



Access to Nature Targeting Plan

West Midlands Region 2009/10

Introduction

The West Midlands Region covers approximately 13,000km² comprising Shropshire, Staffordshire, Worcestershire, Warwickshire, Herefordshire and the former West Midlands County. 5.3 million people live in the West Midlands Region, with around 80% of people living in urban areas and 20% in rural areas. Around 80% of the region is rural including some relatively remote areas of Herefordshire, Shropshire and Worcestershire. Approximately 73% of the land is in agricultural or forestry use. For more information please see the [Natural England](#) or the [West Midlands Regional Observatory](#) internet sites.

This document identifies areas and beneficiaries that are seen as a particular priority for Natural England's (NE) Access to Nature Programme in the West Midlands Region. These regional priorities reflect the national programme's priorities, targets and outcomes, further informed by regional knowledge and evidence.

The purpose of the plan is:

- 1) To encourage applicants to develop proposals that will deliver the identified priorities within the limited budgets for the Access to Nature Scheme.
- 2) To aid the assessment process to ensure that projects are targeted in accordance with the priorities described in the plan.

It should be noted that the plan is not a mechanism for approving (or not approving) individual applications, which will all be considered on their own merits.

Applicants should first meet all the **eligibility criteria** of the scheme. Applications should also accord with the scheme's **priorities, outcomes and targets**. Please refer to the website for full details of the application and assessment process as described in the General Guidance notes: <http://www.naturalengland.org.uk/accesstonature>.

To increase the chances of a successful application you are advised to read through the priorities in this targeting statement. Applicants should note that this is a qualitative process – applications do not need to address all the targets described. This list is not exhaustive, and many proposals not covered by the targeting statement may still receive funding.



Applicants are required and encouraged to submit their own evidence of need in support of their application. As Access to Nature is an open application scheme, the onus is on the applicant to demonstrate that their proposal will benefit those who currently have a low level of access, and / or engagement, with the natural environment.

Applicants are encouraged to speak with their local Natural England adviser before they commit to the time and expense of applying for grant aid. Contacts are listed at Annex A.

1. Geographic Target Areas

1). Applications will be prioritised geographically. Those that address the needs of communities in the 10% most deprived urban and 10% most deprived rural wards by Lower Super Output Area (LSOA) identified through the Index of Multiple Deprivation (IMD) 2007 statistics will be a priority. We will use standard census data to identify these locations. A list showing the 10% most deprived areas in the West Midlands Region can be found as a separate document at Appendix B (10% Most Deprived LSOA's in the West Midlands Region). Regional and County maps showing the 10% most deprived urban and rural areas are available as separate documents at Appendix C (Map 1 West Midlands Region, Map 2 Hereford and Worcester, Map 3 Shropshire, Map 4 Staffordshire, Map 5 Warwickshire, and Map 6 West Midlands County). A postcode search is available online to enable people to identify which Lower Super Output Area a proposed project is located within. This is available at: <http://neighbourhood.statistics.gov.uk>

2). Applications which address environmental deprivation and the lack of provision of freely accessible green space, or provide opportunities for volunteering and community involvement where areas of existing accessible green space exist in the 10% most deprived urban and rural areas will be a priority. Natural England will use mapping of a wide range of Geographic Information (GI) datasets in order to assess applications for funding for the establishment of new Greenspace areas in light of existing access to the natural environment. This information will also be used as a tool to identify potential links between applications and nearby existing natural area resources, thereby maximising benefits.

In addition, specialist advice will be sought where necessary on applications and the existing level of access to the natural environment in a particular area.

