



**Lincolnshire
Wolds**
National
Landscape



Annual Review 2025-2026

lincswolds.org.uk

Key Highlight - Nature Calling

Arts project Nature Calling has now come to an end. Shelf-life, created by INSTAR artists Trish Evans and Nick Humphreys, was a series of nine temporary billboard artworks placed within the working landscape of the Lincolnshire Wolds – one of the UK’s most intensely farmed regions.

Designed in the style of retail advertising, with phrases like “Everything for Less” and “Clearance,” the billboards highlighted environmental degradation, biodiversity loss, and the pressures facing farmers. Rather than accusing, the artworks ask: Are we selling out nature? and How can land, farming, and nature thrive together again? The project sparked valuable conversations with farmers about the challenges they face and the cost of restoring nature.

INSTAR also collaborated with local secondary schools, teaching over 70 students traditional printmaking techniques. Some students used their prints for GCSE coursework. INSTAR then created nine species-based artworks for smaller billboards, each incorporating elements from every student’s print. These billboards toured the Wolds and surrounding areas during the summer, visiting 12 locations and reaching nearly 25,000 people online and in person.

British Sign Language videos have been made for the four poems created by the writer Ayesha Chouglay. Promoting further accessibility for those with disabilities these can be found on the Nature Calling website [Nature Calling | Home](#).



activate
performing arts



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



Department
for Environment
Food & Rural Affairs



Thanks to Lauren North, Project Officer, who took the lead in delivering the Nature Calling project within the Lincolnshire Wolds National Landscape. As her contract has ended, the Lincolnshire Wolds Countryside Service wish Lauren all the best for the future.

Foreword

Welcome to the e-Annual Review that summarises just some of the many achievements over the 2025-26 period undertaken across the Lincolnshire Wolds National Landscape. This includes work coordinated by the Lincolnshire Wolds Countryside Service, the Farming in Protected Landscapes Programme and the wider activity of the Lincolnshire Chalk Streams Project on behalf of the LCSP Partnership.



As you'll read, we have linked up with the National Landscapes Association, Arts Council England and art practitioners to successfully deliver **"Nature Calling"**, operating as one of six National Landscape leads. In our case this involved working with community artists, local schools and the wider community to explore our connections with nature through the generations, with a focus on the ever-changing farming landscapes of the Wolds.

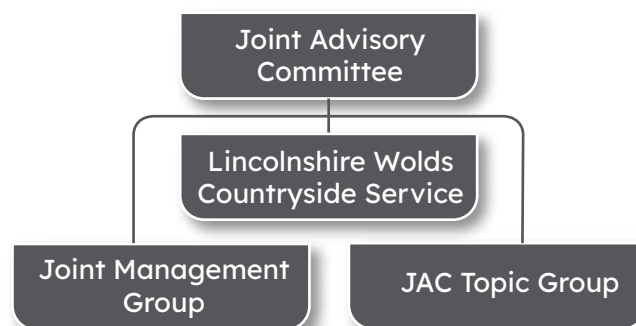
Suffice to say, the LWCS Team has also been very busy in reviewing and responding to several large-scale development proposals, including a series of energy and transmission related NSIPs (Nationally Significant Infrastructure Projects) that are likely to impact upon the Lincolnshire Wolds National Landscape, with discussions very much ongoing. Additional to the day-to-day project work, our strategic focus has been on continuing to listen to local farmers, land managers, communities, partnership organisations and wider audiences to review and develop the new Lincolnshire Wolds National Landscape Management Plan. We will once again be welcoming further input from all parties as we roll-out the forthcoming public consultation.

Cllr Richard Avison – Chair
Lincolnshire Wolds Joint Advisory Committee

Steve Jack – Manager
Lincolnshire Wolds Countryside Service

Working in Partnership

The Lincolnshire Wolds has an established Joint Advisory Committee (JAC): a partnership of public, private and voluntary organisations and representatives who have a special interest or working knowledge of the area. The JAC acts as a forum to advise and guide activity on a wide range of issues across the Wolds and is instrumental in developing, implementing, monitoring and reviewing the Lincolnshire Wolds Management Plan.



