



Forward Plan

Continuing the success of Greensand Country Landscape Partnership



greensandcountry.com

**Funding raised by
The National Lottery**
and awarded by the Heritage Lottery Fund



Greensand Country terminology

Greensand Country: the area itself. Approximately 40 miles of scenic landscape, defined by the Greensand Ridge, stretching from Leighton Buzzard to Gamlingay.

Greensand Country Landscape Partnership: consortium of 24+ organisations working together for the good of the area.

Greensand Trust: Current co-lead of the partnership; a charity a set up to conserve and enhance the Greensand Ridge.

KEY



Greensand Ridge Walk



Greensand Cycleway



Greensand Horse Routes

Visit

www.greensandcountry.com

for downloadable routes and maps



The Greensand Country story so far

Greensand Country Landscape Partnership (GCLP) established in 2013 and National Lottery Heritage Fund programme commenced 2017.

“To raise awareness of the heritage value of this landscape and to reverse the gradual decline in its distinct character and special qualities – qualities that underpin the livelihoods and wellbeing of local communities.”

£1.66m from National Lottery Heritage Fund matched by £1.4m from partners = **total investment of £3.1m**

2019/2020 In a Nutshell



Events
per-year.



&

People attended the
**Greensand
Festival 2019!**
6x our target!



Horse riding
routes
created.



**Walls
restored.**



Of Greensand
Country restored
or brought under
positive management.



Sense of
Place Toolkit
has been
published.



24

Organisations working together for
the benefit of Greensand Country.



80

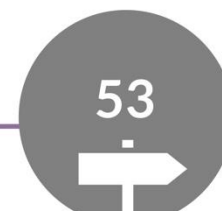
Projects helping to conserve and
promote the landscape.



Children from 24
schools have learnt
about their local
landscapes.



Local
residents
reached.



Greensand
village signs
installed.



Strong
destination
brand for
championing
Greensand
Country.



from NLHF
matched by a
further



of total
investments.



Historic
England Grant.



Young people not in
employment, education
or training (NEET)
have received training.



Courses for woodland
owners on how to
bring woodlands into
positive management.

Apprenticeships
completed.



A website with
dynamic mapping
has been created
to promote
Greensand
Country.



Greensand
Country

The new Forward Plan

Purpose:

1. To guide the continued success of GCLP in caring for the distinctive, beautiful and much-loved landscape of Greensand Country.
2. To secure the long-sustainability of GCLP as Greensand Country's principal framework for partnership working.

Timescale: 2021 – 2024, covering the transition period following the National Lottery Heritage Fund programme.

Governance: Greensand Trust will become accountable body, new FP Board will be established.

Themes

Caring for the landscape

Local action on climate change

Enjoyment and wellbeing

Rural economy and
sustainable tourism

