms, better communication with landowners and conservation groups and long-term planning for earning potential outside the cutting seasons has led to the re-establishment of reed and sedge harvesting as a sustainable business.

### Richard Starling:

"A Broads Authority report showed that the industry was shrinking and would eventually disappear, but also that it could be profitable and link well into sustainable management. The report led directly to our association forming. Cutters seldom met each other before - now we still work as self-employed individuals but we have solved a lot of problems by getting together."

"We have plans for the future, including a new website, temporary shelters to increase productivity in bad weather and new machinery."

### Paul Mace:

"There is a living to be made - this industry used to support a large number of workers. Now we have plans for the future, including a new website, temporary shelters to increase productivity in bad weather and new machinery."

Incomes are not high, and the association enabled us to get a grant for the new equipment which meant that cutters could pay a subsidised yearly rate for their machine, keeping their business viable."

- Funded by Broads and Rivers LEADER+ Programme and Broads Authority Sustainable Development Fund.

Tel: 01508 548594



Wetlandscape: reed-fringed Hickling Broad, the largest lake in the Broads (top)

Moving on from the scythe: Richard Starling cuts sedge, used to cap the ridge of thatched buildings, in the summer in the Broads (above)



A place to play: enjoying the meadows of the valley of the River Chess near Chesham, one of the Chilterns' wildlife-rich chalk streams

## 1 Space to breathe

The finest landscapes of the East of England are all unique: each has its own special character. Designated between 1964 and 1988 (see table), each offers, in the words of naturalist Ted Ellis about the Broads, 'a breathing space for the cure of souls'.

They range from the Broads' internationally-important wetland of rivers, broads, wet woodland, reedbeds and wide-open grazing marshes, to the ancient countryside of the Chilterns, with its rolling hills, woodlands and scattered farms and villages.

In the Dedham Vale, the tranquillity of the traditional lowland English landscape is safeguarded; as are the inspiring wild saltmarshes and gentle farmland of the Norfolk Coast and the subtle, sandy, peaceful diversity of the Suffolk Coast and Heaths.

These beautiful places have been forged by centuries of interaction between people and nature. Traditional skills are retained and profitable; ancient harvests like reed and samphire are still gathered; landscapes that have been built over elsewhere still exist.

People continue to benefit from these special places, as a report on the region's rural economy states:

**'Environment is a fundamental influence on the quality of life – worth protecting for its own sake as**

**well as for the benefits it brings to individuals, communities, institutions and businesses.'**<sup>iii</sup>

The low-lying landscape means the areas are subtle rather than dramatic. Their gentle contours are vulnerable, and each faces direct challenges from climate change. Rising sea levels threaten the freshwater of the Broads; beech trees may soon be no longer viable in the Chilterns; crops may change and water resources dwindle in farmed areas like Dedham Vale and erosion is changing the face of the Norfolk and Suffolk Coasts.

**In response to these challenges, innovative research and new thinking is being carried out in the protected areas – they are at the forefront, and open to new solutions.**

### Protected areas in the east of England

Place	Status	Area	Designated
Broads	National Park	301 km <sup>2</sup>	1988
Chilterns	Area of Outstanding Natural Beauty	833 km <sup>2</sup> <sup>ii</sup>	1964
Dedham Vale	Area of Outstanding Natural Beauty	90.07 km <sup>2</sup>	1970
Norfolk Coast	Area of Outstanding Natural Beauty	453 km <sup>2</sup>	1968
Suffolk Coast and Heaths	Area of Outstanding Natural Beauty	403 km <sup>2</sup>	1970

<sup>ii</sup> 182 km<sup>2</sup> of the Chilterns lies within the East of England; the rest is in the South East



## Shining example: building success in the Chiltern Hills



## From the ground up



Rolling: Pegsdon Hills near Hexton, typical Chilterns chalk hills, downlands and woods (top)

Made by hand: turning bricks out of a mould (left)

Clay by name: the view from Sharpenhoe Clappers near Barton-le-Clay (below)

It's also a successful business. Builders recognise the value of the bricks, and some use flints supplied by the company too. Expansion into a full range of vernacular materials is planned.

### Jim Matthews:

"Comparing our bricks to mass produced bricks is like comparing a home baked loaf with sliced bread. Ours are individually made. They have a handmade texture, and are more rustic, which gives them more character. They are high quality and often stronger, and age well, mellowing and developing a patina.

