

# A World Class Environment

## Norfolk Suffolk

Partnerships Respect Growth supported by data  
Farming  
Tourism  
Environment

60% of food production in UK

**Impacts**  
Land Prices drop  
Food prices rise

**The Agriculture Bill**  
Direct Payments stop  
Bigger transition time  
Environment in some of schemes

greenhouse from agriculture has fallen by 17%  
over 400 species of birds

**Fens**  
landscape - managed by people - drained by mills  
**Broads National Park**  
25% of rarest wildlife in UK

**Fragile**

Sea level rise  
**Coast**  
Coral Sites

**Insect Apocalypse**

11 million loaves of bread per day  
66 million people  
Consumerism  
**Food**



#strongroots @norfolkCC



Farming systems that protect soils and enhance **ecosystems**  
Projects and Pilots measuring the results  
embrace tech solutions  
Polinator

**Inspire and Care**

connecting with young people to experience nature

**Population growth**

Housing

**Climate change**  
individual and collective action  
Small and big Wins  
tangible benefits

**Future**  
balance environment economy and Well being

**Biodiversity**  
Wetland Sites  
Marshes  
Valleys

invasive species  
Ash dieback

**Water**  
Agriculture Farming  
Tourism  
understanding each others needs

**The Visitor Economy**  
almost 50,000,000 day trips or longer  
£2.3 Billion

Public Transport  
Trails



**Access**  
Physical, Sensory or other access needs

**Defra 25 year Plan**



**2019 Year of Green Action**

Nature and environmental management can add value  
**Natural Capital**  
Protection and reward of existing assets

- Drives integration
- Drives sustainability
- Drives greater environmental

**Partnerships**  
Trust  
**Data**  
to deliver solutions



Supported by Norfolk County Council

Long term focus and debate about future of water management  
**Healthy environment Foundation**  
Unite issues  
Reservoirs  
flooding  
Water resource

information interpretation

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