

The Statutory Management Plan for the Cranborne Chase Area of Outstanding Natural Beauty

CRANBORNE CHASE PARTNERSHIP PLAN 2019-2024



Cranborne Chase
Area of Outstanding Natural Beauty



Landscapes



Natural Environment



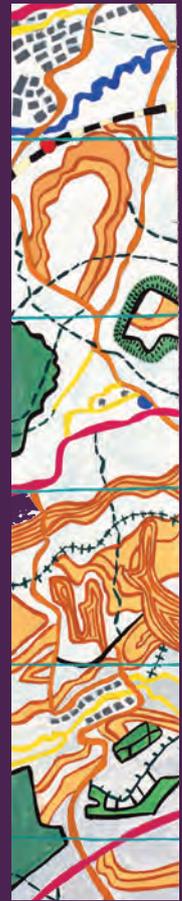
Historic and Cultural



Dark Night Skies



Rural Land Management



Planning and Transport



Sustaining Rural Communities



Awareness and Understanding



Wellbeing, Involvement and Learning

Illustration of this Management Plan

The creative and original community input to the illustration of the former AONB Management Plan 2014-19, was so inspiring that the Partnership wanted to continue to use the innovative and imaginative illustrations in the current Management Plan 2019-24.

In 2013, to help bring this statutory document to life, it was decided that the best way to facilitate this was to engage community artists. Professional artists Ali Pretty and Richard White were commissioned to lead this project. Richard and Ali were tasked with drawing out and capturing people's creative responses to the elements that make up the natural beauty of the area in a way that could be incorporated into the Management Plan.

These amazing artists ran four 'Outstanding Art in the Natural Environment' workshops. These covered all the topics in the Management Plan. Each workshop took the form of a guided walk from experts and AONB staff, followed by an arts workshop lead by Ali and Richard. Richard also took sound recordings throughout and there were many photo opportunities. A wide range of local artists, residents, businesses and youngsters took part.

Through this process an enormous amount of creative responses to the elements that make up the natural beauty of the area were created. The artists then had the difficult job of distilling these down into a series of poems, illustrations and photographs; one set for each chapter heading.

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Cranborne Chase Area of Outstanding Natural Beauty



Ministerial Foreword

I am fortunate that England's Areas of Outstanding Natural Beauty are part of my Ministerial responsibilities. Whether it be rolling hills, sweeping coastline or a tranquil village, spending time in an AONB can stir the heart and lift the spirit.



This is a pivotal moment for all AONBs. The Government has set its ambition in the 25 Year Environment Plan which states clearly the importance of natural beauty as part of our green future, while AONBs retain the highest status of protection for landscape through national planning policy. Leaving the EU brings with it an opportunity to develop a better system for supporting our farmers and land managers, who play such a vital role as stewards of the landscape. And the Review of National Parks and Areas of Outstanding Natural Beauty led by Julian Glover – the first of its kind for generations – will make recommendations to make sure our designated landscapes can flourish in the years ahead.

In my visits to AONBs around the country, I have been struck by the passion of many people – farmers, volunteers, and hard-working staff – for the beautiful places they live and work. In this spirit I am delighted to welcome publication of this Statutory Management Plan for Cranborne Chase AONB. It is significant that this plan will be delivered in partnership by those who value Cranborne Chase AONB. I would like to thank all those involved in preparation of this document, and wish you the best of success in bringing it to fruition.

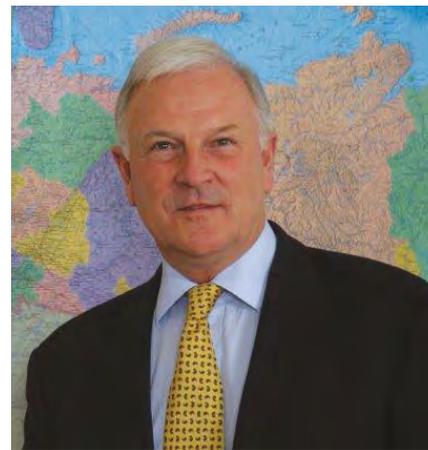
A handwritten signature in black ink that reads "Lord Gardiner". The signature is written in a cursive, flowing style.

Lord Gardiner, Parliamentary Under Secretary of State for Rural Affairs and Biosecurity.



Chairman's Foreword

The Government's publication in 2018 of a 25 Year Plan for the Environment was followed by the Review of Protected Landscapes, which was principally addressed to National Parks and Areas of Outstanding Natural Beauty. These two policy initiatives show reassuring commitment from Government to the conservation of our environmental heritage at a time of significant change.



The combined area of landscape covered by AONBs and National Parks, gives these organisations a critical voice in the implementation of Government policy. Their hearts and minds approach should play a significant part in the delivery of the Government statement that, “we must be the first generation to leave the environment in a better state than we found it”.

The upcoming relocation of the offices of the Cranborne Chase Area of Outstanding Natural Beauty, from Wimborne to Rushmore, makes for an auspicious start to the term of the new Management Plan. What more appropriate location, as a place of administration, study and research, than to be located at the heart of the area synonymous with the historic Pitt Rivers legacy, surrounded by some of this country's most beautiful landscape and blessed with outstandingly dark skies.

For the AONB, recognition of the interdependence between agriculture and the environment is a vital tenet in the drive for sustainability and flourishing biodiversity, for the benefit of future generations. The Cranborne Chase AONB can be proud of the successful partnership schemes that it continues to foster and grow with the farmer and landowner community.

With education being central to understanding the vital nature and fragility of ecosystems, there has never been a more important time to support the Government's new emphasis on the environment. During my term as Chairman I am committed to promoting the creation of a 'Living Landscape Centre' in the heart of Cranborne Chase, with an observatory at its core. This plan already has the principle approval of the Partnership Board, with the aim of providing a multi-functional centre for academic and vocational study for children of all ages, students, local residents, farmers, landowners and businesses alike.

I'd like to express thanks to Wiltshire Council as the principal funder amongst the local authorities upon whom we depend, and who host our organisation. Thanks are due equally to the other authorities and organisations that are represented on the Partnership Board, for their spirit of collaborative participation in our meetings and decision taking.

Sincere thanks to Linda Nunn and her team, including all volunteers, for their exceptional dedication, vision and ambition; their achievements speak volumes.

I wholeheartedly commend this 2019 - 2024 Management Plan for unanimous approval.

Nicholas Gosse - Chairman



Overview

This AONB Partnership Plan is the management plan required by Section 89 of the Countryside and Rights of Way Act 2000. It sets out the policies of the partner local authorities for this AONB. They are Wiltshire and Dorset Councils; Hampshire and Somerset County Councils; and New Forest, Mendip and South Somerset District Councils.

Following consultation with local communities, public bodies and agencies with an interest in the area, the Plan presents the special qualities and features of the AONB and determines what actions are required to ensure their conservation and enhancement. It explains the significance of this AONB and describes its outstanding landscapes, focussing on conserving and enhancing them, sustaining living and working landscapes, and the special landscapes to enjoy.



Cranborne Chase © Chris Downer



1. What is an Area of Outstanding Natural Beauty?

- 1.1. An Area of Outstanding Natural Beauty (AONB) is one of the nation's finest landscapes. It is of high scenic quality that has statutory protection in order to conserve and enhance the natural beauty of its landscape. Designation is under the National Parks and Access to the Countryside Act 1949. The intent is to secure their permanent protection against any change or development that would damage their special qualities.
- 1.2. The Countryside and Rights of Way (CRoW) Act 2000 brought in new measures to help protect AONBs further and, through a Ministerial Statement that year, the Government confirmed that the landscape qualities of National Parks and AONBs are equivalent. The protection given to both types of area by the land use planning system should therefore be equivalent. There are currently 46 AONBs in the UK. In all, AONB designation covers approximately 18 per cent of the land area of the UK.
- 1.3. Designation of the Cranborne Chase AONB was in 1981 and extends over 981 square kilometres (Map 1). The AONB is the sixth largest and is one of thirteen AONBs in the South West (Map 2). The majority of the AONB lies within the South West though 6.8% of the AONB (the Hampshire section) falls within the South East. In the South West, together with the two National Parks (Exmoor and Dartmoor), the family of protected areas cover some 38% of the countryside.



Primary Purpose of Designation

- 1.4. The primary purpose of AONB designation is 'conserving and enhancing the natural beauty of the area'¹.
- 1.5. In 1991, the Countryside Commission stated 'In pursuing the primary purpose of designation, account should be taken of the needs of agriculture, forestry and other rural industries and of the economic and social needs of local communities. Particular regard should be paid to promoting sustainable forms of economic and social development that in themselves conserve and enhance the environment.'
- 1.6. Recreation is not an objective of designation, but the demand for recreation should be met so far as this is consistent with the conservation of natural beauty and the needs of agriculture, forestry and other uses.'²

1 Countryside and Rights of Way Act 2000: Section 82.

2 Countryside Commission Policy Statement on Areas of Outstanding Natural Beauty 1991.



What is Natural Beauty?

- 1.7. The primary purpose of AONB designation is rooted in ‘natural beauty’. The term was enshrined in the 1949 Act when a romantic idea of scenic value prevailed. Over the years, qualification and amendment to the legislation has made it clear that natural beauty includes considerations such as wildlife, geological features and cultural heritage³. There is a useful definition in government guidance to AONB partnerships. “Natural Beauty” is not just the look of the landscape, but includes landform and geology, plants and animals, landscape features and the rich history of human settlement over the centuries⁴. The Natural Environment and Rural Communities Act 2006 clarified that land is not prevented from being treated as of natural beauty by the fact that it is used for agriculture, or woodlands, or as a park, or that its physiographical features are partly the product of human intervention in the landscape⁵.
- 1.8. This AONB is a cultural, living landscape by virtue of both the species and habitats within it but also due to its special qualities that human activity maintains. The natural beauty of the AONB is a blend of both the rich natural, historic and cultural heritage. The AONB Partnership believes that the presence of the expansive, open downlands, the many historic and literary associations, high levels of tranquillity, and the vast dark night skies comprise important elements of the natural beauty of the AONB. Those who manage the land are central to the future of this landscape. It is inevitable that this cultural landscape will continue to evolve but this needs to be in ways that conserve and enhance its special qualities.

International Context

IUCN Protected Landscape

- 1.9. The AONB landscape is also of international importance. The International Union for the Conservation of Nature (IUCN) recognise it as a Category V Protected Landscape by (Appendix 1). In 2013, the IUCN UK Committee reaffirmed the Category V status of all AONBs, confirming the significant contribution they make to conserve the UK’s biodiversity.

European Landscape Convention

- 1.10. The European Landscape Convention (ELC) is a Treaty devoted exclusively to the protection, management and planning of all landscapes in Europe (Appendix 2). Crucially, the Convention encourages the integration of landscape matters into all relevant areas of national and local policy, including cultural, economic and social policies. The ELC defines landscape as “*An area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors.*” (Council of Europe 2000).
- 1.11. There is a particular emphasis on the need for co-operation in undertaking programmes of landscape work that cross administrative and national boundaries. This AONB is in a prime position to showcase the UK’s commitment to the Convention.

3 A draft statement on natural beauty, The University of Sheffield, January 2006.

4 Areas of Outstanding Natural Beauty: A guide for AONB Partnership members, Countryside Commission, CA24, November 2001, p.6.

5 Natural Environment and Rural Communities Act 2006: Section 99.



2. What Makes this Particular Area Special?

Statement of Significance

- 2.1.** Forming part of the extensive belt of chalkland that stretches across southern central England, the Cranborne Chase AONB⁶ is a landscape of national significance. Its special qualities flow from the historical interaction of humans and the land. They include its diversity, distinctiveness, sense of history and remoteness, dark night skies, tranquillity; and its overwhelmingly rural character. With mists slowly forming over expansive downlands, it can be a moody, evocative landscape. The sights and sounds of bygone times never far away. It is an unspoilt and aesthetically pleasing landscape.
- 2.2.** Natural beauty is not just the visual appearance of the countryside. It includes the flora, fauna, geological and physiographical features; and the historic and cultural associations and our sensory perceptions of them. The combinations of these factors give each locality its own sense of place, contributing immensely to the quality of life.
- 2.3.** The AONB designation embraces a collection of fine landscapes, each with its different landforms, soils and wildlife habitats. Whilst the chalk downland is a dominant feature, the escarpments, valleys, greensand terraces and clay vales reflect the geomorphology and impact of the underlying geology. Sometimes the changes between these landscapes are slow and gentle; in other cases, such as above and below escarpments, they are quite swift and obvious. Views across and along these landscapes can be wide and expansive whilst in the valleys they are more focussed and channelled. Unspoilt and panoramic views are characteristic of this AONB.
- 2.4.** Hilltop earthworks, monuments, and tree clumps are features of the chalk downlands. They serve as landmarks to help orientate ourselves in these extensive landscapes. In historic terms, the landscapes of the AONB today are extraordinarily rich. Evidence of successive eras of human activity and settlements can often be lost: but not in this AONB. The landscapes offer up evidence of the imprint of man, carved out over the centuries; a continuous timeline throughout British history. Prehistoric monuments of national importance, historic borderlands, ancient field systems, droves and routeways all have stories to tell. The pioneering excavations and findings of General Pitt-Rivers, of the present day Rushmore Estate in Cranborne Chase, led to him being known as the ‘father of modern archaeology’.
- 2.5.** Eight thousand years ago, Neolithic peoples first started to change and manage this land. They built burial mounds and mysterious constructions, with many still seen today. The Bronze and Iron Ages saw the creation of large areas of pasture and arable farmland. The pastures on the downs date from this period. During the Anglo Saxon period, large landholdings began to change rural society. This was already a royal hunting area when the Normans invaded. They imposed forest law on the area then known as Cranborne Chase. However, agricultural expansion continued outside the Chase and by the fifteenth century, hedges and walls divided the land into large blocks. This trend continued as sheep production became very profitable and the wealthy built large houses with extensive parks. Forest law persisted in the Chase until 1829, leading to the retention of a high proportion of woodlands.