There were around a hundred brickworks in the area 150 years ago; there are three now. It's a local industry and while a lot of small local brickworks like ours have been replaced by large scale production we are finding there is a strong and growing market for what we produce.

We rely on our area for our clay, and our bricks go back to be used in the landscape - we feel close to the area. Local builders like our bricks and we feel that our business is making a contribution to the place where we live as well as benefiting from it."

**HG MATTHEWS**, a family brickworks in the Chilterns AONB, employs 30 people in a business that has been literally a part of the place for 82 years. Jim Matthews carries on a family tradition as a partner in the firm.

Local clay is made by hand into traditionally fired local bricks which vary in colour from red to grey-brown according to where they are fired in the kiln.

It's sustainable: where pits are dug for clay the company plants broadleaf woodland - oak, beech, ash and cherry; bricks are dried naturally outside in the summer, and less transport resources are used.

**Contact details:**  
**HGmatthews.com**  
**Tel: 01494 758212**

**"Comparing our bricks to mass produced bricks is like comparing a home baked loaf with sliced bread. Ours are individually made which gives them more character."**



## 2 Space to work

The region's protected landscapes aren't closed to business; they are in fact proven areas of opportunity.<sup>iv</sup>

Ideas, opportunities, innovation, the right conditions for inward investment – all are created for the region as a whole by them.

Businesses and individuals capitalise on a high quality environment, which helps define regional identity and distinctiveness, and is an asset in the production and sale of goods and services.<sup>v</sup>

Working with the environment brings valuable benefits. A study of businesses which made decisions that favoured wildlife in the Suffolk Coast and Heaths AONB found that 'the majority of these cases were (also)... motivated by business reasons – financial incentives, practical solutions or PR and marketing opportunities.'<sup>vi</sup>

The environmental sector itself is a growing regional speciality, with more jobs concerned with conserving the environment than any other English region, and major opportunities in this sector in UK and export markets. Direct employment in the environmental economy accounts for 6% of regional employment<sup>vii</sup>, and the East of England is a centre of excellence in environmental industries<sup>viii</sup>.

These areas have riches like biodiversity, environmental resources and cultural heritage. They also attract resources like dedicated staff and national funds, often

the sources of new initiatives which unlock European funding. For the retention of their uniqueness they rely on appropriate land management.

Business investment is also affected by the quality of the environment. Inward investors and innovators – particularly in high tech sectors – often seek locations for their business that offer a quality lifestyle. **The good image of the region combined with an attractive environment is a major selling point.**

Business activity in protected landscapes is not without challenges. But sensitive management evolves ideas that are often adopted further afield as examples of sustainable best practice. By posing the question 'is it good enough?' development is not stopped but pushed to higher standards.

**Farming** across the region is undergoing rapid change. Protected areas, in line with government strategies for sustainable farming and food, are working directly to:

- Help farmers get a living from their land by delivering both commercial returns and public health benefits such as better landscape, biodiversity and public access
- Reconnect producers with markets and local communities
- Develop and deliver regional priorities for generating improved landscapes, biodiversity and use of natural resources
- Marshal funding streams and interests to support sustainable development of productive rural communities across the region.<sup>ix</sup>



Working landscape: a prosperous farming community is key to conserving special landscape qualities, Kiln Farm, Higham, Dedham Vale



## Shining example: manufacturing and marketing in the Dedham Vale



# Hi-tech answers down on the farm

In 1993 Jim Lawrence made some candlesticks in the forge in his farm workshop and sold them. In the years since, **JIM LAWRENCE TRADITIONAL IRONWORK LTD** has grown to employ 60 people making and selling thousands of products from door knobs and coat hooks to silk curtains and wall lights.

Still on the farm in the village of Stoke-by-Nayland, the business is based on a good understanding of its market, sophisticated, hi-tech marketing and quality customer service. Website and mail order based, it advertises in glossy magazines and uses the charm of the area to add value to its products without encouraging customers to visit in person.



Internationally important wetland: Cattawade Marshes, on the River Stour, Dedham Vale (top)

Changing fortunes: Premium grade beef cattle grazing on Jim Lawrence's farm, Dedham Vale AONB (above), and a knot door handle from his range of traditional ironwork (right)



A place with soul: Brett Valley, Lower Raydon, Dedham Vale (below)

### Jim Lawrence:

"I spent ten years trying to make the farm viable by rearing cows and pigs, but it wasn't working. Then I made some candlesticks in the farm workshop and the business grew - and grew! We went into mail order and never looked back - our rate of growth is slowing to

a steadier pace now but for the first few years it doubled every year.