Lincolnshire Wolds Countryside Service (NL Unit) as of 31st March 2026:

Stephen Jack	LWCS Manager
Helen Gamble	Project Officer
Lauren North	Project Officer
Liz Garbutt	Landscape & Planning Officer
Ruth Craig	Project Lead (Lincolnshire Chalk Streams Project - LCSP)
Will Bartle	Monitoring Officer (LCSP)
Sarah Catley	Northern Becks Officer (LCSP)
Sarah Teasel	Project Officer (LCSP)
Claire Harrison	Administration and Technical Assistant
Sarah Weller	Business Support Assistant (Farming in Protected Landscapes - FiPL)
Steve Scoffin	Project Officer (FiPL)

Protecting The Lincolnshire Wolds



Lincolnshire Chalk Streams Project

The Lincolnshire Chalk Streams Project (LCSP) marked a major milestone this year with a refreshed brand that better reflects the beauty, character and importance of the Lincolnshire Wolds rare chalk rivers. Alongside the rebrand, the LCSP launched a new long-term strategy that sets out a clear vision for protecting and enhancing these globally significant habitats. The strategy strengthens the commitment to partnership working, community engagement and evidence-led conservation across the Wolds. As the LCSP celebrate 20 years of dedicated action, there is great pride in the progress made so far and excitement for the next chapter in safeguarding Lincolnshire's chalk streams for future generations.



Chalk Stream Mapping

Over the past year, the LCSP, working with the Environment Agency and other partners, has been developing a more robust map of chalk streams across Lincolnshire. Building on earlier mapping used to inform Natural England's national Chalk Priority Habitat layer, the project aims to address potential gaps by strengthening the scientific evidence used to identify and classify chalk streams. This work has been funded through the Farming in Protected Landscapes (FiPL) programme.

Fieldwork on six streams within the Lincolnshire Wolds National Landscape included pH and temperature monitoring, physio-chemical testing, and macrophyte surveys across upper, middle and lower reaches. Results show all streams fall within expected ranges for chalk stream systems, while macrophyte surveys provided insight into habitat condition. The findings will contribute to national chalk stream mapping led by the Catchment Based Approach (CaBA), helping ensure Lincolnshire's chalk streams are accurately represented and supported by a stronger evidence base for future policy development and conservation.



Protecting The Lincolnshire Wolds

Farm Cluster Groups

The Lincolnshire Chalk Streams Trust has supported the LCSP in establishing a cluster group within the River Lud and Louth Canal catchments. Working alongside Catchment Sensitive Farming Officers, a series of events have focused on bringing landowners and farmers together to discuss sustainable land management practices and explore how soil and water can be better protected. These actions benefit chalk streams, as healthier soils and improved water management can help address and improve run-off related issues.

Discussions and field visits have covered topics such as the benefits of cover crops, environmental grant schemes, effective ways to run successful cluster groups, and opportunities to enhance biodiversity on farms. In addition, the LCSP have been awarded funding through the Anglian Water Farm Cluster Grant to continue this work and expand the group into the Great and Long Eau catchments, while also incorporating the existing Upper Bain Cluster Group. This will enable the continuation of productive conversations and encourage farmer-to-farmer learning.



Visit the LCSP '**Contact Us**' page for social media links

Living & Working in the Lincolnshire Wolds

Farming in Protected Landscapes

The Farming in Protected Landscapes (FiPL) Programme provides funding for farmers and land managers for one-off projects which deliver on the themes of **Climate, Nature, People** and **Place**. Since 2021, **£1,435,683** of funding has been committed to projects under the programme in the Lincolnshire Wolds, with funding now continuing until March 2029 (see below).