⁶ Cranborne Chase AONB - shorter name. At the AONB Partnership Panel meeting of 9th January 2014, it was resolved that the shorter name ‘Cranborne Chase Area of Outstanding Natural Beauty (AONB)’ would be used on a day to day basis from that date. The legal title ‘Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty (AONB)’ remains in place and unaffected.



- 2.6. Since then, agriculture has changed rapidly but the settlement patterns are very similar to those that existed in the eighteenth century. There are more than 550 Scheduled Ancient Monuments, over 2,000 Listed Buildings and 17 Registered Parks and Gardens within the AONB.
- 2.7. The AONB is of great ecological importance. It has 5 internationally, and 60 nationally, protected sites. These range from ancient downland, chalk rivers and meadows to scattered semi-natural ancient woodland, which include remnants of the medieval Cranborne Chase royal hunting area and the former Royal Forests of Selwood and Gillingham. There are also around 520 sites of local importance for wildlife comprising just over 9% of the AONB.
- 2.8. Large, rectangular fields emphasise the open character of the chalk downs. The chalkland valley bottoms of the Rivers Wylde and Ebble are mainly in permanent pasture, with many copses and hedgerows, whilst the ridges and valley sides are predominantly arable. In the northwest, the sandstone fringe of wooded ridges and valleys includes rich parklands such as Longleat and Stourhead. Agriculture, and its associated businesses, is still a significant employer together with commercial forestry and limited mineral extraction. In fact the paucity of mineral extraction is a feature of this AONB.
- 2.9. The lush, wooded clay Vale of Wardour, harbouring the River Nadder, forms a broad wedge through the centre of the AONB, separating two large and distinct areas of largely arable chalk downland. To the south, there is the unusually wooded downland of Cranborne Chase itself, with its steeply cut coombes and dry valleys so typical of chalk landscapes. To the north, the West Wiltshire Downs are generally more elevated, rising up to Grovely Wood on the eastern ridge and from where, on a clear day, the huge chalkland plateau that is Salisbury Plain can be seen stretching northwards in the distance.
- 2.10. The Integrated Landscape Character Assessment (LCA) (2003) draws together the features and attributes that contribute to the distinctive and outstanding character of the AONB. It explores the physical, ecological, visual, historic and cultural forces that shape the present day dynamic, working landscape, encompassing its social, economic and recreational characteristics. It identifies eight Landscape Types, each with distinct and relatively homogenous character with similar physical and cultural attributes, including geology, landform, land cover, and historical evolution. Four cover the chalk landscapes, two the greensand areas, and one each the clay vale and the hills between the chalk and the heathland outside the AONB. The individual characteristics of the fifteen geographical Landscape Character Areas are set out in the LCA.
- 2.11. The Heritage Lottery funded (HLF) Cranborne Chase and Chalke Valley Landscape Partnership scheme has supported a more detailed LCA (2018) of this part of the AONB. It has fourteen Local Landscape Character Areas, which nest within the broader character areas of the earlier assessment.
- 2.12. The Historic Landscape Characterisation (2008) describes and maps the historic and archaeological dimensions of the present day AONB landscape. Together with the Historic Environment Action Plans (2011), these two documents are a huge educational and management resource, charting the ever changing, living landscapes and the lives of those who made, and make, this their home; in essence a 'living library' and 'countryside encyclopaedia'.



- 2.13.** Both local communities and visitors hold the immense cultural, historic and ecological riches in high esteem. The many diverse cultural associations include inspirational artists, writers, sculptors, poets, photographers and musicians. To name but a few, Heywood Sumner, Thomas Hardy, Desmond Hawkins, Cecil Beaton, Lucien Freud and Elisabeth Frink all took inspiration from Cranborne Chase and its hinterland. Cultural associations offer a greater awareness, understanding and appreciation of these evocative landscapes.
- 2.14.** These aesthetic assets, together with panoramic views, dark skies awash with stars, the wealth of wildlife, plethora of historic sites, ancient droves and route ways, all offer opportunities for exploration, relaxation, walking and cycling. Residents and visitors alike turn to the landscapes and scenic beauty of the AONB to refresh the spirit as well as enhancing health and well-being. As sustainable rural tourism evolves, it offers growing support to this deeply rural economy.
- 2.15.** This AONB is a deeply rural area with widely scattered hamlets, villages and narrow roads. This mainly agricultural landscape is sparsely populated, tranquil, and has no large settlements within its boundaries. Nearby market towns such as Salisbury, Shaftesbury, Blandford, Fordingbridge, Wimborne and Warminster are growth areas.

The setting of the AONB

- 2.16.** The setting of an AONB is the surroundings in which the influence of the area is experienced. If the quality of the setting declines, then the appreciation and enjoyment of the AONB diminishes. The construction of high or expansive structures, or a change generating movement, noise, odour, vibration or dust over a wide area, will affect the setting. As our appreciation of the relationships between neighbouring landscapes grows, so our understanding of what constitutes the setting continues to evolve.
- 2.17.** Views are one element of setting, being associated with the visual experience and aesthetic appreciation. Views are particularly important to the AONB. This is because of the juxtaposition of high and low ground and the fact that recreational users value them. Without husbandry and management, views within, across, from and to the AONB may be lost or degraded.



3. A Vision for this AONB

What is the Vision?

- 3.1. In 2030, the Cranborne Chase AONB will be an inspirational example of sustainable management in action.



Fontmell view

- 3.2. A nationally appreciated place where:

- its distinctive local landscapes, historic heritage, and wildlife are conserved and enhanced by those who work and manage the land, nurturing a valued and treasured countryside for future generations;
- its healthy soils, clean air and water are appreciated, prized and respected by all
- its characteristic vibrant villages, profoundly rural character, and local sense of pride are tangible to all who live and visit here, or just pass through;
- the breadth and depth of historic land use offers up its stories in the landscape today;
- its cultural heritage is conserved, understood, enhanced, valued and enjoyed;
- the aesthetic qualities of the landscape and environment, along with the sense of wonder and enjoyment, are appreciated by all; and
- the quality of life remains high and the aspirations of those who live and work here are supported.



The AONB Partnership has a statutory duty to conserve and enhance natural beauty. This Partnership identifies the following three components:

Conserving and enhancing: 1. Outstanding Landscapes

Our Ambitions

- A**
- The unique character, tranquillity and special qualities of the AONB landscapes are conserved and enhanced.
 - The area's special qualities are widely understood.
 - Informed decision-making strengthens the special qualities.
 - When change happens, it is consistent with the character of the landscape and the setting of the AONB.
 - We will take opportunities to restore landscape features that require it.
-
- B**
- All natural resources in the AONB are sustainably managed.
 - Wildlife thrives in the AONB and is able to move freely around the area.
 - The natural environment to be healthy and resilient to the effects of climate change.
-
- C**
- The historic and cultural environment of the AONB is conserved and enhanced.
 - Everyone understands, values and enjoys its cultural and heritage assets.
 - The story of the area's evolution over time should be clear to everyone.
 - Light pollution will be minimised to benefit of human health, wildlife, reducing expenditure and carbon emissions, bringing new opportunities for education and rural tourism.
-



Fallow deer grazing on winter wheat



Conserving and enhancing:

2. Living and Working Landscapes

Our Ambitions

- A**
- Our rural land is sustainably managed.
 - This will meet the demand for food, fuel and other produce in ways that conserve and enhance the landscape character of the AONB and deliver increased public benefits.
-
- B**
- A thriving rural economy ensures economic and social wellbeing and helps sustain the landscape. Local communities appreciate and care for the AONB; residents enjoy a high quality of life.
-
- C**
- Planning and transportation strategies, policies and decisions that affect this nationally important AONB, conserve and enhance its special qualities.
 - Where development is, on balance, deemed necessary, we want it located and designed to integrate fully with the landscape character and natural beauty.
-
- D**
- All management of, and improvements to, roads enhances the distinctive character of the area.
 - A range of more sustainable options for transport reduces the effects of transport on tranquillity and the natural environment of the AONB.
-
- E**
- Partners' policies and actions reflect AONB values and their national status.
 - Communities appreciate and care for the AONB.
 - Residents enjoy a high quality of life.
-



Conserving and enhancing:

3. Special Landscapes to Enjoy

Our Ambitions

- A**
- The area's special qualities and landscape character, its traditions, and its historic and natural assets are understood and valued by all.
 - Everyone understands what the AONB designation means and why the area was designated.
 - Everyone promotes and supports the AONB.
-
- B**
- People learn about the natural, historic, and cultural heritage of the AONB.
-
- C**
- People of all ages, abilities and backgrounds have the opportunity to take up countryside skills, training, and volunteering in the AONB.
-
- D**
- People's physical and mental wellbeing is improved through experiencing the high quality environment of the AONB for physical activity, relaxation and inspiration.
-



Guided walk - T. Adams



- 3.3. By the end of this Plan period, substantial and measurable progress will have been made in five priority areas of work:

By the end of this plan period

Our five priorities

1. The profile of Cranborne Chase AONB will be significantly raised through signage, community events and activities; and significantly enhanced communications.
2. The dark night skies of this AONB will be conserved and enhanced with the benefits valued and appreciated by communities and visitors alike.
3. Extensive collaboration with farmers, foresters, landowners, relevant agencies and local communities will champion integrated, enhanced management of the AONB's landscapes delivering measurable enhancements to the AONB's natural and historic environment, showcasing partnership working within a designated landscape.
4. Led by field based staff, there will be multiple opportunities for volunteers of all ages and abilities to help conserve and enhance the landscapes of the AONB whilst improving health and wellbeing.
5. The suite of projects within the Cranborne Chase and Chalke Valley Landscape Partnership Scheme bid will measurably enhance the natural, historic and cultural environments of this AONB.

Who is going to make it happen?

- 3.4. The AONB Partnership developed and agreed the Vision after listening to the many people who care about this very special place. The AONB Partnership is an alliance of eighteen national and local organisations and it steers the implementation of the Management Plan (Appendix 3 and Section 18).
- 3.5. Wiltshire Council contains the largest proportion of the AONB and is host Authority for the AONB Team. The Team prepares the AONB Management Plan on behalf of the Partnership. The team also delivers a considerable number of projects within the annual Delivery Plan. In addition, the team undertakes the overall facilitation and coordination of Management Plan implementation by partners.
- 3.6. The Vision is a call for action. Landowners, farmers, local people, visitors, and the many organisations working in the AONB, or who have a contribution to make to it, must unite and work together to achieve this Vision.



4. What is an AONB Management Plan?

- 4.1. Local authorities that have an AONB within their area must prepare and publish a management plan. This plan ‘formulates their policy for the management of their area of outstanding natural beauty and for the carrying out of their functions in relation to it’. It has to be reviewed every five years⁷.
- 4.2. All public bodies and persons holding public office have a statutory duty to ‘have regard’ to the ‘purpose of conserving and enhancing the natural beauty of the area’⁸ when making decisions affecting land in an AONB (Appendix 4).
- 4.3. This document is the third review of the Cranborne Chase AONB Management Plan first published in 2004. This plan runs from 1st April 2019 to 31st March 2024. It is a statutory document and forms an important role in the delivery of services by the local authorities. It is a plan for all those that have a responsibility to look after this precious and treasured landscape. The plan sets out realistic objectives and policies for AONB partners to achieve in the next five years. Working together, these targets can be realised to the benefit of the landscapes and communities of this nationally designated area. The review process is set out in Appendix 5.

How does the Management Plan fit with the Policies and Plans of others?

- 4.4. National and local policies already provide a considerable level of protection for the natural beauty of the AONB. In addition, many partner organisations prepare strategies and plans that deal with a range of other issues that affect the area (such as the management of development, transport, tourism, recreation, energy, water resources and biodiversity).
- 4.5. These policies, plans and strategies will inform the AONB Management Plan. Implementation of this Management Plan will complement them and influence the preparation and delivery of other key policies, plans and processes affecting the area. This covers, for example, Local Plans and other planning documents; and Sustainable Community Strategies. An explanation of the policy context is set out in Appendix 6.

Who Approves the Plan?

- 4.6. Many people and organisations commented on this Management Plan during its preparation. The plan was subject to assessments under European directives and to public consultation between August and November 2018. The AONB Partnership (see section 18) endorses the plan and relevant local authorities have formally adopted it. It is published with the assistance of the partners who are responsible for much of the plan’s delivery. The Partnership Board will review the Partnership Delivery Plan, which sets out the programme for achieving the Management Plan’s ambitions and objectives, annually. This Management Plan, the Strategic Environmental Assessment, the Habitat Regulations Assessment, and supporting documents are all available on the Cranborne Chase AONB website: www.ccwwdaonb.org.uk. You can make enquiries about these documents to the Cranborne Chase AONB team through the website or via info@cranbornechase.org.uk.

⁷ Countryside and Rights of Way Act 2000: Section 89.

⁸ Countryside and Rights of Way Act 2000: Section 85.



5. Context for this Partnership Plan

- 5.1. This statutory document is not prepared in isolation. In addition to extensive local consultation, there is a need to consider the wider context. Farmland and woodland dominate the landscapes of the AONB. Changes in these land uses will always have a major influence on the natural beauty of the area.

External Factors

- 5.2. Four main factors are external to the AONB but will have ongoing effects on it:
- national legislation, strategies, and policies
 - Britain's exit from the European Union
 - climate change
 - economic conditions, fluctuating world demand and prices.
- 5.3. Whilst the Partnership cannot pro-actively influence these four factors, it can help to influence local and national responses to them. It will make every effort to respond to the impacts they have. They are currently facts of everyday life that we need to be aware of, keep up to date with, and act accordingly. They are accepted as strands that run throughout this document.