I think we're successful because people like to buy things from this special place. It has soul and that adds to the value of the product - they like the fact that it comes from a farm. We don't have a proper shop here, just a 16,000 sq ft Dutch barn, an extension to our agricultural cattle shed.

The staff are evenly split between production, office and packing. Many cycle and walk to work, bring their dogs to walk at lunchtime or go fishing on the pond."

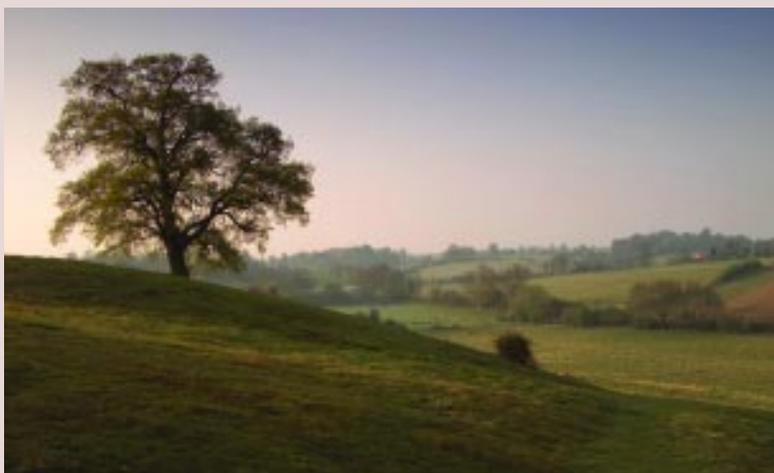
● Part funded by Babergh District Council Business workspace grant.

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Email: [sales@jim-lawrence.co.uk](mailto:sales@jim-lawrence.co.uk)

"I think we're successful because people like to buy things from this special place."





Levington Creek on the River Orwell, Suffolk, looking East to Felixstowe docks: the river is internationally important for wildfowl and wading birds and careful management balances the needs of wildlife, recreation and commerce

**Tourism** is another part of the regional economy where the protected landscapes have been leaders in the development of sustainable practice, with the quality of the natural and built environment the foundation for many of tourism's growth areas. The Broads Authority has won coveted Beacon Council status for its work in this field.

These landscapes provide a focus for visitors – for example the RSPB estimates visitors to the Norfolk Coast between Snettisham and Weybourne spend £122m each year and support over 3,000 jobs<sup>8</sup>. Tourism is not confined to the protected landscapes – visitors often move on to explore other parts of the region, spreading the benefits.

**Water-based recreation**, especially in the Broads, also generates business. The Environment Agency estimates that the regional rural economy benefits from over £500m of expenditure per year on boating, angling and other water-based recreation. In addition, our trees and woodland bring in £120m per year of tourism revenue.<sup>xi</sup>

**Manufacturing distinctive local products**, originally based on natural resources and now relying on specialist local skills, from food and drink to boatbuilding and traditional building materials, leads to profitable and sustainable businesses which benefit people and the natural and built environment.

#### From A shared vision: the regional economic strategy for the East of England (EEDA 2004)

“The region's landscapes and environmental assets act as a national resource for food, farming and renewable energy. **This strategy recognises the enormous potential that the region's diverse landscapes bring to the regional economy**, through enhancing the quality of life of those that live and work here as well as by attracting visitors. Continual growth in the range of businesses in rural areas outside of the traditional land-based sector is needed to provide a viable economic future for the countryside.”



**Shining example:**  
farmers make a profit on the  
Norfolk Coast



## New harvests, new world thinking

Founded in 2001, **MRS TEMPLES' CHEESE** was started by Catherine Temple to use milk produced in the village of Wighton. Two staff make a range of carefully researched popular fresh cheeses - hard Walsingham, soft creamy Wighton, veined Binham Blue, and mozzarella-like Melton.

An old cowshed on the family farm, converted to a dairy, preserves a working historic farm building, with a new sustainable biomass boiler to provide heat for the process. The business has a living link to the landscape, keeping the dairy cows that graze the meadows along the banks of the River Stiffkey viable.

### Catherine Temple:

"Sales have grown, as the local hospitality industry has embraced locally produced foods. The product range has developed to meet customer requirements for a range of flavours and textures, and functionality.

We have created jobs in an area where part-time work for women was declining as vegetable growing and harvesting was discontinued or mechanised, and the community was in decline as the proportion of second homes grew. Staff are able to walk to work rather than struggle with public transport or commute further afield.

