How do we integrate cultural services?

- Embedding work and Corporate Plan
- Classifications and categories: how helpful are these?
- Which cultural services can we measure and how?
- How can we learn from other projects? (MENE, CQuEL, LIANE, Experiencing landscapes, UKNEA...)
- How can we deliver cultural ecosystem services?

“...to ensure sustainable stewardship of the land and sea so that people and nature can thrive. It is our responsibility to see that England’s rich natural environment can adapt and survive intact for future generations to enjoy.”

Upland Ecosystem Services Pilot Projects – delivering the ecosystem approach on the ground

- Baseline assessment of ecosystem services
- Integrated map based delivery plans for multiple benefits
- Partnership projects: participatory workshops with farmers, tourism businesses, local people
- Valuation and innovative funding.

Experiencing Landscapes Study

“...walking and it is like God’s green carpet, there is always something to see. Keeps you fit and there is always something to see; the animals, the birds in the countryside.”

“And it’s brilliant up there I mean I am bad at walking but I can get up there for the bird-watching. Kids have done it now as I did it as a kid and there is nothing better.”

Mapping current cultural services

Some national data....

And we needed to use proxy and locally available data....

Basinhead Ecosystem Services Pilot

Sassenheath Ecosystem Services Pilot

Cultural Ecosystem Services into delivery:

Natural England’s experience so far...

Jane Lusardi
Nick Dales
A working typology for cultural services

1. **Sense of history/historical meaning/historic & cultural environment**
2. **Sense of place**
3. **Inspiration/spiritual/aesthetic qualities**
4. **Calm/tranquility**
5. **Recreation**
6. **Learning/education/knowledge**
7. **Escapism**
8. **Health (and wellbeing)**
9. **Relationship development/Sense of community**
10. **Biodiversity and geodiversity**

Developed from UK NEA, Experiencing landscapes work, CQUEL, pilots baselines

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**Cultural Service: Inspiration / Spiritual Values**

**Integrated approach**

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**The need for ecosystem service maps**

- Natural Environment White Paper
- Biodiversity 2020 (especially objective 1C)
- Embedding an Ecosystem Approach in delivery
- Support for Nature Improvement Areas (NIAs)
- National Planning Policy Framework (NPPF)
- NELMS
- LNPs, LEPs
- Increasing demand from customers

All leads to the inevitable question of what have we got and where is it?
The challenges to mapping ecosystem services - general

• The ‘science’ of ecosystem services is still relatively new
• The evidence base for individual services is variable
• Often ecosystem services are not measured and we are forced to use proxy information
• There is a tendency towards complex modelling which is data, time and resource intensive
• There is a conflict between the desire for accuracy and the need for effective communication and visualisation tools – what is fit for purpose?

The challenges to mapping Cultural ecosystem services

• Cultural services are the experiences that people individually derive from nature – how do we map that?
• How do you map personal preference? (Time for a live test)! It is all so very subjective.
• Difficult to incorporate population data with any approach taken.
• Even with an increasing evidence base (eg through MENE) it is hard to identify locally where the beneficiaries of services are located.
• Areas apparently full of cultural opportunities may have very few beneficiaries (eg remote areas of National Parks)
• Areas with apparently few opportunities may have very many beneficiaries (eg Country Parks)
• ‘White Space’ areas can, clearly, provide CES – local data required
• Can a map ever tell us about how people value CES or just where some of the drivers might be?
• Need to find new ways of integrating quantitative and qualitative information and how citizen science may contribute

Natural England’s overall approach to mapping services

• Follows the UKNEA
• Maps the link between habitat and service
• Uses CEH Landcover Map 2007 as source data
• Habitats used as proxies for services
• Maps ‘potential’ only
• Covers all of England
• Is simple

What are the future challenges:

• How do we embed our working typology of cultural services?
• How can we improve our mapping of cultural services?
• How do we integrate cultural services through our work, including in our access and engagement work?
• What can we do to enhance the delivery of cultural services?

There’s nothing new in Cultural!

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