



Purple Horizons Nature Recovery Project

**Chloe Hardman
Senior Adviser for Nature Recovery
West Midlands Area Team, Natural England**

**Cannock Chase National Landscape Conference
25th April 2024**

Nature Recovery Projects

#Together for nature



© Natural England / Phillip Riley 2022

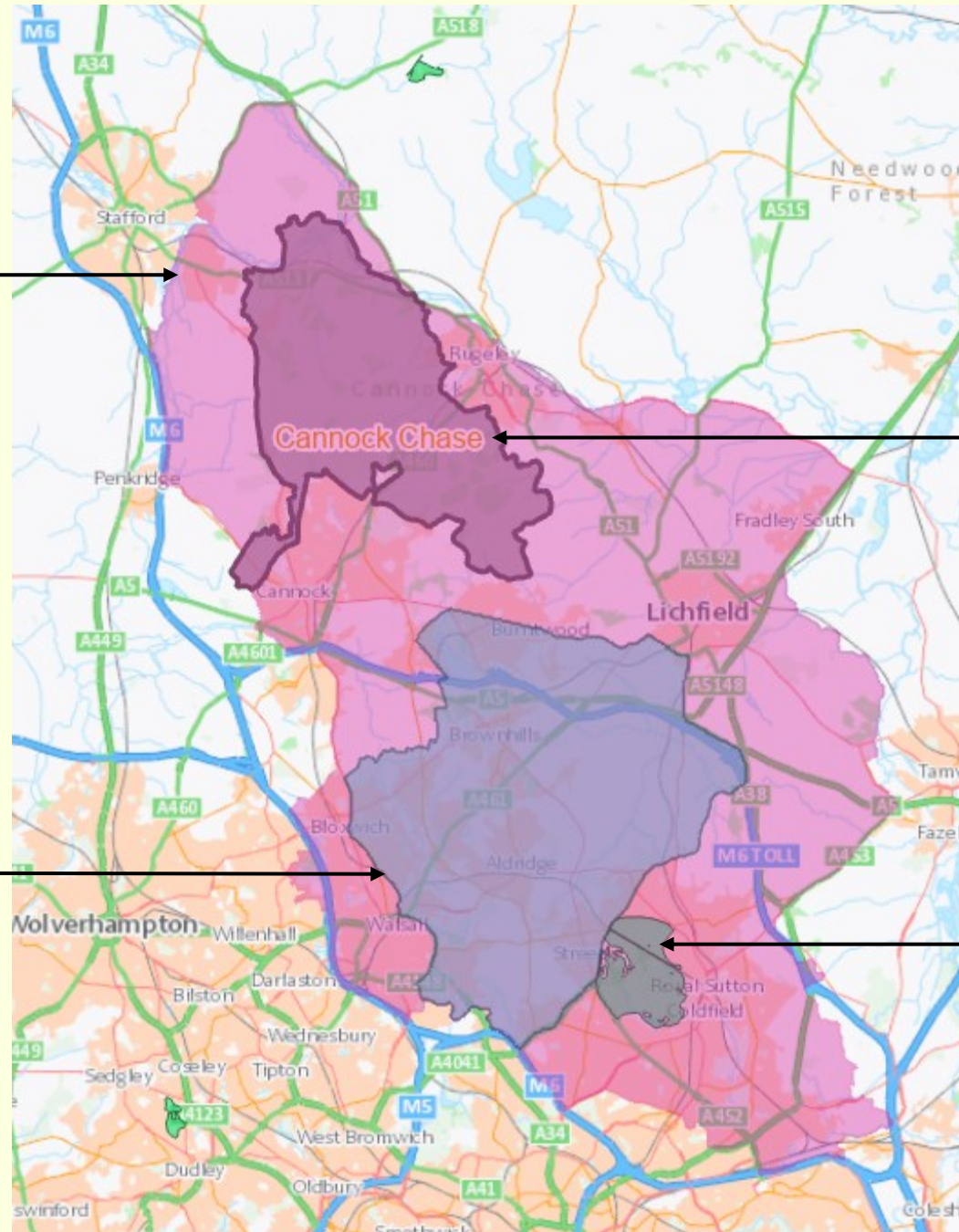


Why here?