Natural England has produced maps showing the levels of Accessible Greenspace across England, which are compiled from the best data available to Natural England at March 2009. Some publicly accessible areas are not included where data is lacking. The maps should be regarded as indicative rather than complete. The datasets used to illustrate such access in these indicative maps are:

Agri-environment Scheme Permissive Access (routes and open access)

Doorstep Greens

Village Greens

Cycle Ways (Sustrans Routes)

National Trails

Public Rights of Way

Millennium Greens

Forestry Commission 'Woods for People'

Country Parks

Local Nature Reserves

National Nature Reserves

Countryside and Rights of Way Act Access Land

It is acknowledged that restricting the datasets to this selection omits a number of other categories of natural greenspace; the selection was made on those datasets that were available and had consistent coverage over the country. **It should be strongly emphasised that these maps are in indicative only.**

In order to provide a usefully examinable overview of accessible greenspace distribution within the region and by county, levels of access provision within each LSOA have been assessed and graded according to the percentage of each LSOA's area that is covered by such provision. Appendix D Map 7 (separate document) shows Percentage of Accessible Greenspace by LSOA in the West Midlands Region. County Maps showing the Percentage of Accessible Greenspace in Relation to the 10% Most Deprived Urban and Rural Areas are available as separate documents at Appendix E (Map 8 Hereford and Worcester, Map 9 Shropshire, Map 10 Staffordshire, Map 11, Warwickshire and Map 12 West Midlands County, Map 13 Stoke -On-Trent)

5). Where Local Nature Reserve provision is less than 1 hectare per 1000 of population, the region will target these areas. These include the following Local Authority Areas: Wolverhampton City Council, Coventry City Council, Stoke-on-Trent City Council, Warwickshire County Council and parts of the Staffordshire County Council area.

4). Applications aimed at communities outside the lowest 10% most deprived urban and rural areas will need to make a case for mitigating factors or provide additional supporting information.

2. Priority Groups

- 1). Non geographic priority groups identified through existing policy, strategies and formal studies.
- 2). People currently under-represented in terms of contact with the natural environment including disabled people, the young, black and ethnic minority communities, older people and people experiencing poor health .
- 3). Communities and individuals experiencing social exclusion through disability, unemployment, age or economic disadvantage.
- 4). People disadvantaged by where they live through lack of access to the natural environment.
- 5). Other non-geographic groups identified through existing or new survey data.

Key Regional Strategies

The above priority groups can be identified thematically through reference to the DWP report [Opportunity for All](#) and Defra's action plan to increase the number of people from under-represented groups who access the natural environment [Outdoors for All](#).

Applicants are advised to consider how their applications fit with the key themes, aims and objectives of the following Regional Strategies:

[Regional Spatial Strategy](#)
[Regional Bio-diversity Strategy](#)
[Regional Sustainable Development Framework](#)
[Green Infrastructure Prospectus](#)

[Regional Forestry Framework](#)
[Regional Rural Development Framework](#)
[Regional Health and Well Being Strategy](#)

Consideration should also be given to your Local Strategic Partnerships. These in conjunction with Local Authorities should have a Sustainable Community Strategies in place, which should be focused on integrating social, economic and environmental issues.

Although projects should address at least one of the priorities highlighted in this statement, applications will be considered for projects outside these priority areas where a good case for funding can be made. We accept IMD statistics may not reveal full and detailed local issues.

Statutory authorities, agencies and delivery bodies will often have highlighted these. We will take account of such information where possible, but it is down to the applicant to demonstrate the need for the project and supply supporting information.

Annex A – Contact Details

Scheme website: www.naturalengland.org.uk/leisure/grants-funding
and www.biglotteryfund.org.uk

National Grants Team

Access to Nature
Natural England
Northminster House
Peterborough
PE1 1UA
01733 455000

Regional Adviser

Peter Loat
Natural England
Block A
Woodthorne
Wolverhampton
WV6 8TQ
01902 693173
peter.w.loat@naturalengland.org.uk

Regional Support Officer

Sue Kasprowicz
Natural England
Block A
Woodthorne
Wolverhampton
WV6 8TQ
07900 608421
susan.kasprowicz@naturalengland.org.uk

Other sources of local advice e.g. Wildlife Trusts, Groundwork Trusts, Rural Community Councils (This list is not exhaustive and there maybe other sources of local advice available from organisations not listed below.)