During 2025-26 FiPL has allocated **£287,916** to support 25 projects in the Lincolnshire Wolds National Landscape, which includes five multi-year projects. Most projects deliver multiple outcomes across the FiPL themes.

www.lincswolds.org.uk/our-work/farming-in-protected-landscapes

Climate - 16 projects



- **7** - more carbon is stored and/or sequestered
- **8** - understanding among farmers, land managers and the public as to what different habitats and land uses can deliver for carbon storage and reduced carbon emissions
- **13** - making the landscape more resilient to climate change

Nature - 17 projects



- **89.55 ha** - habitat improvement for biodiversity
- **755.66 ha** - improved habitat connectivity
- **13** - increase in biodiversity
- **13** - existing habitat is better managed for nature

Place - 19 projects



- **13** - enhancing the quality and character of the landscape
- **7** - conserving, enhancing or interpreting historic features
- **10** - increasing the resilience of nature friendly sustainable farm businesses, contributing a more thriving local economy

People - 19 projects



- **19** - more opportunities to explore, enjoy and understand the landscape
- **8** - make the landscape more inclusive for visitors

Defra has recently announced that the FiPL programme has been extended for a further three years until the end of March 2029, with around £30 million nationally across the Protected Landscapes in England for the first year.



Living & Working in the Lincolnshire Wolds

Advisory visits & events

During 2025-26, 78 visits and meetings were undertaken with a wide range of community groups, landowners and managers to discuss possible projects and proposals, with a view on their potential impact on landscape, nature conservation and access. The LWCS provide encouragement and support to help protect, enhance and promote the NL, providing advice and planning, funding and delivering projects wherever possible. The LWCS also hosted a Wolds Woodland Event to showcase the options for woodland management and creation across estate and farm woodlands for landowners and farmers, with key partner organisations such as the Forestry Commission, Woodland Trust, Lincolnshire County Council and independent forestry consultants.



Removing Barriers

Additional Defra grant support for capital projects under the Access for All banner continued during 2025-26, with funding for:

- **Footpath & bridleway improvements via surfacing works, drainage, boardwalks, bridges and gates**
- **seating in public open spaces**
- **enhanced community facilities**

Traditional Road Signs in Lincolnshire (TRiL)

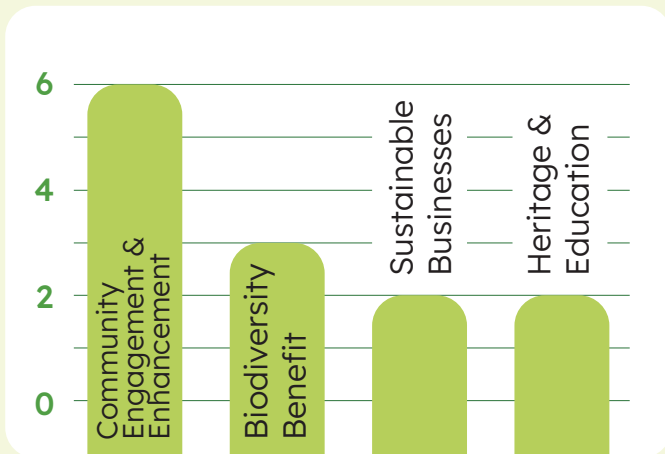
This year has seen further work undertaken through the Traditional Road Signs in Lincolnshire Project. This is a project to refurbish the old-style guideposts, retaining their distinctive character in the National Landscape

The focus in 2025-26 was to refurbish the signs reported to Lincolnshire County Council via the “Fix My Street” portal. Many of the signs that have been repaired had fallen into a sorry state, with restoration work focusing on making new arms with new letters, painting or replacing the posts.

The LWCS have also linked-up with partners to review the current milestones, including the forthcoming refurbishment of a cast iron milestone at Wold Newton.