Midlands
Heathland
Heartland
- a priority place for
Natural England

Purple Horizons
Nature Recovery
Project (12,000 ha)

www.gov.uk/natural-england



Cannock Chase
National
Landscape

Sutton Park
National Nature
Reserve



Purple Horizons partnership and goals



Our goals

- 1) Create wildlife-rich habitat at scale
- 2) Recover rare and threatened species
- 3) Increase landscape and climate resilience
- 4) Connect people with nature



Our partnership so far



www.gov.uk/natural-england



Partnership working – our species recovery project

Cross-border working – habitat opportunity mapping

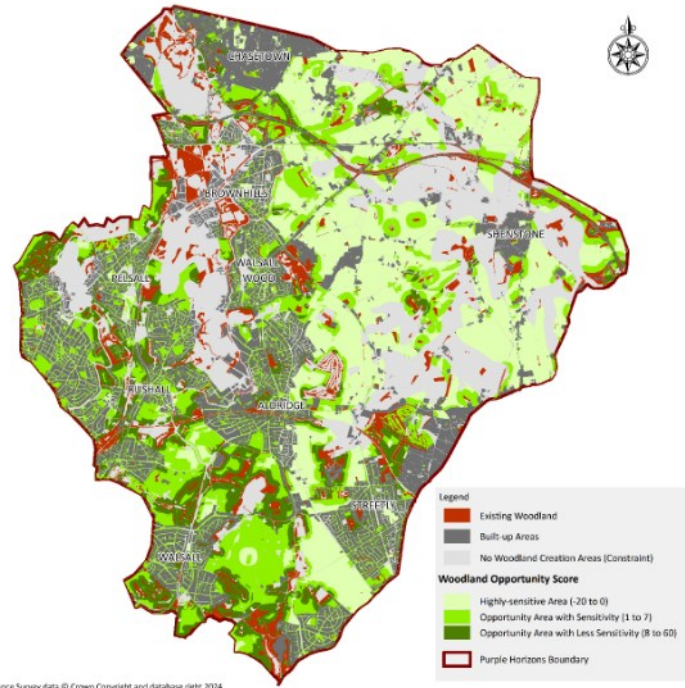
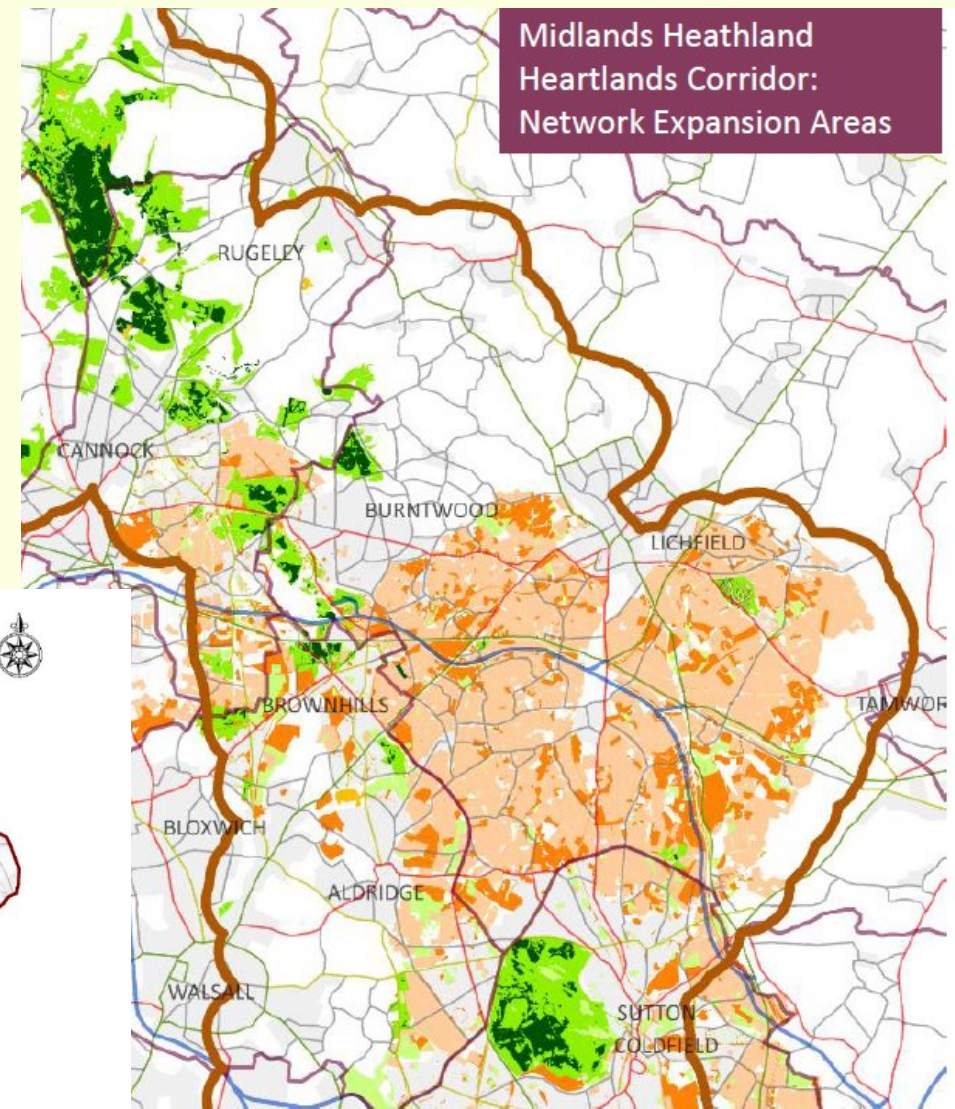