Birmingham and Black Country Wildlife Trust

28, Harborne Road,
Edgbaston,
Birmingham,
B15 3AA
Tel: (0)121 454 1199
Email: info@bbcwildlife.org.uk
Web: www.bbcwildlife.org.uk

Shropshire Wildlife Trust

193 Abbey Foregate
Shrewsbury
SY2 6AH
Tel: 01743 284211
Email: [shropshirewildlife.org.uk](mailto:enquiries@shropshirewildlife.org.uk)
Web: www.shropshirewildlife.org.uk

Staffordshire Wildlife Trust

The Wolseley Centre
Wolseley Bridge
Stafford
ST17 0WT
Tel: 01889 880100
Email: info@staffs-wildlife.org.uk
Web: www.staffordshirewildlife.org.uk

Warwickshire Wildlife Trust

Brandon Marsh
Brandon Lane
Coventry
Warwickshire
CV3 3GW
Tel: : 024 7630 2000
Email: enquiries@warwickshirewildlife.org.uk
Web: www.warwickshirewildlife.org.uk

Herefordshire Wildlife Trust

Lower House Farm
Ledbury Road
Tupsley
Hereford
HR1 1UT
Tel: 01432 356872
Email: herefordwt@cix.co.uk
Web: www.wildlifetrust.org.uk/hereford

**Groundwork
Birmingham & Solihull**

65 Villa Road
Handsworth
Birmingham
B19 1BH
Tel: 0121 236 856
Email: birmingham@groundwork.org.uk
Web: <http://www.groundwork-birmingham.org.uk/>

**Groundwork Coventry
& Warwickshire**

Old Hall Farm
Whitestitch Lane
Packington
Coventry
CV7 7JE
Tel: 01676 524320
Email: co@groundwork.org.uk
Web: www.groundwork-coventry.org.uk

Community First

Malvern View
Willow End Park
Blackmore Park Road
Malvern
Worcestershire
WR13 6NN
Tel: 01684 312730
Email: info@comfirst.org.uk
Web: www.comfirst.org.uk

Worcestershire

Lower Smite Farm
Smite Hill
Hindlip
Worcester
WR3 8SZ
Tel: 01905 7549
Email:
enquiries@worcs
Web: www.worcs

Groundwork Bla

Groundwork Env
Dolton Way
Tipton
West Midlands D
Tel: 0121 530 5
Email: bc@ground
Web: www.groun

Goundwork Sto

Groundwork Ente
Albany Works
Moorland Road
Burslem
Stoke on Trent S
Tel: 01782 8299
Email: stokeontre
www.groundwork

Community Cou

Friars Mill
Friars Terrace
Stafford
ST17 4DX
Tel: 01785 242 1
Web: www.staffs

Warwickshire Rural Community Council

25 Stoneleigh
Deer Park Business Centre
Abbey Park
Stareton
Kenliworth
Warwickshire
CV8 2LY
Tel 02476 303232
Web: www.ruralwarwickshire.org.uk

Community Co

The Creative Qu
Shrewsbury Busi
Shrewsbury
SY2 6LG
Web: www.shrop

Indices of Multiple Deprivation

Communities and Local Government – IMD data and comparison. Searchable by region, local authority, LSOA name or code, postcode and by searchable map

<http://www.imd.communities.gov.uk/>

Communities and Local Government – IMD homepage

<http://www.communities.gov.uk/communities/neighbourhoodrenewal/deprivation/>

Communities and Local Government – IMD 2007

<http://www.communities.gov.uk/communities/neighbourhoodrenewal/deprivation/deprivation07/>

Office for National Statistics – searchable by postcode or area name

<http://neighbourhood.statistics.gov.uk/dissemination>

Super Output Areas

<http://www.ons.gov.uk/about-statistics/geography/products/geog-products-area/names-codes/soa/index.html>

Other Changes Spaces Big Lottery Grant Schemes

Royal Society of Wildlife Trusts (RSWT) ‘Local Food’ Scheme

To find out more and to be kept informed of developments on the scheme please email your full visit the website at www.localfoodgrants.org.

Groundwork’s ‘Community Spaces’ Scheme

To find out more and to be kept informed of developments on the scheme please visit the website at www.community-spaces.org.uk.