National Legislation, Strategies and Policies

- 5.4. National and international legislation and regulations are largely outside the influence of AONB partnerships, even though they may have opportunities to contribute to consultations on changes. These can encompass species protection through to pollution control; and communications and transport through to environmental and animal health regulations. The Partnership operates within the English legislative framework.
- 5.5. Governmental guidance and ministerial statements can lead to changes of direction. Partners need to be light on their feet and responsive in their application to AONB situations. The focus and emphasis of national government can change relatively quickly.
- 5.6. The Government's 25 Year Environment Plan is a welcome example. This sets out action to help the natural world regain and retain good health. It aims to deliver cleaner air and water in our cities and rural landscapes, protect threatened species and provide richer wildlife habitats. It calls for an approach to agriculture, forestry, land use and fishing that puts the environment first⁹. It also commits to undertaking a review of National Parks and AONBs.
- 5.7. Equally welcome are the Clean Growth Strategy, Industrial Strategy and the expected Environment Bill, each in articulating the interconnections and inter dependencies of environmental protection and enhancements, with the economy and society.
- 5.8. The review of English AONBs and National Parks, led by Julian Glover, will consider whether there is scope for the current network of 34 AONBs and 10 National Parks in England to expand, in either size or number. It will report on the options for improving access to these landscapes, and on the support needed by those who live and work in them. It will also explore the role these designations have in growing the rural economy. DEFRA has made it clear that weakening or undermining existing protections or geographic scope is not be part of the review.

⁹ The Government, A Green Future: Our 25 Year Plan to Improve the Environment, HMSO, 2018.



- 5.9. The review will report in 2019 (the 70th Anniversary of the 1949 National Parks and Access to the Countryside Act). This is after the adoption and publication of this Management Plan; there may be a need to reassess our policy positions in the light of the review's findings.
- 5.10. Particularly concerning is the Government's proposal to boost housing supply and, over the long term, create a more efficient housing market whose outcomes more closely match the needs and aspirations of all households; and which supports wider economic prosperity¹⁰. The drive to build ever more houses is more relevant to the countryside around urban areas but there are implications for the AONB. The context of the planning processes is set out in detail in a separate section of this chapter.

Britain's Withdrawal from the European Union

- 5.11. The uncertainty of this fundamental change to life in this country is highly likely to impact on this AONB; most probably through the direct and indirect effects of changes to farming and forestry. In turn, there are likely to be impacts on our landscapes.
- 5.12. DEFRA statements and consultation documents are clear that in future 'public money for public goods' will be the basis for financial contributions to farming¹¹. Money will be for conservation and environmental gains that benefit the public at large. It will not be simply to support commercial farming activities. These changes will not happen overnight. DEFRA has indicated that there will be an 'agricultural transition period' during which time some funds will be withdrawn from existing support mechanisms in order to fund pilot projects that, for example, restore healthy soils, improve air quality, provide clean water, and enable the countryside to teem with wildlife. The outcomes of the new Agriculture Bill in 2019 are currently awaited.
- 5.13. This AONB sees this transition to 'public money for public goods' as an exciting opportunity for AONBs in general and this AONB in particular. As farming covers 86% of the area¹², Cranborne Chase AONB is already in discussions about pilot projects. DEFRA wants 'a more dynamic, more self-reliant agriculture industry as we continue to compete internationally, supplying products of the highest standards to the domestic market and increasing exports. But, alongside this, we want a reformed agricultural and land management policy to deliver a better and richer environment in England'¹³.
- 5.14. This AONB is in a strong position to play a positive role in developing new 'agri-environment' schemes. It has an impressive track record of working collaboratively with farmers and landowners in farm clusters, and on other farm conservation projects. It has good linkages with research institutions, universities, commercial sponsors and professional bodies.

10 Department for Communities and Local Government, Fixing our broken housing market, Cm Paper 9352 HMSO, February 2017.

11 See Department for Environment, Food and Rural Affairs (DEFRA), Health and Harmony: the future for food, farming and the environment in a Green Brexit, Cmd paper 9577, HMSO, February 2018.

12 Defra (June 2016): Survey of Agriculture - Land use, livestock and agricultural workforce on commercial holdings.

13 Paragraph 5, DEFRA, Health and Harmony: the future for food, farming and the environment in a Green Brexit, Cmd paper 9577, HMSO, February 2018.



Climate Change

- 5.15.** A changing global climate, principally caused by the activities of man, is now regarded as an indisputable fact by the UK Climate Impacts Programme (UKCIP)¹⁴, the Government and local authorities. Whilst the rate of change appears to be slowing, this is still a global issue that the AONB itself is unable to greatly influence. There is a broad consensus on the likely changes to the climate of southern England, and therefore the Cranborne Chase AONB, over the next few decades (Appendix 9).
- 5.16.** The evidence of recent years is that:
- summers are becoming warmer and drier
 - winters are becoming milder and wetter
 - extreme weather conditions are becoming more frequent.
- 5.17.** These changes have the potential to affect the landscapes, wildlife and communities of the AONB. The range of crops grown by farmers will change and water flows in rivers and streams could become more erratic. Habitats may expand, contract or shift faster than local species can migrate. New species may enter the area, some bringing disease or pests that will harm 'native' species. Or they may compete with the 'native' species for food and shelter. Tourism pressures could increase as more people decide to holiday in the UK. All of these factors could affect which flora and fauna can flourish in the area¹⁵.
- 5.18.** Climate change mitigation describes measures or actions aimed at reducing the long-term risk and hazards of climate change. Climate change adaptation describes measures or actions that help individuals, groups and natural systems to prepare for and respond to changes in the climate. Alongside other organisations and individuals, the AONB Partnership will seek to build resilience and will support and promote mitigation and adaptation measures wherever practicable.

¹⁴ The UKCIP web site as the authoritative source for scientifically sound research and government policy - www.ukcip.org.uk

¹⁵ 'Natural Solutions to a changing climate on the Dorset Downs and Cranborne Chase', 2010.



Economic Conditions, Fluctuating World Demand and Prices

- 5.19.** The UK economy has been in recession with periods of slow, or minimal, growth since 2008. Government and Local Authority budgets have been cut, whilst the demand for services remains. Many charity and volunteer organisations have felt the effects.
- 5.20.** When it comes to financing AONB initiatives and management activities, the competition for grant funding through various programmes is now more intense than ever. This is mainly from a noticeable increase in applications. Competing for scarce grants is a significant drain on team resources. More so in situations where core funds are tightly constrained.
- 5.21.** Reference to tightened economic conditions is made in various sections of the Plan. It is clear, however, that whether it is agriculture, a village shop, numbers of visitors, public transport, or the type of planning applications received, the current austere economic conditions affect every facet of life.
- 5.22.** There are fluctuations in the price for cereals and associated products as well as variable costs of growing those products. This is making it hard to predict future profits from arable farming. Livestock farming is crucial to the management of special habitats, like chalk grassland. It experiences considerable variations in costs and returns. Profits have been in decline for some time.
- 5.23.** The fluctuating market for UK timber has had a pronounced effect on the area's woodlands. Many woodlands no longer produce significant volumes of timber. They are often more valuable for game management, recreation, or conservation than timber products. However, the increasing demand for carbon neutral wood-fuels may support some woodland management.
- 5.24.** Britain's drawn out withdrawal from Europe, and DEFRA's development of new agri-environment schemes in England, each add uncertainty for farming over the period of this AONB Management Plan. The direct effects on farming practices will influence the extent to which farmers undertake conservation work as part of their operations.
- 5.25.** At a global scale, the fluctuating demands for food and timber worldwide have direct impacts on market conditions. It is a very uncertain market. Ever changing demand and prices make planning and developing businesses difficult.



The Statutory Planning Processes

- 5.26.** This AONB works in parallel with its constituent Local Planning Authorities (LPAs). In particular, at a time when there is a shortage of experienced landscape staff, the AONB team can contribute positively to landscape matters and the statutory role of ‘conserving and enhancing natural beauty’. It does so at both the policy formulation and the development management stages. The AONB does not have an enforcement role.
- 5.27.** The LPAs of the AONB have adopted their Core Strategies / Local Plans and are embarking upon reviews of their housing strategies in response to Government’s concerns about the availability of dwellings. These Core Strategies / Local Plans will be the primary local planning policy documents for the coming 10 - 15 years. Therefore, it is important that these policies address AONB topics clearly and appropriately.



- 5.28.** On 24th July 2018 the Government issued a revised version of the National Planning Policy Framework (NPPF)¹⁶ (Appendix 7). Key elements relating to AONBs having the ‘highest status of protection in relation to landscape and scenic beauty’ are retained. There is emphasis on seeking social, economic, and environmental improvements in concert through the planning process. The clear implication is that one aspect, for example the economic benefits, does not override the others. The presumption in favour of sustainable development is restricted by policies that relate to AONBs and National Parks (NPPF Para 11, footnote 6). Whilst ‘the scale and extent of development within these designated areas should be limited’, and ‘planning permission should be refused for major development’ the definition of major development is deemed not to apply to AONBs and National Parks. (see Appendix 22).

¹⁶ Ministry of Housing, Communities and Local Government National Planning Policy Framework, HMSO, July 2018.



5.29. Within AONBs, more restrictive policies apply, than outside a protected area. There is clear support for the protection of AONBs – ‘which have the highest status of protection in relation to landscape and scenic beauty’ – and great weight should be given to conserving landscape and scenic beauty. Furthermore, the guidance is to refuse planning permission for major developments in AONBs except in exceptional circumstances; and where there is a clear demonstration that they are in the public interest.

5.30. There is currently concern about the requirement for Local Authorities to identify at least a five year supply of housing land. This can lead to opportunistic, rather than carefully evaluated, development proposals.



Spring snowdrops, Chettlewood – T Adams

5.31. Most people encounter the planning process through planning applications and development management processes. This seems to be getting more difficult for applicants to deal with, despite statements to the contrary by Government. Although established features of the process, changes to permitted development rights, charging for planning applications and pre-application advice, and making provision for the community infrastructure levy, all serve to suggest that the planning process is increasingly complicated.

5.32. The Localism Act 2011 and the NPPF make provision for Neighbourhood Plans (Appendix 8) and Neighbourhood Development Orders at a parish, or group of parishes, level. These plans can increase the amount of development, and speed up the implementation of that development, as long as they are compliant with the relevant Core Strategy / Local Plan. Such neighbourhood plans must be approved by a local referendum. Village Plans and Village Design Statements are separate matters. If appropriately prepared, the planning authority can adopt them as Supplementary Planning Documents.

5.33. The AONB team has been involved with a number of Neighbourhood Plan groups. There is a concern that parish councillors may be generally unaware of their statutory ‘duty of regard’ to conserving and enhancing natural beauty in AONBs. They do not always understand the legal significance of AONBs. Nor do they appreciate the limited executive powers of AONBs.



What the Natural Environment Means to People

- 5.34.** The natural world touches our lives every day. Whether we live in a city, rural village, or in the wider countryside, we rely on natural systems and landscape functions to support us. Our natural environment underpins our health, wealth and happiness and gives us a sense of place, pride and identity.
- 5.35.** An AONB is a particularly special and healthy natural environment where a wide understanding of ‘conserving and enhancing natural beauty’ is especially relevant. A healthy natural environment helps local authorities in their responsibilities to:
- support economic regeneration and social care,
 - improve public health and well-being,
 - improve educational outcomes,
 - reduce crime and antisocial behaviour,
 - help communities adapt to climate change; and
 - improve the quality of life across an entire area.
 - control flooding.
- 5.36.** Land managers have shaped our landscapes and wildlife heritage over thousands of years. Some 96% of the AONB’s land is under agricultural or woodland management¹⁷. The decisions that farmers and land managers take determine, largely, whether society can achieve its ambitions for clean air and water, abundant wildlife, healthy soil and food production.
- 5.37.** Like other AONB Partnerships, a landscape functions approach is used that values, sustains and promotes the benefits that the natural environment of the AONB provides for society. These include clean air and water, carbon storage and other services vital to the nation’s health and well-being¹⁸.
- 5.38.** A Natural Capital approach (Appendix 11) considers the relationships between these natural assets, the services they support and the benefits derived from them.
- 5.39.** An appreciation and valuation of our ‘Natural Capital’ makes explicit the link between the health of natural systems and the natural goods and services that support human well-being, as well as Government’s own work on this topic¹⁹. It seeks to maintain the integrity and functioning of whole natural systems to avoid rapid, undesirable ecological change. The national network of Local Nature Partnerships (LNPs) has been established to champion the idea of valuing nature. The AONB Partnership will continue to work with relevant LNPs across the four Counties to achieve this end.
- 5.40.** Local Authorities in the AONB either have developed or are developing Green Infrastructure (GI) (Appendix 12) policies for their areas. GI is the physical environment within and between the towns and villages. It is a network of open spaces, including formal parks, gardens and woodlands; the green corridors, waterways, street trees; and countryside. The aim is to deliver multiple benefits to people and wildlife. These include the improvement and linking of habitats for wildlife and increased opportunities for open air recreation, and improved health and well-being for people.

¹⁷ Natural England (2014), Monitoring Environmental Outcomes in Protected Landscapes, NE 31 March 2014.

¹⁸ Defra and Natural England advice note to AONB Partnerships 2012.

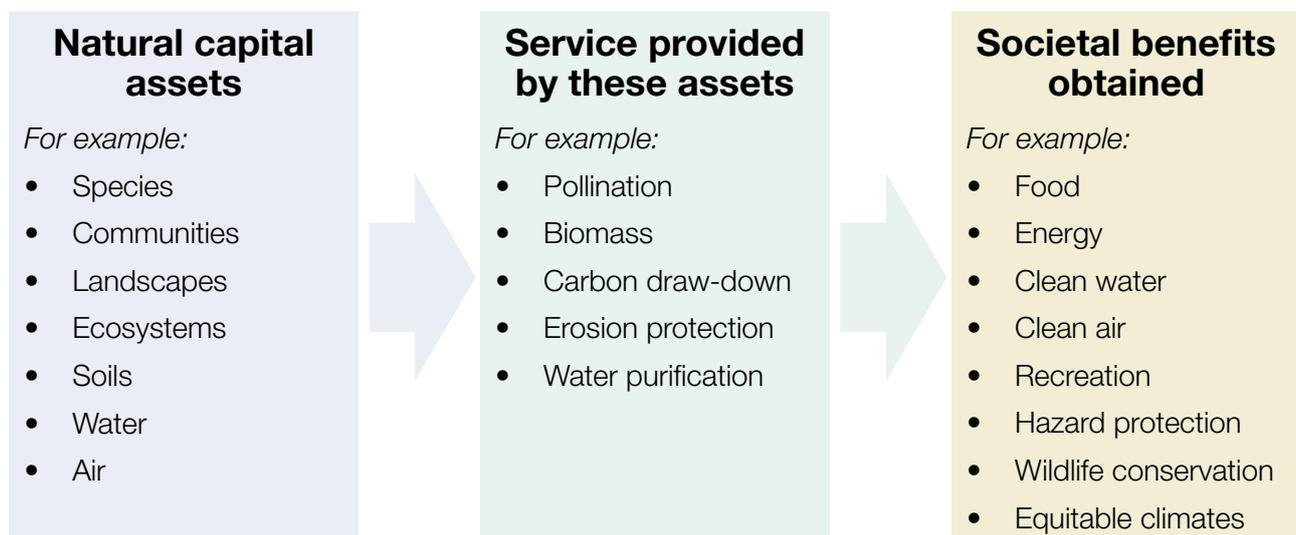
¹⁹ The Government, A Green Future: Our 25 Year Plan to Improve the Environment, HMSO, 2018.