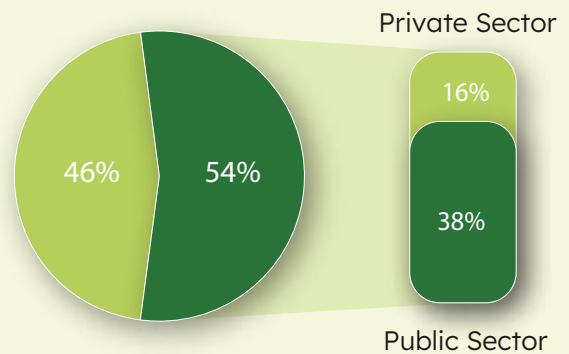
Living & Working in the Lincolnshire Wolds

2025-26 Grant Schemes



Total cost of work undertaken **£53,285**
Total grant paid **£24,308**

Grant offered – **46%** Private sector – **16%**
Match funding – **54%** Public sector – **38%**



During 2025-26 the Lincolnshire Wolds Grant Scheme was oversubscribed, with the LWCS offering support and assistance to all potential applicants. The Grant Scheme is crucial in bringing project ideas to fruition to help maintain and enhance a thriving, high quality landscape that supports local communities and businesses and raises awareness of the National Landscape.



Discovering the Lincolnshire Wolds

Events

The LWCS continue to work closely with key partners to deliver events across the Lincolnshire Wolds that promote its special features and activities.

Thank you to the National Trust for hosting the Activity Day at the beautiful Gunby house, gardens and parkland which attracted many walkers and families and showcased just a sample of the wonderful activities within the Wolds.



West Lindsey Churches Festival and the Lincolnshire Wolds and Coast Festival continue to attract visitors from across the county and beyond. From cream teas to choral recitals, these buildings and communities are an integral part of the heritage and landscape of the Wolds.



 **41** WALKS

TALKS
157

 **Events & Shows**
1786

 **16**
DAYS

 **1,126**
EVENTS

4250
 **Participants**

Total 7,360

Digital Interface

Website
Total 2025-26

Website Clicks
46,520

Impressions
2,025,000

Website clicks = how many times a user clicked through to LWCS site.

Impressions = how many times a user saw a link to LWCS site in search results.



3,239 followers



2,100 followers



429 people added photos or reviewed

Publications

Digital format = **Annual Review 2024-25**

Publication review & reprint = **Enjoy the Lincolnshire Wolds, 1 x Wolds Walks, Heritage & Wildlife Wonders of the Wolds**

Leaflet Drop = **over 20,000** distributed to **libraries, tourism outlets and businesses.**

Developing the Lincolnshire Wolds

Strategic Policy & Planning

The Lincolnshire Wolds Countryside Service seeks to enable the conservation and enhancement of the Wolds and promote sustainable development. To this end, in recent months, we have worked with the National Landscape Association in relation to the Government's proposed planning reforms, promoting growth and housing, which ultimately may affect the Lincolnshire Wolds National Landscape. Responses have been submitted to the Government, and we await their reply and publication of the revised policies.

We are also regularly assessing updates in relation to the numerous Nationally Significant Infrastructure Projects in the area and working with partners to ensure nature recovery is part of these projects. Alongside this work, we are responding to consultations on strategic plans and development proposals within the Wolds and its setting. Finally, the review of the Lincolnshire Wolds AONB Management Plan (2018-23) - currently saved - is continuing apace.



Undergrounding

Work continues with undergrounding powerlines for visual improvement within the Lincolnshire Wolds National Landscape. A budget of £2,300,000 has been allocated to the Lincolnshire Wolds from Northern Powergrid for the Price Review Period 2023-2028, with ongoing work on submitted projects. Schemes both in the planning stage and awaiting delivery with National Grid Electrical Distribution will see enhancements for chalk streams, the historic and natural environment along with visual improvements in the street scene.

Partnership in the Lincolnshire Wolds

National Partnerships

The strength of the National Landscape (NL) over the years is that it is a national designation which is managed locally. Our approach is unique: convening powerful coalitions, enabling partners and communities to develop a vision for future change through a democratically derived management plan, and empowering them to deliver collaboratively across the entirety of a landscape.