The cheeses are sold in local shops, which aids their sustainability and at farmers' markets which give local towns an added bustle."

Part funded by Business Link Norfolk.

**Tel: 01328 710376**

**Email: [cmt@mrstemplescheese.co.uk](mailto:cmt@mrstemplescheese.co.uk)**

A treasured wilderness: the shifting, dynamic Norfolk Coast at Blakeney Point (top)

Local pride: the Real Ale Shop connects producers and consumers (above)

Market research: Catherine Temple with her range of cheeses (right)



**The REAL ALE SHOP** was opened in June 2004 by farmer Teddy Maufe at Branthill Farm, near Wells-next-the-Sea. It stocks 40 ales from 11 local brewers, is usually open six days a week, employs two people and has had a highly successful launch period.

The microbreweries providing the beer are pleased with the outlet where their products will be guaranteed a high profile, and locals and tourists alike have an opportunity to buy brews made from the speciality crop of the area, malting barley. Labels on some bottles even pinpoint the field where the barley used to make them was grown.



### Teddy Maufe:

"I'm passionate about this area. I'd hate it to become a museum, it's a living, working place. I was inspired to open the shop when I visited the wine producers of Napa Valley in California, toured a vineyard and saw how proud they were of their industry. Here in north Norfolk we've been producing this wonderful malting barley - the champagne of malting barleys - for 400 years, and yet most people don't know about it.

Traditional varieties of barley like Maris Otter thrive on our well-drained soil, and the gentle maritime climate, with summer sea fets or mists which drift in, take the heat out of the day and help it ripen slowly.

My aim is to put Norfolk back on the map for growing the golden barley that makes the golden real ale. The shop reconnects consumers of the final product with the raw materials and the production process."

- Part funded by the England Rural Development Programme's Rural Enterprise Scheme.

**Tel: 01328 710810**

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**Email: [info@therealaleshop.co.uk](mailto:info@therealaleshop.co.uk)**

### 3 Space to share

These special places engage and connect people with the East of England; they are a key part of its identity.

They help combat social exclusion, by helping to improve income, prospects, networks and life chances. Social benefits come from a sense of shared ownership; well cared for areas generate a 'feel good factor' which has a positive effect on other areas. There are many opportunities to use this influence: some of the most deprived areas in the East of England are in or near the protected landscapes. (See map over page: The 10% most deprived wards in the East of England.)

They are part of an existing network which is seeking to connect rural spaces with the urban, bringing the benefits of the countryside to the town. National cycle routes and trails run through them, and initiatives start in them.

People care about these special places. The areas provide focus, staff and projects for the public to get involved, from visiting for pleasure to joining action and interest groups like Wildlife Trusts and national charities.

Whether relaxed or active, involvement makes networks which are part of the 'social capital' of the region. Research has shown that higher levels of social capital are associated with better health, higher



A link with the land: the Chilterns is close to urban centres but agriculture is the activity which has the most influence on its landscape – around 70 per cent of its area is farmland

Much loved: the cluster of little boats and huts has a 'lived in' quality, highly characteristic of the Suffolk Coast and Heaths (below)





## Shining example: tourism's win-win in the Suffolk Coast and Heaths



## Holidays pay

Since 1995 **SUFFOLK SECRETS**, a holiday lettings business run by Richard Pither, has been catering to the steady flow of visitors drawn by the unspoilt beauty of the coast. Agents for 60 cottages in the area and employing three people, the company was quick to spot and capitalize on the capacity of the internet to build small businesses.

The company's relationship with the protected landscape it serves is deeply symbiotic. Visitors come to the area because it is beautiful and unspoilt. The business has made this link mutually profitable by offering customers the chance to contribute to conservation through the Suffolk Coast and Heath's CONNECT scheme, raising £10,000 in four years.



Coast and heath: at Dunwich the sandy, heather-covered heathlands, known locally as the Sandlings, reach right up to the crumbling cliff edge; Sizewell is in the distance (top)

Putting something back: children at a Suffolk school put money donated by Suffolk Secrets' customers to good use, sowing seeds for future trees for the area (above)

### **Richard Pither:**

"It all started with one house in Southwold. We decided to go a step further and soon recognised that the whole of the Suffolk Coast was a destination. We jumped in at the right time with the internet, and we keep our website updated with functions and graphics.

The high quality landscape is our raw material - we recognize that if it weren't there we wouldn't be in business. We work hand in hand with the people that look after the area. By asking our customers if they would like to donate just £1 per

booking, and matching it ourselves, we have raised £10,000 in four years.