Benefits from the Natural Environment

- 5.41. The Natural Capital Committee (NCC) is an independent body that provides advice to the government on the sustainable use of natural capital (our natural assets). These assets are the **stock** of renewable and non-renewable resources that combine to yield a flow of benefits to people. They include the stock of forests, rivers, land and minerals. The **services** that flow from this stock of resources are known as ecosystem and abiotic services. These give **benefits** that have a value to businesses and society.
- 5.42. The concept of Natural Capital is likely to become increasingly important. At the time of writing this Management Plan, the NCC is working with the Office for National Statistics in developing national natural capital accounts; with the Treasury in refining the Green Book; and with DEFRA in developing the best way to measure long term outcomes.
- 5.43. **Table 1** shows relationship between natural capital assets, the services they provide and the benefits to society.

Table 1: Relationship between the stock of natural capital assets, the services they provide and the benefits to society.



Taken from The Natural Capital Committee, 'How to do it: a natural capital workbook', April 2017.

- 5.44. In order to maintain natural systems, the value of environmental goods and services needs consideration. There must be an appreciation of the future costs arising from any increase in environmental risks from actions that affect the AONB. This Management Plan aims to sustain the area's natural capital.



Four Principles on which this Plan is Founded

5.45. The statutory purposes of AONB designation are ‘conserving and enhancing natural beauty’. This Management Plan sets out how the Local Authorities and their partners aim to achieve those purposes. With this in mind, four principles provide a framework for managing change within this AONB. These are:

1. Partnership Working – Working together creates ownership of issues and solutions.

Furthermore, the AONB Partnership does not have the resources to undertake all the work set out in this Plan. It is vital that current and new partners work together to achieve its objectives.

2. Landscape Scale Approach – An AONB is a nationally important landscape. The focus is on sustaining landscape character and qualities. Sites and projects within the AONB will not be seen in isolation. The landscape-scale approach involves enlarging, improving and joining up areas of land. This will create a connected environmental network across the AONB, for the benefit of the land, wildlife, and people.

3. Landscape Functions – or what the landscape provides for us. The landscapes of the AONB provide us with many ‘goods and services’ (see Chart 1); these need sustaining. They range from measurable things, like fresh food, clean water, healthy soils, sustainable energy and clean air; and less easily defined benefits, such as inspiration, awareness, health and well-being. The objectives in this Plan all aim to conserve and enhance these landscape functions. Adopting this balanced approach ensures that natural resources and society as a whole are positioned in the centre of the decision making process, ensuring a more equitable and long-term future is tenable. This approach has three strands:

- i. The natural systems that operate within the AONB are complex and dynamic, and their healthy functioning should not be taken for granted.
- ii. Those that live, work and visit the AONB all benefit from services provided by the natural environment.
- iii. Those that benefit from the services provided within the AONB, and those who are involved in the management of them, should play a central role in making decisions.

4. Sustainable Development – ‘Development that meets the needs of the present, without compromising the ability of future generations to meet their own needs’²⁰. This means that within this AONB, great weight is given to conserving and enhancing natural beauty. Development has to be in the right location, at the right scale and of the right design using the right materials. The principle of sustainable development underpins this Plan (Appendix 15).

²⁰ Report of the World Commission on Environment and Development (the Brundtland Commission), *Our Common Future*, published by Oxford University Press (1987).



6. Plan Structure

- 6.1. Building on the purposes of designation, the issues affecting the AONB are presented under three themes:

Conserving and enhancing - Outstanding Landscapes

Conserving and enhancing - Living and Working Landscapes

Conserving and enhancing - Special Landscapes to Enjoy

- 6.2. These themes are prefaced by an overview of the landscape character types, their special qualities, and associated spatial issues. They are then separated into nine topics, which are followed by four aspects of **'Getting Things Done'** (chapter 17):

OUTSTANDING LANDSCAPES

-  **Landscape** (chapter 8)
-  **Natural Environment** (chapter 9)
-  **Historic and Cultural Environment** (chapter 10)
-  **Dark Night Skies** (chapter 11)

LIVING AND WORKING LANDSCAPES

-  **Rural Land Management** (chapter 12)
-  **Planning and Transport** (chapter 13)
-  **Sustaining Rural Communities** (chapter 14)

SPECIAL LANDSCAPES TO ENJOY

-  **Awareness and Understanding** (chapter 15)
-  **Wellbeing, Involvement and Learning** (chapter 16)

For each of the nine topics, the plan includes:

Special Characteristics and qualities – These are the particular features, for each element, that are distinctive in this AONB.

The Ambitions combine to form the 'Vision' for the AONB – Achieving the ambitions will make a significant difference to the AONB.

Key Achievements – Work the AONB and partners have already undertaken.

The Key Issues – Many issues affect the AONB. The key issues are those to address during the life of this plan.

The Issues Explained – This is information that explains the key issues in more detail.

Objectives – Specific things (not in any order of priority) to achieve in order to make progress towards the ambition. Wherever possible, these are measurable, with a realistic timescale for completion.

Policies – How to achieve the objectives.





Volunteer team excavating a WWI emplacement on Compton Down, Nr Papworth - © National Trust

- 6.3. The nine sections are not a checklist of all the activities that affect the AONB. Rather, they provide a framework for setting out the range of topics relevant to the statutory purpose for designating the area as an AONB.
- 6.4. A final section looks at how the Management Plan will be implemented over the next five years.

Getting Things Done (chapter 17)

- **The AONB Partnership**
- **Funding**
- **Implementation**
- **Monitoring and Evaluation**

- 6.5. None of the sections of this plan operates in isolation. There are many connections between them. Many of the objectives and policies relate to more than just the topic in which they appear. Tackling the issues identified depends upon integrated action. Action taken to achieve one set of objectives should complement and reinforce the achievement of objectives elsewhere in the Plan (Appendix 14).
- 6.6. The AONB Team and Partnership are catalysts for action. Rather than set out work for a five year period, the Partnership feels that an annual Delivery Plan can best reflect the changing circumstances, opportunities and resources of the 2019 – 2024 period. This will include an annual review of the work undertaken by all players to implement this Management Plan.
- 6.7. Maps referred to in the plan are at the back of this document.



7. Landscape Character, Qualities and Spatial Issues

Introduction

- 7.1. The characteristics and qualities of the landscapes of this AONB are the primary justification for the designation of the area to conserve and enhance its natural beauty for the nation.
- 7.2. Their description is by broad landscape character type, and specific landscape character area. The key characteristics of the landscape types are set out here to provide an understanding of the scope, range, and scale of these landscape qualities. Further details of the character of the landscape areas are in both the Integrated Landscape Character Assessment (2003) and the briefer Sustaining Landscape Character (2006).
- 7.3. The inherent sensitivities of the landscapes of this AONB are set out in the Landscape Sensitivity Study (2007). A detailed Historic Landscape Characterisation (2008) supplements the Integrated Landscape Character Assessment. In addition, Historic Environment Action Plans (2012) gives topic by topic, and area by area, advice for sustaining our cultural heritage. The booklet, A Landscape view of trees and woodlands (2009), addresses the contributions trees, woodlands, and their associated habitats make to landscape matters.
- 7.4. There is a more refined landscape character assessment for the Heritage Lottery funded Cranborne Chase and Chalke Valley Landscape Partnership project area (2018). It identifies 14 local Landscape Character Areas and provides greater detail on the character and qualities of these central parts of this AONB.
- 7.5. This wealth of information and analysis contributes to our understanding of the character of the AONB. To gain a full understanding of the character and qualities of this AONB requires a study of all the highlighted documents.

You can download all the supporting documents from the Cranborne Chase AONB website at <http://www.ccwwdaonb.org.uk/publications/planning-related-publications/>

Issues and Challenges

- 7.6. There are issues and challenges faced by the landscapes and communities of Cranborne Chase AONB that apply to many or most landscape character types. Whilst the viability of family farms and development pressures arising from demographic changes are two examples, the challenges of renewable energy are probably the most widespread. The growing of crops, such as oil seeds and biomass, on agricultural land as alternative fuels stimulates a debate on whether farms are primarily food or fuel producers. Proposals to install fields of photovoltaic (PV) panels provide an additional strand to that debate. They also bring about long term changes to the appearance of the countryside. However, the increasing popularity of wood-burning stoves, and the associated need for wood-fuel, can provide a new economic reason for managing farm woodlands.



- 7.7.** Visually intrusive energy and communications developments affect not just the aesthetics of the AONB landscapes and associated views; they also affect the integrity of the finest of the nation's landscapes.
- 7.8.** The appearance, and appreciation, of the AONB from areas outside relates to all landscape types; as do the qualities of the views to and from the AONB. This is particularly relevant to the escarpment, hill, and downland landscapes. Their elevated positions make possible long and wide ranging views. The areas within those views contribute to the setting of the AONB, an aspect that is of increasing value for heritage assets.
- 7.9.** Awareness of the significance of Ancient Woodlands and Veteran Trees has increased. Nevertheless, action is largely voluntary, and often dependent on the skills and enthusiasm of a few individuals. Furthermore, there are parts of this AONB where trees and hedges are not typical or historically significant features. In these areas, well-intentioned planting continues to change and block extensive views of the open downlands. New planting should take full account of landscape character and historic features.
- 7.10.** The availability of funding for incentives and actions to conserve and enhance at a landscape scale is a challenge for the whole AONB.
- 7.11.** The changes to agricultural support and agri-environment schemes flowing from the United Kingdom's withdrawal from the European Union will occur during the period of this Management Plan. Government is taking forward the Natural Capital concept, seeking to sustain and enhance the nation's natural assets. Linked with this, DEFRA states that there will be an agricultural transition period to implement a 'public goods for public money' approach to future schemes. The clear intention is that farmers will then receive funding for the environmental benefits they provide rather than the volume of their products or the extent of their holding.
- 7.12.** Defra has called for tests or trials to help evaluate the basis for any new agri-environment schemes. This AONB Partnership has considerable experience working with, and facilitating, self-help farm clusters to enhance farmland wildlife and habitats. It is happy to engage pro-actively with any tests or trials within potential new agri-environment schemes. Further refinement of landscape character data is, therefore, likely.
- 7.13.** The landscape characteristics and qualities of the eight landscape types of this AONB are set out overleaf. It then focuses on the additional issues and challenges that are particularly pertinent to each of them. The Management Plan policies and actions seek to address these issues and to reinforce and enhance landscape character.



Landscape type 1: **Chalk Escarpments**



This Landscape Type comprises the following Landscape Areas:

Character Area 1A - Melbury to Blandford Chalk Escarpment

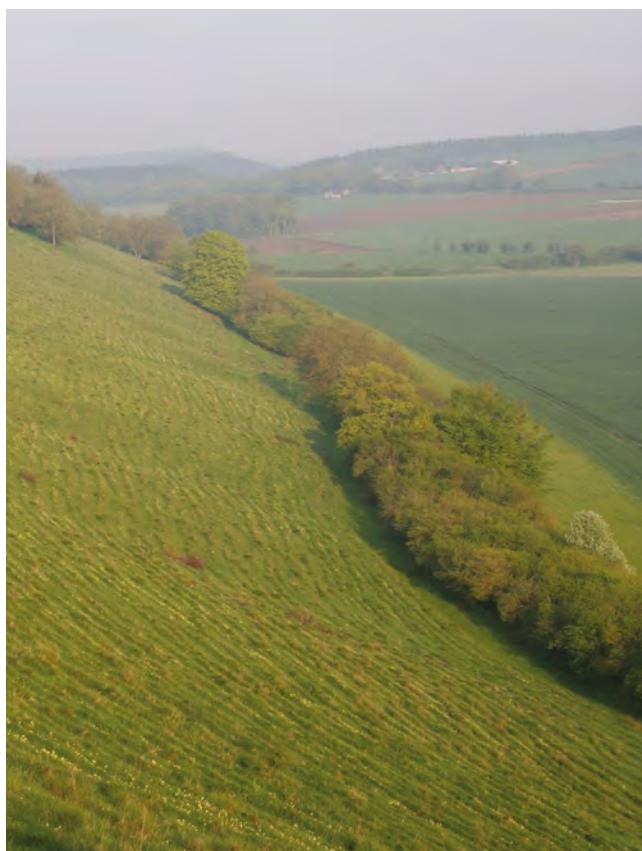
Character Area 1B - West Wiltshire Downs Chalk Escarpment

Character Area 1C - Fovant and Chalke Chalk Escarpment

- Dramatic chalk escarpments eroded into spurs and deep coombes, with a generally sharp transition from the associated downlands.
- Underlying geology of Lower, Middle and Upper Chalk giving rise to predominantly thin calcareous soils.
- Areas of unimproved chalk grassland of international importance, traditionally maintained by livestock grazing.
- Steepness of slope leads to an absence of farmsteads and settlements.
- Field systems on lower slopes, including strip lynchets, close to Medieval villages sited along the spring line.
- Improved pasture and arable fields occupy the shallower, more accessible slopes where straight-sided fields represent late 18th / early 19th century enclosure.
- Cross dykes and Bronze Age features on the escarpment edge.
- Hanging woodland and sunken lanes are features of the steep, enclosing chalk coombes.
- Tracks and bridleways typically follow diagonal routes across the steep slopes.
- Panoramic views over adjacent landscapes.