The work continues across the NL family to:

- restate its aspirations for making all people feel welcome
- help build a stronger case for future funding opportunities
- be a confident and collaborative delivery partner
- bring people together, to listen and amplify, and to keep moving forward.

There is recognition that landscapes shape people, and people shape landscapes; so, the Lincolnshire Wolds has much to offer in terms of protecting and enhancing these very special places for the benefit of nature, climate, people and place.

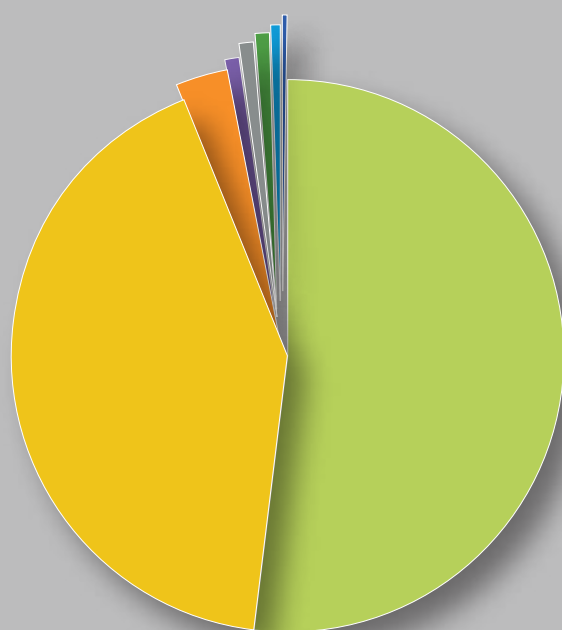
The three-day National Association conference in Winchester with the theme ‘Fit for the Future’ enabled delegates to share insights and collaborate to chart a vision for the future, recognising the pressures on National Landscapes while fostering solutions that promote both natural beauty and sustainable development.

The FiPL Officer led site visits for the Lincolnshire Natural England team, looking at completed projects delivered via the programme. They also gave a presentation on the work of the LWCS at the East Midlands Natural England Protected Landscape Roadshow in Nottingham.



Partnership in the Lincolnshire Wolds

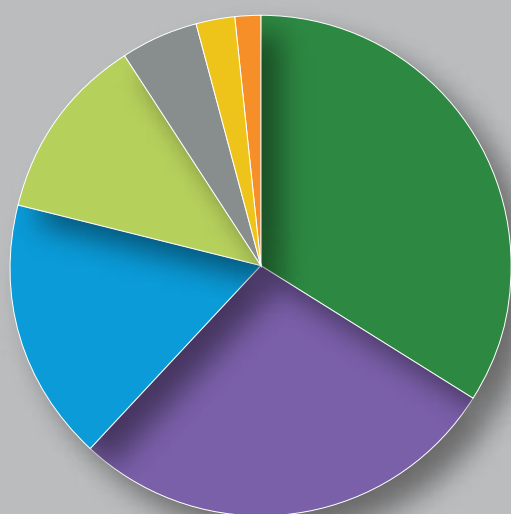
Core expenditure 2025-26 : £484,323



- Staff & Governance - **52%**
- Projects - **42%**
- Premises - **3%**
- Subscriptions & Consultations - **1%**
- Vehicles - **0.6%**
- Equipment & Materials - **0.6%**
- Promotion & Miscellaneous - **0.5%**
- Printing & Graphics - **0.3%**

Thank you to our key funders **Defra, Lincolnshire County Council, East Lindsey District Council, North East Lincolnshire Council and West Lindsey District Council**. Support from our local authorities is very much welcomed by the NL Partnership and ensures we can continue to secure 75% match-funding from Central Government.