The money has been used for projects including an electric punt for reedcutting, information boards, timber walkways at Walberswick Marshes, a tree nursery for Snape Village School and even a solar-powered electric fence to keep a fox away from fledgling birds on the Dingle Marshes!"

**Tel: 01379 651297**

**Website: [suffolk-secrets.co.uk](http://suffolk-secrets.co.uk)**

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**"The high quality landscape is our raw material - we recognise that if it weren't there we wouldn't be in business."**



A chance to connect with nature: the waterways of the Broads provide a huge open-air classroom to learn about nature and enjoy active water based pursuits like sailing, as here at Heigham Sound

educational achievement, better employment outcomes and lower crime rates.<sup>xii</sup>

Protected landscapes nurture the interaction between people, and people and places, that is vital to a healthy society in the East of England, boosting citizenship, neighbourliness, social networks and civic participation.

These benefits are being extended through schemes such as the Council for National Parks' Mosaic Partnership<sup>xiii</sup>, which the Broads Authority is part of. This aims to develop long lasting relationships between black and ethnic minority communities and national parks.

Tranquil, quiet places also provide spiritual renewal and a chance to reconnect, thereby enhancing the quality of life – and health.

Fitness, physical health, mental health and wellbeing are all improved by the activities these areas offer, from bird watching and walking to sailing. They provide a focus and give people a 'way in' with high quality interpretation, information and infrastructure.

A quarter of all children in the rural East of England fail to achieve basic educational qualifications<sup>xiv</sup>. The protected landscapes are also places to learn, both formally and informally; as a rich 'outdoor classroom', there is scope to use their qualities further<sup>xv</sup>. For example, the 'Forest Schools' initiative aims to increase the opportunity for outdoor learning through interactive lessons in a woodland setting.<sup>xvi</sup>

**The protected landscapes may seem separate, but study what they do and the links at all levels become clear.**

The Broads, Chiltern Hills, Dedham Vale, Norfolk Coast and Suffolk Coast and Heaths are not islands. They are connected with the issues of the society they are part of and seek to extend their richness and beauty beyond boundaries.

**The 10% most deprived wards in the East of England<sup>xvii</sup> - many are close to protected areas**



Protected area      Deprived ward

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## 4 Space for action

**Stars of the East** has shown how the east's finest landscapes are regional assets. Leading by example and innovation, they are building sustainable economic development and strong partnerships, in the context of being nationally valued and protected places.

Partners have committed to build on successes and continue to collaborate. Planned projects include:

- Sustainable tourism projects designed to maximise the benefits that visitors bring whilst minimising the pressures on our special areas. This will include a tourism promotion to visit the areas by public transport
- Partnership working with EDF Energy to draw down the £2.5 million available over the next five years for undergrounding of low voltage electricity wires in the region's protected landscapes
- Developing systems to measure and monitor the condition of the Broads and AONBs and hold this information together
- Ensuring that the special qualities of the region's protected landscapes and the positive contribution that they make is fully recognised in regional and local plans and policies.

Future projects may explore:

- Traditional countryside craft industries and skills – supporting where they contribute to the special character of the protected landscapes
- Biofuel products and processing – investigating how these new developments can enhance and be compatible with high quality and distinctive landscapes.

Finest landscapes also play a key part in implementing the Regional Rural Priorities contained in the draft Regional Rural Delivery Framework<sup>xvii</sup>, which include conserving and enhancing the region's biodiversity, its distinctiveness, and the quality of its natural and built environment and encouraging economic activity which draws on and sustains the characteristic natural, cultural and built heritage of the region's rural areas.

**The Broads, Chiltern Hills, Dedham Vale, Norfolk Coast and Suffolk Coast and Heaths are working together with each other and a range of partners. There is scope to join them at many levels, whether you're running a small business or involved in public life in the region.**

For a more detailed action document with details of how the partnership of organisations will work to champion the contribution that the areas make to the region, contact either the Rural Team at the East of England Development Agency or the Finest Countryside Team at the Countryside Agency's East of England Regional Office (contact details on the inside back cover).