Issues and challenges

- Decreases in livestock grazing leading to loss of grassland habitat to scrub.
- Visibility of changes within the landscape and areas round it.
- A350 corridor, intensification of use and highway paraphernalia, and potential visibility of any development.
- Maintenance of heritage assets.
- Visibility of changes within the A30 corridor and associated Greensand Terrace fields.
- Management and renovation of Fovant Badges (and similar features).
- Conservation of historic features.



Landscape type 2: **Open Chalk Downland**



This Landscape Type comprises the following Landscape Areas:

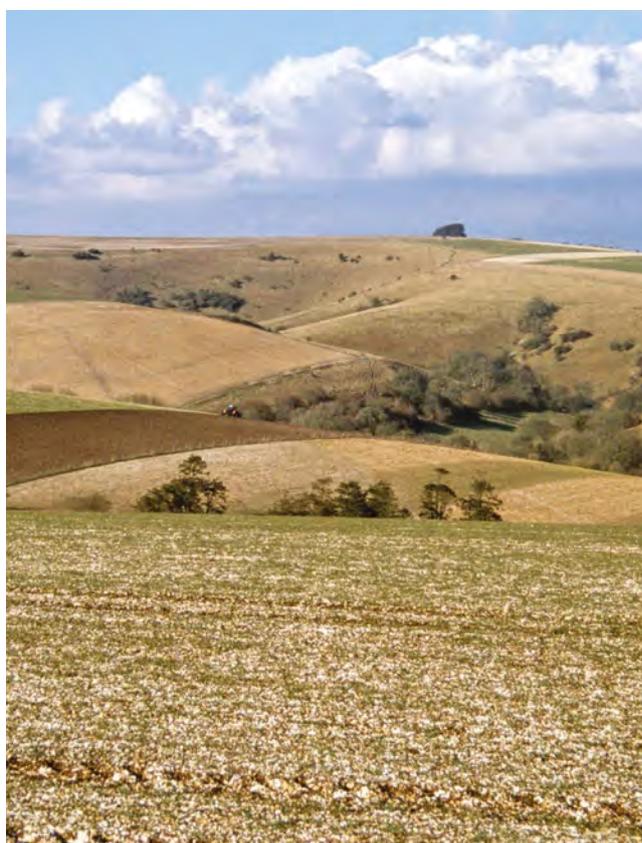
Character Area 2A - West Wiltshire Downs

Character Area 2B - Southern Downland Belt

- Large-scale landform of broad rolling hills interspersed by wide valleys, some with high quality chalk rivers whilst others are seasonal or dry.
- Dominated by Upper Chalk geology with drift clay and flint capping, with associated woodland and eye-catching tree clumps, on higher ground.
- A predominantly arable landscape divided into large, rectangular units with straight-sided fields representing late 18th / early 19th century enclosure from extensive open grazing areas.
- Remnant chalk grassland, ancient broad-leaved woodland, and yew woodland are important habitats.
- Beech trees line lanes and comprise formal avenues.
- Large blocks of woodland and coppice contrast with the open arable fields.
- Main roads cut across the undulating landscape linking major settlements on either side of the AONB.
- Ancient route ways follow east-west ridges.
- Large open skies and extensive panoramic views.
- Low density scattered settlement of farmsteads and the occasional downland village.
- Numerous Neolithic burial and ritual monuments and Bronze Age barrows.
- Later pre-historic and Romano-British ditches and defensive 'castle' earthworks.

Issues and challenges

- Arable crop changes influenced by globalisation, commodity prices, farm inputs and costs impacting on both the aesthetics and the landscape functions.
- Exposed transport corridors - A303 / A350 / A354 - intensification of use and highway paraphernalia, and potential visibility of any development.
- Erosion and truncation of Ancient Monuments.
- Hedge planting blocking views and modifying the open, expansive, character.
- Fertilizer use and impacts on aquifers.
- Visual and soil impacts of extensive pig keeping.
- Rectangular, unsympathetic, 20th century game coverts.



Landscape type 3: **Wooded Chalk Downland**



This Landscape Type comprises the following Landscape Area:

Character Area 3A - Cranborne Chase

- An elevated downland landscape with dramatic intersecting coombe valleys and rounded upstanding ridges.
- Dominated by an Upper Chalk geology with drift clay with flints capping higher ground.
- A well wooded landscape with large woods, shelter belts, copses and clumps creating a series of enclosed spaces or 'rooms' surrounded by trees.
- Beech lined lanes and tracks criss-cross the downland.
- Mosaic of unenclosed downland, improved grassland and arable fields, often dating from 19th century enclosure, between the woodland.
- Chalk grassland, ancient woodland, and coppice provide important nature conservation habitats.
- Typically low density, scattered settlement of individual farmsteads with the occasional downland village or Medieval hunting lodge.
- Visible archaeological features including Neolithic long barrows, Bronze Age round barrows, prehistoric to Romano-British earthworks and field systems.
- Panoramic views from upstanding chalk ridges to adjacent ridges and into valleys/coombes.



Issues and challenges

- Conservation of heritage/archaeological interests.
- Impacts of climate change on mixed farming and forestry/ancient woodlands.
- Connectivity between woodlands and maintenance of enclosures.
- Hedge and screen planting, coupled with reduced management, blocking views and modifying character.
- Declining coppice management.



Landscape type 4: **Downland Hills**



This Landscape Type comprises the following Landscape Area:

Character Area 4A Martin - Whitsbury Downland Hills

- A series of small scale but prominent hills and knolls.
- Dominated by Upper Chalk geology giving rise to argyllic brown earths.
- Land cover is slightly more arable than grassland, with improved pasture on lower ground towards the river valleys.
- Dominated by a pattern of medium to large Parliamentary enclosure type fields.
- Deciduous and coniferous woodland, clothing the crests of the slopes, silhouetted against the skyline.
- Low density, dispersed settlement pattern of scattered farmsteads.
- The absence of major roads contributes to the feeling of remoteness and tranquillity.
- A number of ancient woodlands including Burwood, Ashwood Copse and Bouldsbury Wood (SSSI).
- Neolithic and Bronze Age burial monuments, prehistoric and Romano-British enclosures, settlements, field systems and hill forts contribute to the plethora of visible, historic features of the landscape.
- Panoramic views from hill tops.



Issues and challenges

- Conservation of archaeology and ancient woodlands.
- Development pressures on the villages.
- ‘Horsiculture’ and changes in sense of place.
- Decrease in agricultural stock grazing.



Landscape type 5: **Chalk River Valleys**



This Landscape Type comprises the following Landscape Areas:

Character Area 5A - Wylde Chalk River Valley

Character Area 5B - Ebble Chalk River Valley

Character Area 5C - Stour and Avon Tributary Valleys

- Strongly enclosing valley sides, frequently eroded to form dry valleys, but in some places quite wide. (e.g. Ebble.)
- The steepest valley slopes have retained their semi-natural chalk grassland or are clothed in ‘hanging’ woodland while the shallow valley sides have been exploited for cultivation.
- The clear, fast-flowing chalk rivers are a key habitat.
- The floodplains support water meadows, cress beds and damp pasture.
- The valleys typically provide convenient transport corridors, with the Wylde valley containing a trunk road and railway.
- The rural landscapes are sometimes interrupted by the large volumes of traffic that use the valleys as transport corridors to organised events.
- Straight-sided fields represent late 18th/early 19th century Parliamentary enclosure, with large scale fields resulting from 20th century boundary loss.
- Field boundaries and footpaths often reflect the tracks, droves and hollow ways that took livestock from and to the downs in the Medieval period.
- A series of linear spring line villages typically lie at the foot of the valley slopes.
- Isolated Neolithic long barrows, Bronze Age round barrows and water meadow channels on the valley floor contribute to visible archaeology.



Issues and challenges

- Water flows and water resource management.
- ‘Horsiculture’ and loss of sense of place.
- Development pressures. (Expensive properties, high demand, gentrification, replacement dwellings.)
- Highway ‘improvements’.
- Infrastructure clutter. (e.g. Telephone and electricity poles, signs.)



Landscape type 6: Greensand Terrace



This Landscape Type comprises the following Landscape Areas:

Character Area 6A - Fovant Greensand Terrace

Character Area 6B - Kilmington Greensand Terrace

- Flat aprons of land from which the dramatic chalk escarpments and greensand hills rise.
- Dominated by arable fields of Parliamentary enclosure.
- Large, geometric fields and open skies contrast with the smaller scale, enclosed landscape of the adjacent Greensand Hills.
- Upper Greensand geology giving rise to rich brown earth soils that have a high agricultural value.
- Land use is predominantly agricultural, including cereal cropping, grass rotations, dairy farming and stock rearing.
- Mixed woodland runs in discontinuous belts along the base of the chalk escarpment.
- Coniferous belts shelter dispersed, and isolated, farmsteads.
- Settlements tend to be at the interface with, or within, the Greensand Hills.
- General absence of prehistoric earthworks.
- Long views which are also the setting of views from the escarpments and hills.



Issues and challenges

- A30 corridor.
- Highway paraphernalia, traffic volumes, and loss of tranquillity.
- Field sizes, hedge management, and intensification of farming.
- Development pressures.
- Visual intrusion of farm buildings.



Landscape type 7: Greensand Hills



This Landscape Type comprises the following Landscape Areas:

Character Area 7A Donhead - Fovant Hills

Character Area 7B Penselwood - Longleat Hills

- Upper Greensand is exposed as a band between the older clays and younger chalk between Mere and Wilton; elsewhere the hills overlook the Greensand Terraces.
- The Greensand typically forms upstanding ridges and hills that have been eroded by tributaries of the major rivers into a series of rounded knolls and deep valleys.
- Hills and ridges support a large proportion of woodland, both deciduous and coniferous.
- Extensive woodlands 'hide' recreational development, e.g. Center Parc.
- Country houses and estates, some very large and spreading across the Greensand Terraces, are set within landscaped parkland, and contribute to the scenic beauty of the area.
- Distinctive patterns of settlement include villages hidden in the shelter of the deep valleys.
- Fortifications are strategically located on the hilltops.
- Ancient and narrow sunken lanes wind their way through the hills.
- Small and irregular fields characterise areas of agricultural land use.
- Meadows and wet woodland are typical of the valley floors.



Issues and challenges

- Heritage conservation especially in parklands with visitor pressures.
- Infrastructure clutter (e.g. telephone and electricity poles, signs).
- Viability of commercial forestry.
- Livestock grazing.
- Limited access due to narrow lanes.
- Traffic and development leading to loss of tranquillity.
- Enlarged replacement dwellings.



Landscape type 8: **Rolling Clay Vales**



This Landscape Type comprises the following Landscape Area:

Character Area 8A - The Vale of Wardour

- Predominantly clay vale occupying a series of eroded anticlinal axes between the chalk downlands.
- Varied underlying geology with many different geological exposures leading to outcrops of hard rock.
- A mixed agricultural landscape with small scale fields of lush improved pasture and arable with water meadows on the valley floor.
- Wooded character, with broadleaf and mixed woodland and copses (some of ancient origin) scattered across the Vale, reinforced by bushy hedgerows bounding most fields.
- Layout of fields, farms and villages illustrate the pattern of Medieval settlement, clearance and farming.
- A predominantly enclosed landscape, with close views limited by hedges, and frequent ups and downs resulting from the varied geology.
- Narrow, twisty, lanes.
- Rivers and their tributaries meander through the vale.
- A further sense of enclosure is provided by the surrounding upland landscapes.
- Villages dispersed over the floor of the vale.



Issues and challenges

- Viability of family farms and dairying.
- Water regimes (Nadder and Sem rivers).
- Transportation and vehicle accessibility.
- Infrastructure clutter (e.g. telephone and electricity poles, signs).
- Greater benefits from the railway, and associated parking needs.
- Development pressures, particularly around Tisbury, and potential loss of character.





Where those have gone before



Light caressing curves



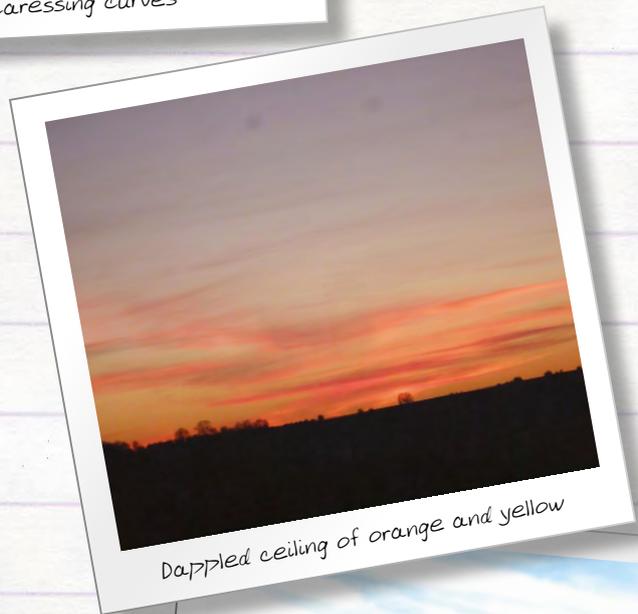
The sanctuary of Win Green

Living Landscape

Light caressing curves
Pink sky
Sunrise circles
The sculpted dome.
Treading lightly
Where those have gone before
The sanctuary of Win Green.

Precious secrets held
In gnarled and knotted trunks,
Out and onto the soft turf covered chalk
Views stretch out as far as the glistening sea
Ancient woodland
Dappled ceiling of orange and yellow
Bright backdrop of blue.

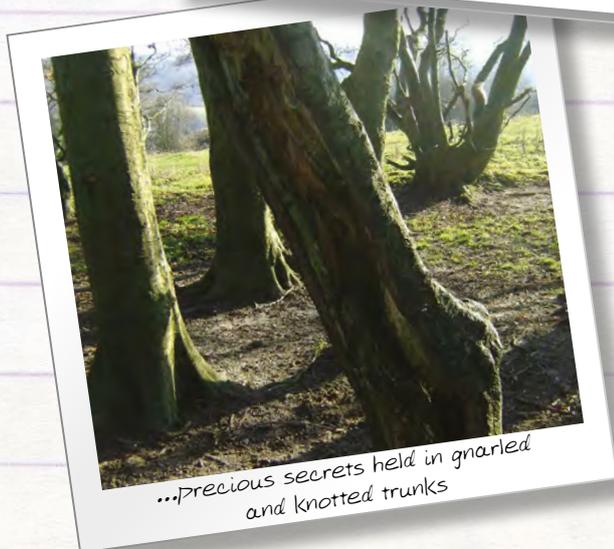
Low winter sun
Elongated shadows
Darkness falls
Momentary blackness
Until the first star rises
Announcing
The night's sparkling constellation.