Figure 9 – Woodland Opportunity Map for the Purple Horizons area

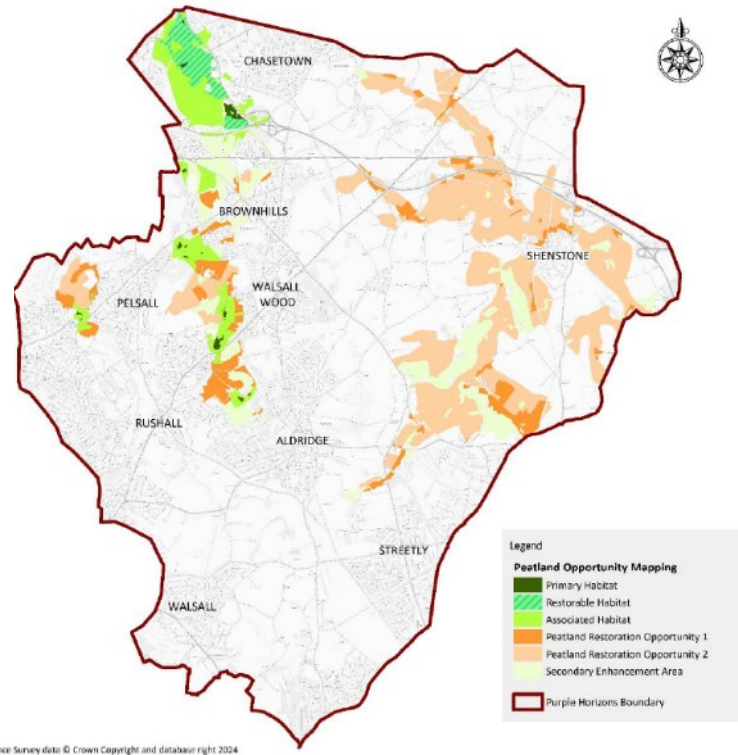


Figure 5 – Peatland Opportunity Map for the Purple Horizons area

Staffordshire Ecological Record

ecoRecord

Staffordshire Wildlife Trust

Birmingham & Black Country Wildlife Trust

Green finance

Government ambition:

- To raise £500 million in private finance for nature's recovery every year by 2027.
- More than £1 billion a year by 2030.
- Biodiversity net gain now live.
- Carbon markets
- Voluntary business sponsorship



Learning and challenges



- Working in an emerging policy area, particularly Biodiversity Net Gain.
- A time of uncertainty for landowners and reluctance to lock into long-term agreements.
- Communicating landscape change and the benefits of heathlands to the public.





Connecting people with nature

- Identifying gaps and opportunities
- Granting funding to partners
- Building new partnerships
- Embedding nature into community health projects and social prescribing





Find out more

- Search for **Purple Horizons NRP** on YouTube
 - Follow NE_WestMids on X
- Email me: chloe.hardman@naturalengland.org.uk

Thank you to our partners