Project expenditure : £203,889

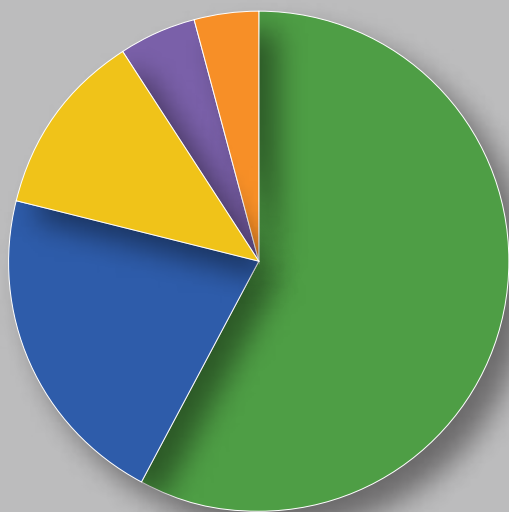


- 30by30 River Waring - **34%**
- Access for All - **28%**
- Lincolnshire Wolds Grant Scheme - **17%**
- Nature Calling - **12%**
- Lincolnshire Chalk Streams Project - **5%**
- Lincolnshire Wolds Outdoor Festival - **2.5%**
- Traditional Roadsigns in Lincolnshire - **1.5%**



Partnership in the Lincolnshire Wolds

Total Income (Core and Project funding) 2025-26 : £588,457

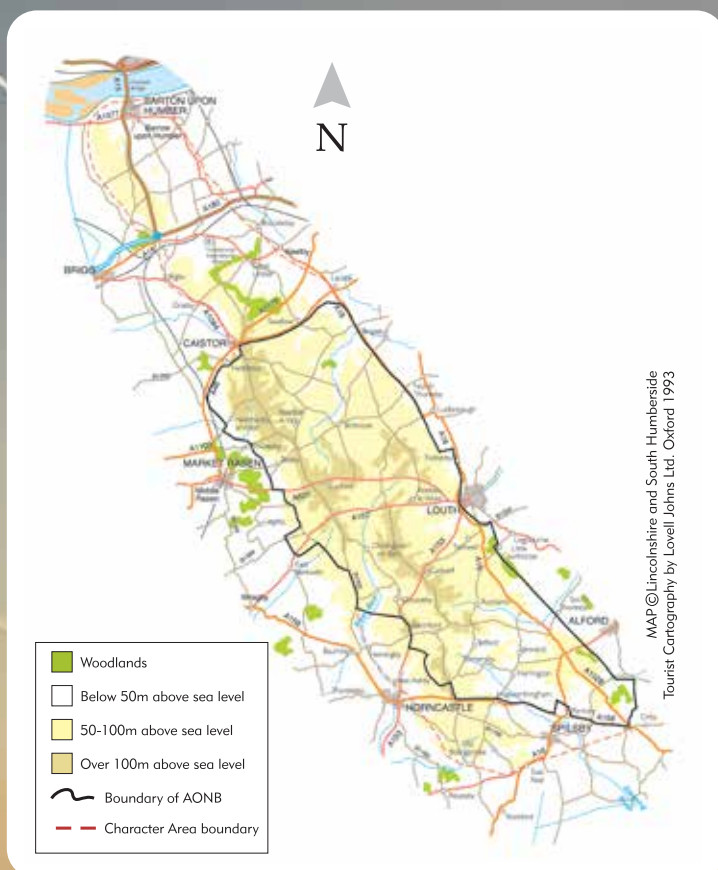


- Defra Grant - **58%**
- Development Budget - **21%**
- Local Authorities- **12%**
- Nature Calling - **5%**
- Legacy Fund - **4%**

Local Authority (12%) split as follow
Lincolnshire County Council – 5.3%
East Lindsey District Council – 3%
West Lindsey District Council – 3%
North East Lincolnshire Council – 0.7%



Lincolnshire Wolds National Landscape



For more information please contact:

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www.lincswolds.org.uk

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[lincolnshirewolds1](https://www.youtube.com/channel/UCSP_FPL)



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