Dappled ceiling of orange and yellow



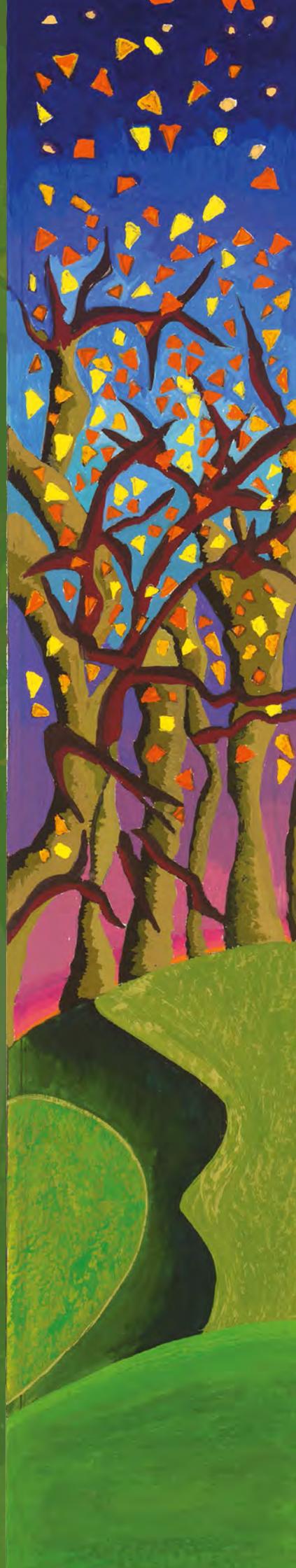
...out and onto the soft turf covered chalk



...precious secrets held in gnarled and knotted trunks

Outstanding Landscapes

'Living Landscape'





“
Where my
father walked,
my grandfather walked,
and I walked, as
a young woman
”

Clare Thomas, Artist

8. Landscape

The topography, geology, and vegetation, and the ways they have evolved with the climate and human usage, come together to form the landscapes we experience around us today. All landscapes have character; however, that character is more substantial, obvious, and extensive in the nationally important Areas of Outstanding Natural Beauty. We use characteristics and qualities to describe and assess those cherished landscapes.

- 8.1. Special characteristics and qualities that make this AONB special, as a whole, with regards to landscape:
- A peaceful, tranquil, deeply rural area; largely ‘unspoilt’ and maintained as a living agricultural landscape.
 - The scale of the landscape is often grand and dramatic with the ‘intensity’ of landscape character almost palpable.
 - The open downland offers wide expansive skies, dominant skylines, dramatic escarpments and panoramic views.
 - Unity of the underlying chalk expressed in the distinctive and sometimes dramatically sculpted landforms, open vistas, escarpments and coombes.
 - A rich land use history with many ancient hilltop forts and barrows.
 - A bountiful mosaic of habitats playing host to a myriad of wildlife.
 - Overlain by a woodland mosaic – including the eye-catching hill-top copses, veteran parkland trees and avenues, extensive areas of wooded downland and ancient forest together with more recent game coverts.
 - Three major chalk river valleys with their individual distinctiveness.
 - Distinctive settlement pattern along the valleys and vales, and small Medieval villages along the scarp spring line.
 - Local vernacular building styles include the patterns of knapped flint, brick, cob, clunch, clay tiles and straw thatch.
 - Strong sense of place and local distinctiveness represented by the use of local building materials and small-scale vernacular features such as the sunken lanes and distinctive black and white signposts.
 - Strong sense of remoteness.
 - Expanse of dark night skies and ability to see the Milky Way.



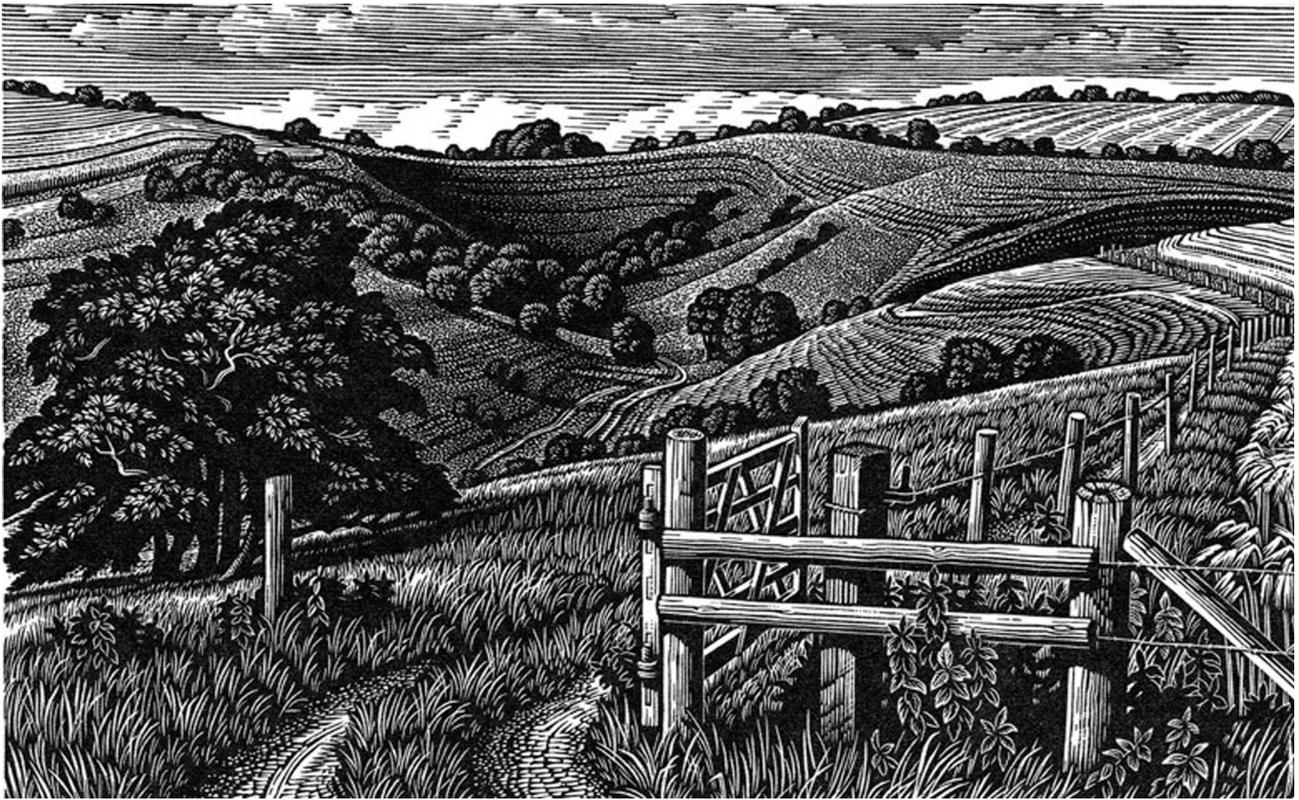
Ambition

- 8.2. The unique character, tranquillity and special qualities of the landscapes in the AONB are conserved and enhanced for future generations. There will be a widespread understanding of the area's special qualities, and informed decision-making will strengthen these qualities. When change happens, it is to be consistent with the character of the landscape and the setting of the AONB. Everyone will take opportunities to restore landscape features that require it.

Key Achievements

- **Publications** – The effective use of the AONB Integrated Landscape Character Assessment, Landscape Sensitivity Study, and Tranquillity Study by planning policy and development management officers within the nine local planning authorities. The AONB team clearly identifies landscape character in all planning application responses.
- **Landscape protection** – Avoided potentially negative impacts on the landscape through advice, research and authoritative reports; and input to specific development applications and appeals.
- **Landscape enhancement advice** – Detailed discussions with Wessex Water led to a four-year funding package to enhance the farmland landscapes surrounding a strategic pipeline installation and associated pumping and storage facilities.
- **A Landscape View of Trees and Woodlands** – offers woodland owners, farmers and advisors a fuller understanding of the landscape character context in which they are working.
- **AONB Tranquillity Study** – The methodology behind the Tranquillity Study is now valued as good practice. This is now being used by the New Forest National Park and other Protected Areas in the southwest to determine their own levels of tranquillity.
- **Undergrounding of power lines** – Power lines have been laid underground to enhance the landscape from the viewing area in front of the Fovant Badges (eight military badges cut into the chalk) and around the site of the 13th Century chapel at Fifield Bavant and in the conservation area of Horningsham.
- **Cranborne Chase and Chalke Valley Landscape Character Assessment** – This study provides a more refined understanding of the landscape character of this Landscape Partnership Scheme area. It will support a 5 year programme of activities to enhance the understanding, appreciation, and enjoyment of the landscape by all ages, resident or visitors from outside area, through a range of natural, historic and cultural projects across the area. Its ambition is to provide a significant landscape legacy.





Wood engraving of Malacombe Bottom © Howard Phipps

Key Issues

1. **Understanding and sustaining landscape character** – It is crucial that all landscape managers and planners understand, appreciate, and use the Landscape Character Assessments.
2. **Monitoring landscape change over time** – Long-term, objective monitoring of landscape change takes time and resources. Fixed-point photography locations have been installed to track changes although it will be a while before it helps to determine long-term trends. Such trends may be a result of global issues such as climate change, food prices and/or demand affecting rural land management.
3. **Enhancing tranquillity and Dark Night Skies** – National data shows the general loss of dark night skies and the risk of light pollution encroaching on the dark skies of the AONB²¹. However, 90% of the AONB falls in the top 2 categories of darkness, as evidenced by CPRE research in 2016. This makes this AONB the last dark area in southern, central England²². (See also Chapter 11 Dark Night Skies).

21 National Framework Data sheet PLNB9 2013: based on National Tranquillity Mapping Data 2006 developed for the Campaign to Protect Rural England and Natural England by the University of Northumbria. OS Licence number 100018881.

22 CPRE (June 2016) Night Blight: Mapping England's light pollution and dark skies.



The Issues Explained

- 8.3.** The AONB is a large area with both consistent character, for example the downlands of West Wiltshire, and considerable diversity and contrast. There are the ancient forests and woodland of Cranborne Chase that contrast with the deeply incised chalk coombes close by. In addition, there are the more intimate and secluded chalk river valleys with their distinctive pattern of settlement.
- 8.4.** Its special qualities include its diversity, distinctiveness, sense of history and remoteness, dark night skies, tranquillity. It is deeply rural and largely free from development outside settlements. Landscapes are sensitive to many factors to a greater or lesser degree. Some crops create a change that lasts a few months while the planting or felling of woodland can cause change that persists for decades. Built development can introduce changes that are rather more permanent. There are declines in the quality of some characteristic features. Some are brought about by machine trimming of hedgerows; the planting of hedges contrary to landscape character; or planting that cuts out views.
- 8.5.** A greater understanding of the character of the landscapes is crucial to helping everyone make informed decisions that contribute to conserving and enhancing the natural beauty of the AONB.
- 8.6.** Meaningful analysis of landscape change over time can use considerable resources, depending on the aim of any such study. A tried and tested methodology using fixed-point photography in Devon produces a series of repeatable images through time. This is in use in this AONB but there is a need to take photographs at regular times in consistent light and weather conditions. There are now twelve fixed-point locations with landowner permissions.
- 8.7.** Tranquillity is important for our mental and physical well-being. It improves our quality of life. Power lines, masts, cars, roads, light pollution and building developments can erode the tranquillity that means so much to all of us. We want to ensure the dark starry skies of much of the AONB remain that way and continue to be seen and appreciated. However, inappropriate lighting can waste energy and reduce landscape quality²³. This is explained in detail in chapter 11 – Dark Night Skies.

²³ e.g. Dorset County Council Local Transport Plan (LTP3) 2011 to 2026 Policy LTP C-4 - The street lighting network will be managed and improved to increase energy efficiency, to minimise environmental impact and to enhance conservation areas and areas identified for public realm improvements. Alterations to street lighting should not compromise road safety or personal security.



Objectives and Policies

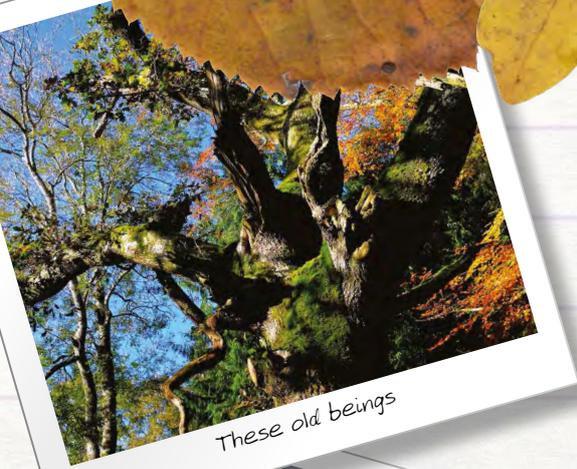
OBJECTIVE		POLICIES	
LAN A	The landscape character, tranquillity and special qualities of the AONB are fully understood by policy makers and land managers.	LAN1	Provide appropriate training on a range of landscape matters to relevant partners.
		LAN2	Review the 2003 Integrated Landscape Character Assessment to develop guidance for the Landscape Character Types/Areas to inform land use planning and landscape management.
		LAN3	Develop guidance for a Landscape Character Type or Area to inform land use planning and landscape management activities.
LAN B	The landscape character, tranquillity and special qualities of the AONB and its settings are conserved and enhanced.	LAN4	Ensure the conservation and enhancement of the landscape character, tranquillity and special qualities of the AONB and its setting, particularly those that are sensitive to change.
		LAN5	Encourage, support and analyse research on landscape issues affecting the AONB and its surroundings to inform policy formulation and the consequent action required.
		LAN6	Determine the factors that contribute to, or detract from, tranquillity to ensure that policies will more effectively conserve and enhance levels of tranquillity.
		LAN7	Pursue opportunities to underground and remove power and telecommunications lines and poles, and other incongruous features where they detract from the Special Qualities.
LAN C	Understand the rate and degree of landscape change within the AONB.	LAN8	Undertake fixed point photography biennially to identify areas where landscape character, condition, or quality has been or is being lost. This will inform potential restoration and enhancement measures.