Protected areas are a vital part of the East of England's future life: summertime fields in the Glaven Valley, Norfolk Coast

## Background information

### The East of England

The East of England is one of the largest and most diverse regions in the UK and comprises the six counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk. It is the second largest region in England with an area of 19,110 sq km. Compared to other English regions, there are fewer large cities and no obvious regional capital. The region has a significant rural landscape, and is home to around a fifth of England's market towns. On its doorstep is London, a world city. Mainland Europe is only a short journey away, and the region has important gateways and transport corridors.<sup>xviii</sup>

**The Broads Authority** has equivalent status to a **national park**. It is a Special Statutory Authority established under the Norfolk and Suffolk Broads Act 1988 to manage the Broads: to conserve and enhance the natural beauty of the Broads; promote public enjoyment of the Broads and protect the interests of navigation on the Broads.

It must also have regard to the national importance of the Broads as an area of natural beauty and one which offers open-air recreation, protecting the natural resources from damage and the needs of agriculture and forestry and the economic and social interests of those who live and work in the Broads.

### The Chilterns, Dedham Vale, Norfolk Coast and Suffolk Coast and Heaths are **Areas of Outstanding Natural Beauty**

areas of national landscape quality, in planning terms equal to national parks. The primary purpose of designation is to conserve and enhance the natural beauty of the landscape. In pursuing this purpose account should be taken of the needs of agriculture, forestry, other rural industries and of the economic and social needs of local communities, with particular regard paid to promoting sustainable forms of social and economic development. The needs of recreation should be met so far as they are consistent with the conservation of natural beauty and the needs of agriculture, forestry and other uses. The Chilterns has a Conservation Board, established by Parliamentary Order.

Management of the protected landscapes in the East of England is undertaken by dedicated staff teams working in well established committed partnerships with members from a wide range of interested parties including landowners, and local authorities which provide invaluable support. They work to statutory management plans drawn up with the input of a wide range of stakeholders. The majority of funding comes from central government and local authorities.



Living room: the village of Nayland in the heart of the Dedham Vale – people have played a strong part in creating these special areas, and continue to shape them

## End notes

- i **A shared vision: the regional economic strategy for the East of England** EEDA (2004)
- ii Joint statement of intent to co-operate between protected areas of the East of England and Local, Regional and National Government (2003)
- iii **Stepping stones to healthier futures: the rural economies of the East of England** Countryside Agency (2003)
- iv **Environmental prosperity: business and the environment in the East of England** RSPB, Broads Authority, Countryside Agency, Council for the Protection of Rural England, EEDA, English Heritage, English Nature, Environment Agency, Forestry Commission, Friends of the Earth, GO East, National Trust, local authorities (2001)
- v **Stepping stones to healthier futures: the rural economies of the East of England** Countryside Agency (2003)
- vi **Why do people make decisions that favour wildlife? Understanding the drivers** English Nature and Suffolk Coast and Heaths AONB
- vii **Environmental prosperity: business and the environment in the East of England** RSPB, Broads Authority, Countryside Agency, Council for the Protection of Rural England, EEDA, English Heritage, English Nature, Environment Agency, Forestry Commission, Friends of the Earth, GO East, National Trust, local authorities (2001)
- viii The protected areas play a strong facilitating role in this sector. For example the Broads' role in RSS Great Yarmouth/Lowestoft sub region
- ix **Government strategy for sustainable farming and food** GO East (2002)
- x **Environmental prosperity: business and the environment in the East of England** RSPB, Broads Authority, Countryside Agency, Council for the Protection of Rural England, EEDA, English Heritage, English Nature, Environment Agency, Forestry Commission, Friends of the Earth, GO East, National Trust, local authorities (2001)
- xi **Woodland wealth appraisal for the East of England** University of Gloucestershire 2003
- xii **Guide to social capital: measuring networks and shared values** Office for National Statistics
- xiii Mosaic Partnership, Council for National Parks. [www.mosaicproject.org.uk](http://www.mosaicproject.org.uk)
- xiv **Poverty and social exclusion in rural East of England** Observatories Social Exclusion Partnership (2004)
- xv For example the Green Light Trust project in Dedham Vale
- xvi The **Forest Schools East** initiative is being piloted at a school in the Dedham Vale. See [www.forest-schools-east.org](http://www.forest-schools-east.org)
- xvii **A draft Regional Rural delivery Framework for the East of England**, GO East (2004)
- xviii **A shared vision: the regional economic strategy for the East of England** EEDA (2004)

### Photo credits:

Chilterns Conservation Board; Chris Reeve/Reeve Banks Photography; Countryside Agency/Tina Stallard; Countryside Agency/David Burton; Countryside Agency/Malcolm Watson; Jim Lawrence; Malcolm Farrow; Mike Page; Raven Cozens Hardy; Simon Finlay

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