Building Research Establishment (BRE) ‘Community Sustainable Energy Programme

To find out more and to be kept informed of developments on the scheme please visit the website at www.communitysustainable.org.uk

Mind ‘Ecominds’ Programme

To find out more and to be kept informed of developments on the scheme please visit the website at www.mind.org.uk/ecominds

Other Grant Schemes and Funding Providers

Please note this list is advisory only.

[Big Lottery Fund](#)
[Heritage Lottery Fund](#)
[Awards for All](#)
[Landfill Communities Fund](#)
[Defra](#)
[Investing in Communities](#)
[Breathing Spaces](#)

Useful Links:

[Black Country Consortium](#)
[West Midlands Public Health Observatory](#)
[Natural England Health pages](#)
[West Midlands Regional Observatory](#)
[Commission for Rural Communities](#)
[Advantage West Midlands](#)
[Department for Communities and Local Government](#)

County Council and Unitary Information:

Birmingham City Council

Council House
Victoria Square
Birmingham
England
B1 1BB
Tel: 0121 303 1111
Email: contact@birmingham.gov.uk
Web: www.birmingham.gov.uk

Coventry City Council

Council House
Earl Street
Coventry
CV1 5RR
Tel: 024 7683 3333
Web: www.coventry.gov.uk

Dudley Metropolitan Borough Council

Council House,
Priory Road,
Dudley,
DY1 1HF.
Tel: 01384 812345
Email:
dudleycouncilplus@dudley.gov.uk
Web: www.dudley.gov.uk

Herefordshire County Council

Brockington
35 Hafod Road
Hereford
Herefordshire
HR1 1SH
Tel: 01432 260000
Email:
info@herefordshire.gov.uk
Web: www.herefordshire.gov.uk

Shropshire County Council
Shirehall
Abbey Foregate
Shrewsbury
Shropshire
SY2 6N
Tel: 0845 678 900
Email:
customerfirst@shropshire.gov.uk
Web: www.shropshire.gov.uk

Staffordshire County Council
St Chad's Place
Stafford
ST16 2LR
Tel: 01785 223121
Email:
webmaster@staffordshire.gov.uk
Web: www.staffordshire.gov.uk

Stoke-on-Trent City Council
Civic,
Glebe Street,
Stoke-on-Trent,
ST4 1RN, UK
Tel: 01782 234567
Web: www.stoke.gov.uk

Walsall Metropolitan Borough Council
The Civic Centre
Walsall
UK
WS1 1TP
Tel: 01922 650000
Email: info@walsall.gov.uk
Web: www.walsall.gov.uk

Wolverhampton City Council
Civic Centre
St. Peter's Square
Wolverhampton
WV1 1SH
Tel: 01902 551155
Web:
city.direct@wolverhampton.gov.uk

Sandwell Metropolitan Borough Council
Customer Relations Team
PO Box 2374
Oldbury B69 3BR
Tel: 0845 358 2200
Email:
contact@sandwell.gov.uk
Web: www.sandwell.gov.uk

Solihull Metropolitan Borough Council
PO Box 18,
Council House,
Solihull,
West Midlands
B91 9QS
Tel: 0121 704 6000
Email:
customer@solihull.gov.uk
Web: www.solihull.gov.uk

Telford and Wrekin Council
Borough of Telford & Wrekin,
Civic Offices,
Telford,
TF3 4LD.
Tel: 1952 380000
Web: www.telford.gov.uk

Warwickshire County Council
Shire Hall
Warwick
CV34 4SA
Tel: 0845 090 7000
Web: www.warwickshire.gov.uk

Worcestershire County Council
Worcestershire County Council,
County Hall,
Spetchley Road,
Worcester,
WR5 2NP
Tel: 01905 763763
Web:
www.worcestershire.whub.org.uk

Accessible Natural Greenspace Standards (ANGSt)

[Background](#)

[Documentation and Guidance](#) 1

[Documentation and Guidance](#) 2

Planning Policy Guidance (PPG)

[Planning Policy Guidance 17](#)