(Additional Information: Landscape Appendix 28)





What can they tell us?



These old beings

One Thousand Ancient Trees

What can they tell us?

These old beings

A constant presence

In the changing landscape

Home to two ravens

Swinging and croaking through the air.

Why do they grow here?

In this mixed mosaic

Of Chalk and Sand,

Prickly Poppies

Shepherd's Needle

Corn Marigold

Weasel Shout

And Night Wing Catchfly,

Sweet honey for bees

With long licking tongues.

Who lives here?

Lapwing feeding in fallow ground

Grey Partridge nesting in cereal margins

Yellow Wagtails flitting in open crops

Turtle Doves hovering in hedgerows

Waiting for that Fat Bird of the Barley,

The Corn Bunting.



Why do they grow here?



Natural Environment

*'One Thousand
Ancient Trees'*





“ People make
the land.
It's all about
relationships ”

Tracy Adams, Farmland Bird Project

9. Natural Environment

Our natural resources, such as geology and soils, clean air and water, provide the fundamentals of life itself. These natural capital assets are the basis for the rich diversity and abundance of wildlife that thrives across the AONB. They offer us a high quality, healthy and stimulating environment. What we see around us now is the result of the interactions of natural and human activities over centuries. We need to better understand, promote and value all that the natural environment provides; to conserve and enhance that environment; and address the increasing uncertainties caused by climatic, economic, and social change.

The first chairman of this AONB Partnership was the late Dr Dick Potts, Director of the Game and Wildlife Conservation Trust. His enthusiasm for sustaining and enhancing wildlife in active agricultural landscapes has remained a key priority for this AONB.

9.1. Special characteristics and qualities that makes this AONB special, as a whole, with regards to the natural environment:

- Main geological features are extensive, wide, and gently rolling chalk ridges with escarpments and dip slopes, clay caps with flint deposits and valleys - both dry and occupied by rivers and streams. The central clay vale has areas of hard rock and a stone quarry. The cultivated flat Greensand Terraces contrast with the undulations of the more wooded Greensand Hills.
- Rich ecological character expressed in the diversity of habitats including the distinctive species-rich chalk downland, clear fast flowing chalk streams and rivers, ancient and calcareous woodlands and rare chalk heath and water meadows.
- An abundance of both emblematic wildlife species and those suffering decline such as the Greater horseshoe bat, Adonis blue and Duke of Burgundy butterflies, Tree sparrow and Skylark.
- Clear streams and rivers supporting wild trout, grayling, dace and chub, together with the fast disappearing water vole and aquatic species that rely on high quality water such as the white-clawed crayfish, seriously threatened by the introduction of non-native crayfish.
- Extensive tracts of arable land supporting the six most nationally threatened farmland birds; the Grey partridge, Lapwing, Turtle dove, Yellow wagtail, Tree sparrow and Corn bunting and rare arable plants, such as the Prickly poppy and Pheasants' eye.
- Cranborne Chase is particularly notable for its unusually high proportion of ancient woodland within a chalk landscape. This is largely due to its historic status as a royal hunting area.
- Ancient woods and woodland still under active coppicing management.

Ambition

9.2. The natural resources of the AONB will be managed sustainably. The AONB will be a place where wildlife thrives and is able to move freely across the area. The natural environment will be healthy and resilient to the effects of climate change.



Key Achievements

- This AONB was the lead partner in the **South Wiltshire Farmland Bird Project** (2009-15), which was part of the larger Natural England-led **South West Farmland Bird Initiative**. Its purpose was to reverse the decline in numbers of the six most threatened farmland bird species; Grey partridge, Lapwing, Corn bunting, Yellow wagtail, Turtle dove and Tree sparrow. It worked with arable farmers to provide key year-round bird habitat to include safe nesting areas, summer insect food and winter seed food.
- Forty four bird species were monitored during the project between 2011 and 2016; 19 that make up the Farmland Bird Index and a selection of other 'Birds of Conservation Concern' plus the Brown hare. This scientific monitoring showed that 42% of species assessed showed a significant positive population response to Farmland Bird Project management compared to population trends on plots with no such management. A further 27% of species showed non-significant responses²⁴.
- There have been other 'spin off' wildlife benefits, particularly for rare arable plants and the Brown hare. The project received national recognition on the BBC's Countryfile programme in 2013; and in 2015 won the Bowland Award, awarded annually for the best project, best practice, or outstanding contribution to the wellbeing of Areas of Outstanding Natural Beauty by the National Association of AONBs.
- **Farm Conservation Project** – in conjunction with further funding from Wessex Water via their Corfe Mullen to Salisbury Transfer Scheme (with additional funds from their Biodiversity Partner's Programme in 2015), the Farmland Bird Project to broaden its horizons to become this AONB's Farm Conservation Project. This project brings together groups of neighbouring farmers into 'clusters'. These work very effectively to initiate landscape-scale conservation of soil, water, and biodiversity, and potentially much more. Current and new clusters cover around 38,000 hectares. Our Farm Conservation Adviser also works with farmers submitting applications to Natural England's Countryside Stewardship Scheme. This project was also awarded Wiltshire Life's Conservation Project of the Year in 2017.
- The clusters effectively initiate landscape-scale conservation of soil, water, and biodiversity. This environmental work is at a much larger scale than anything undertaken previously. It has the capacity to meet Sir John Lawton's key aim of achieving 'more, bigger, better and joined' wildlife habitats as outlined in the 2010 report 'Making Space for Nature'²⁵, recently re-iterated in the Governments 25 Year Plan for the Environment.
- **Natural capital** – Cranborne Chase AONB was a key stakeholder in two major natural capital projects:
 - **Big Chalk** aimed to increase the resilience of natural capital stocks within the protected landscapes that share a common chalk geology throughout the South East and South West. Comprehensive mapping and modelling of natural capital at different spatial scales could then support decision making at the strategic level (specifically Local Plans, National Park and AONB area based Management Plans) and be used to target interventions at catchment, farm and field level.

24 Natural England (2010) Assessing the effectiveness of HLS agreements deploying the Farmland Bird Package 2011–2016

25 Professor Sir John Lawton et al (2010), Making Space for Nature: A review of England's Wildlife Sites and Ecological Network, Submitted to the Secretary of State, the Department for Environment, Food and Rural Affairs on 16 September 2010



- **Wessex BESS** (Biodiversity and Ecosystem Services in Multifunctional Landscapes 2011-17) focused on lowland landscapes in the area around Salisbury Plain and the northern part of this AONB. This six-year programme sought to understand how biodiversity underpins the functions or services that landscapes provide. Through this understanding, policy makers and land managers would be better informed to make decisions.

Rare arable plants – Populations of rare arable plants have declined dramatically over the past 60 years and they are the most critically threatened group of plants in the UK. In 2010, a Wessex Water funded study was undertaken of rare arable plant distribution in the AONB, prepared jointly between the AONB, Black Sheep Countryside Management and the Game and Wildlife Conservation Trust. It pinpointed rare arable flora ‘hotspots’ together with indications of where good arable flora communities were likely to be present. The report consequently determined 39% of the AONB as an Arable Flora Target Area where focused management for arable plants, would be likely to be most effective.

‘Stepping Stones’ (2012-2015) – This partnership project aimed to improve existing, and create new, species rich chalk grassland habitat resulting in improved habitat connectivity, enabling species to move more freely to new areas. This joint initiative between Cranborne Chase and North Wessex Downs AONBs, Wiltshire Wildlife Trust, many farmers, Black Sheep Countryside Management and a host of volunteers, created an additional 344ha of linked, species rich chalk grassland. Volunteers alone undertook 230 hours work planting out around 23,000 plug plants.

Cranborne Chase Ancient Woodland Priority Area – one of four areas in the South West. The Forestry Commission undertook a mapping and targeting exercise in the south west to identify robust habitat networks centred around clusters of ancient and native woodlands, where landscape connectivity and permeability offered the best opportunity to link and extend ancient woodlands. By working on a landscape scale the resilience of these habitats to climate change and other threats can be enhanced. In 2009, an Ancient Woodland Priority Area was established in Cranborne Chase.

Sustainable Development Fund grant support to projects / training of volunteers:

- Around 50 volunteers have been trained to provide the Environment Agency with early warning of water pollution at 24 sites on the Rivers Wylde, Nadder, Ebble, Stour and Allen with Wiltshire Wildlife Trust;
- assess the current distribution and abundance of the White Clawed Crayfish over the length of the River Allen through Dorset Wildlife Trust;
- reconnect and enhance the habitats for rare and threatened wildlife along the River Allen;
- identify signs of Chalara dieback of Ash caused by the fungus *Hymenoscyphus fraxineus*; raise awareness of Chalara dieback of Ash particularly to land owners; and celebrate the ash trees’ many uses, history, ecology, biology, cultural significance and folklore.

Ancient Trees Project – This project, with funding from Hampshire County Council, trained volunteers to identify and record ancient, veteran and ‘notable’ trees with over 150 trees recorded in five Hampshire parishes. Inspired by this work, volunteers came together to form another tree recording group in the Donheads, Wiltshire, during 2016-17 and undertook similar recordings.





Wildflower margins, West Woodyates – T Adams

Key issues

1. **Fragmented and isolated habitats** – This AONB has some of the best, last remaining chalk grasslands in Europe. While supporting a vast diversity of plant, animal and invertebrate species, its fragmented nature often denies those species the opportunity to flourish through expanding their range or populations. The fragmentation of priority habitats also extends to ancient woodland, other deciduous woodland, semi-improved grassland and lowland meadows. 
2. **Wildlife species decline** – Many species of birds, butterflies, plants and mammals that were once common across the AONB, are in decline²⁶.
3. **Valuing the benefits we receive from the natural environment** – There is a need to demonstrate that the natural environment provides benefits of measurable value to society and everyone understands those values. 
4. **Land management practices** – Intensive, or changing, land management practices can lead to a decline in wildlife and reduced soil and water quality.
5. **Unintended consequences** – generalised conservation measures, such as hedge planting, applied without attention to the local situation can compromise priority habitats and provide cover for predators. 
6. **Limited means to conserve and enhance natural environment, habitats and species** – Through close working relationships with farmers and landowners over the years, the will to conserve certainly exists; the combination of time, knowledge or experience to undertake necessary work may not necessarily be present.
7. **Alien species, pests and pathogens** – These pose risks to native wildlife and increase uncertainty for all land managers.
8. **Climate change** – Ongoing climate change may pose a threat to the characteristic landscapes and natural beauty of the area as habitats evolve.
9. **Agri-environment schemes** – The management of many of the AONB's most valuable habitats has been primarily through agri-environment schemes with the aid of Government and EU funding. Options within those schemes have not always been adequately attuned to the needs of the landscape and habitats that they were designed to conserve. Funding has reduced over the years and the future of these schemes is now uncertain.
10. **Brexit** – The decision to leave the EU will have major ramifications for agricultural trade in the UK, which could affect the ways much of the AONB's farmland is managed and hence the wildlife that depends on it.

²⁶ Hayhow D.B., et al (2016) State of Nature 2016, The State of Nature partnership.



The Issues Explained

- 9.3.** The chalk grasslands and rivers of the AONB, with their rare wildlife, are of international importance. A significant proportion of the woodland is of ancient origin and the area contains some of the best stands of ancient trees in Europe²⁷. The extensive tracts of arable land support islands of rare arable plants and can be a stronghold for farmland birds. However, the areas of habitat favouring these important species are often fragmented and isolated. Wildlife habitats need to be big enough and sufficiently well connected for wildlife to thrive. Species need corridors to move through the landscape in response to a changing environment.
- 9.4.** During the last few decades, management regimes that were focused on creating higher crop yields have led to habitat change and the loss of wildlife. Since the 1970s, the UK populations of many of our farmland birds have been in steep decline. In the south west, farmland bird numbers fell by 45% between 1970 and 1994; and a further 8% between 1994 and 2007.
- 9.5.** Though the current rate of decline is not as steep as during the 1970s and 1980s, a short-term decline of 9% since 2010 shows that farmland birds, and especially farmland specialists, are still in trouble.²⁸ For example, Turtle Dove numbers have declining by 93% since 1994 and may well be at risk of global extinction. However the results from the Farmland Bird Project referenced above in Key Achievements show that with targeted management of sufficient habitats, reversing the decline is possible.
- 9.6.** Even once common species are also suffering unprecedented and drastic declines. Hedgehog numbers have plummeted by over 50% since 1994, voles by 30% over the last ten years and dormice are vulnerable to extinction in the UK (see Appendix 29).
- 9.7.** Populations of rare arable plants have declined dramatically over the past 60 years. They are the most critically threatened group of wild plants in the UK. The report, 'Assessing the Distribution of Rare Arable Plants in the Cranborne Chase AONB (2010)', identifies the important arable plant hotspots and will help refine targeting, surveying and promotion of semi-natural habitat restoration, creation and management.
- 9.8.** The four County Biological Records Centres hold incomplete records for species presence and/or distribution in the AONB. Farmer clusters have been frustrated to date by their lack of knowledge of species present on their holdings. There is a need to actively encourage the training and involvement of volunteers in identifying, recording and mapping of fauna and flora to greatly improve the knowledge base across the AONB. (More in chapter 17).
- 9.9.** The Lawton review of ecological sites and networks 'Making Space for Nature'²⁹ advocates for the creation of more effective ecological networks through the establishment of more, bigger and better quality wildlife sites that are better connected. This vision is a key aspiration in this Plan. The majority of the land needed to achieve this is currently under some form of agricultural, forestry or game management. It is, therefore, vital that habitat creation, enhancement and improved connectivity become a part of viable land management systems.

²⁷ <http://www.ancient-treehunt.org.uk/ancienttrees/findingthem>

²⁸ <https://www.bto.org/science/monitoring/developing-bird-indicators>

²⁹ Professor Sir John Lawton et al (2010), Making Space for Nature: A review of England's Wildlife Sites and Ecological Network, Submitted to the Secretary of State, the Department for Environment, Food and Rural Affairs on 16 September 2010



- 9.10.** The Government has stated in its policy paper ‘A Green Future: Our 25 Year Plan to Improve the Environment’³⁰ that it will publish a Strategy for Nature and develop a Nature Recovery Network that aims to provide an additional 500,000 hectares of wildlife habitat. The Government has announced a forthcoming Environment Bill that will provide the legal framework reinforcing its pledge to leave the environment in a better state over the next 25 years. An Agriculture Bill is also due before the end of 2018 that ‘will map the future of UK farming outside the EU’. At the time of writing this Management Plan Review, there were no further details.
- 9.11.** The natural capital of the AONB, the elements of the natural environment which provide valuable goods and services to people such as clean air, clean water, healthy soils, food and recreation, is both very high in quality and quantity.
- 9.12.** The Natural Capital Committee is an independent committee that advises the Government on the sustainable use of our natural assets. This committee reported that the elements of the natural environment that provide valuable goods and services to people are in long-term decline.
- 9.13.** This decline will continue into the future, and is likely to accelerate, unless there is some radical departure from the approaches of the past³¹. This could include biodiversity net gain as a key planning principle or a landscape-scale / catchment-based approach to conservation³². It may also include widespread payments for the services the landscape provides (also known as ecosystem services) or the routine application of natural capital accounting.
- 9.14.** Relatively straightforward agri-environment options such as tree planting can sometimes take place in inappropriate locations that can lead to a change in landscape character, the reduction or destruction of remnant grassland habitat and a reduction in the suitability of the area for ground nesting birds.
- 9.15.** Evidence from the farmer cluster work, has highlighted the strong desire of landowners and farmers to help conserve and enhance the natural environment. However, effective and timely conservation work might well compete with priority work on the farm. Additional knowledge and experience of conservation techniques needs to be delivered through training opportunities open to farmers and volunteers and through practical input from conservation professionals, such as rangers, with the assistance of volunteers.
- 9.16.** During consultations in 2010 towards a funding bid, the AONB gained strong anecdotal evidence that that the area is seen as a ‘black hole’ for volunteering, with communities, including many youngsters, welcoming any opportunity for countryside skills training and a chance to put that to use. Chapter 16 describes this in more detail but, in line with the aims of the Governments 25 Year Environment Plan, there is proven, latent demand from communities to become involved in the conservation and enhancement of the AONBs natural environment. Engagement with countryside management professionals could only assist in nurturing that demand.

³⁰ A Green Future: Our 25 Year Plan to Improve the Environment Defra 1st February 2018

³¹ Natural Capital Committee, The State of Natural Capital, third report 2015

³² The AONB Partnership values and advocates the full use of paragraphs 174/175 of the NPPF that set out the principles to protect and enhance biodiversity and when determining planning application, including net biodiversity gain.



9.17. There is an increase in the number of alien species, pests and pathogens entering the natural environment, with new ones being recorded almost monthly³³. In May 2018, the Forestry Commission noted at least 30 new pests and diseases affecting livestock, and 15 affecting trees in the UK. These can have a devastating effect on the natural environment and livelihoods. The particular dangers to woodland from pests and diseases is growing, with Dieback of Ash (*Hymenoscyphus fraxineus*) and Oak Processionary Moth (*Thaumetopoea processionea*) two of the most recent examples. Dieback of ash may have a very serious effect on the ash trees in this AONB; whilst opinions vary, there is broad consensus that there is a reasonable chance that we will lose a significant portion of ash trees, a substantive loss to our landscapes and heritage. The damage caused by deer and Grey squirrels is also of increasing concern.

9.18. Climate change continues to influence the natural world. The evidence of recent years is that the AONB's climate is likely to become warmer and wetter in winter, and hotter and drier in summer. There will be more extreme weather events resulting in droughts and floods. Uncertainty and severity in the weather system poses very real threats to our way of life and our environment.

9.19. Although it is possible to reduce the effects of climate change with positive action, significant changes will still occur. This is because past emissions have already raised carbon dioxide levels in the atmosphere. The area needs help to adapt to the impacts of climate change in a way that helps to conserve and enhance the natural beauty of the AONB. Further climate change information and the range of mitigation and adaptation measures are shown in Appendix 9³⁴.



Horses - Stephen Ward

9.20. Farming requires a profitable future to stay in business, sustain farming families, safeguard the environment and mitigate climate change. For centuries, land managers and farmers have shaped the landscape and environment, including its wildlife, soil and water quality, as they went about their work.

9.21. There is a need to develop more effective environmentally-friendly farming practices if wildlife is to thrive in the AONB. As Brexit approaches in 2019, Government has pledged to continue to support agriculture, albeit through revised and/or 'new environmental land management schemes' (NELMS). The Basic Farm Payment (BFP) received by the majority of farmers will be phased out over a number of years. It will be replaced by a new scheme that offers 'public money for public goods'; that is, undertaking work on the farm to specifically benefit the environment, and hence the general public.

³³ In May 2018, the Forestry Commission noted 30 new pests and diseases affecting livestock, and 15 affecting trees in the UK. See <http://www.bbk.ac.uk/geography/our-research/ecss/webber11.pdf>

³⁴ Responding to the impacts of climate change on the natural environment: Dorset Downs and Cranborne Chase (NE116), Natural England, March 2009 <http://publications.naturalengland.org.uk/publication/52003?category=10003>



- 9.22.** Grazing is a key component of managing the landscapes of the AONB, particularly its nationally important species-rich chalk grassland and habitats associated with water meadows. In the absence of a UK-EU trade deal after Brexit, farm exports will face World Trade Organisation tariffs. This will have a significant impact upon agriculture. Livestock farming could be one of the worse affected sectors, as tariffs could increase consumer prices by as much as 50%³⁵. Consequently, the viability of grazing our grasslands and meadows may reduce. However, livestock numbers may not decrease as grazing regimes develop as a part of an arable rotation.
- 9.23.** DEFRA has recently extended pilot schemes in Norfolk, Suffolk and Yorkshire and indicated that it needs further innovative tests and trials of new agri-environment methods / techniques to help achieve the aims of the 25 year Environment Plan and respond to the Health and Harmony consultation paper: 'The Future for Food, Farming and the Environment in a Green Brexit'.
- 9.24.** DEFRA has stated³⁶ that in advance of withdrawing the BFP, trials will test potential options and techniques that will help protect, conserve and enhance the environment and biodiversity. Test and trials will look to:
- Restore healthy soils
 - Improve air quality
 - Provide clean water, and
 - Enable the countryside to teem with wildlife
- 9.25.** The AONB is in a strong position to play a positive role in developing these new environmental land management schemes based on landscape character, and at a landscape scale. It has considerable and proven experience working with, and facilitating, self-help farm clusters to enhance farmland wildlife, habitats and landscapes. The AONB is very keen to collaborate with landowners and farmers to help offer a clear collective voice to shape future policies and support schemes. The AONB could be a test-bed for revised support schemes and new ways of working, delivering public goods for public money, whilst producing quality local foods for the nation.



Red tailed bumblebees - T Adams

³⁵ <https://publications.parliament.uk/pa/cm201719/cmselect/cmenvfru/348/348.pdf>

³⁶ See Department for Environment, Food and Rural Affairs (DEFRA), Health and Harmony: the future for food, farming and the environment in a Green Brexit, Cmd paper 9577, HMSO, February 2018

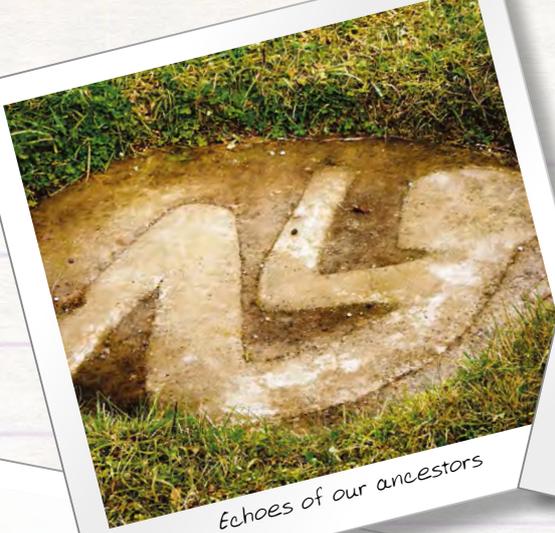


Objectives and Policies

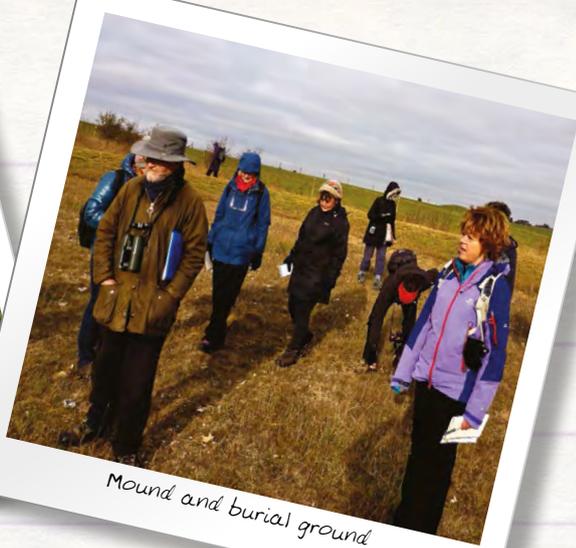
OBJECTIVE		POLICIES	
NE A	Sustainable ecological networks are established and maintained across the AONB.	NE1	Build and sustain a robust environmental records base for the AONB and its surrounds.
		NE2	Develop biodiversity permeability/connectivity mapping across the AONB to identify restoration and enhancement priorities that integrate with landscape character.
		NE3	Work with landowners, farmers, woodland managers and appropriate partners, to establish and enhance coherent and effective ecological networks at a landscape-scale through the development of further farm / woodland clusters or through new environmental land management scheme opportunities.
		NE4	Develop and seek resources to manage a long term programme of volunteer training and involvement in all aspects of environmental/ countryside management.
		NE5	Develop, and seek resources for, a programme of landscape scale biodiversity enhancement projects, to increase priority habitat within the AONB by 1,000ha over this plan period.
NE B	The benefits and services provided by the natural environment are understood and accurately valued by decision-makers at all levels.	NE6	Develop a natural capital accounting system for the AONB with partners that will increase understanding and provide accurate and appropriate data for better decision-making within this AONB.
NE C	Everyone, particularly business and community leaders, have a better understanding of the potential effects of climate change in the AONB and the actions they can take.	NE7	Work with relevant organisations, such as Councils and the NFU, on climate change adaptation/mitigation measures and promote good practice examples that are appropriate for the AONB landscape and communities.
NE D	Pests, pathogens, and invasive non-native species causing harm in the AONB are being effectively addressed.	NE8	Support partners and landowners to manage existing pests and pathogens, and increase understanding of the dangers from non-native species, pests and pathogens.

(Additional Information: Natural Environment Appendix 29)

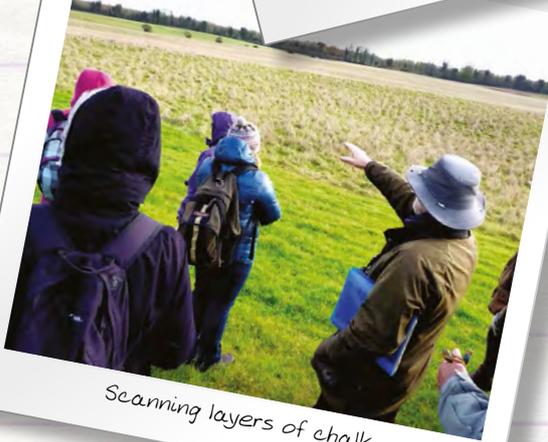




Echoes of our ancestors



Mound and burial ground



Scanning layers of chalk

Voices in the Landscape

The Past

A foreign land

Unknown and mysterious

Staring down twenty-five metres,

Eyes searching out

The bottom of the ladder.

Scanning layers of chalk

The sides of The Great Shaft

Echoes of our ancestors

In the distinctive stripes of flint,

Mound and burial grounds

Marks made by Man

Circles of time

Henges

Barrows

Fairy rings

Wheels, pots and urns

Turn as seasons rotate

Year after year,

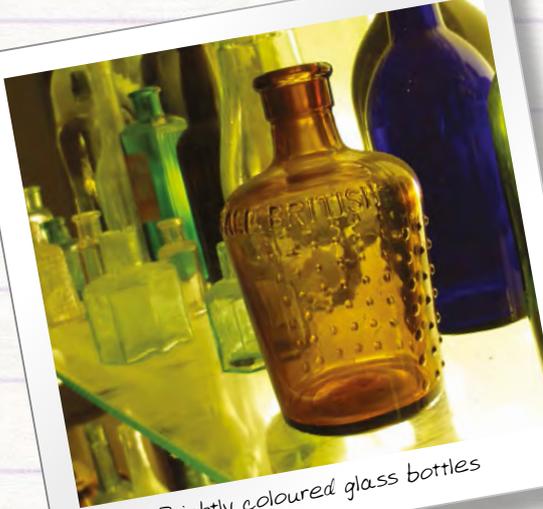
Wood covered warriors

Hallucinogenic blue dye

Brightly coloured glass bottles

A pair of old boots

Seeking a new cycle.



Brightly coloured glass bottles



Seeking a new cycle.



Historic and Cultural Environment

*'Voices in the
Landscape'*





“
Everyday,
I'd ask for a day return to
the Endless Pit”

Martin Green, Down Farm

10. Historic and Cultural Environment

The way the land has been used over the centuries has influenced the character of the landscapes we see around us today. The remnants and artefacts of working life, together with the layout of settlements, routeways, and buildings, contribute to the historic character of an area. This includes buried archaeology, buildings, designed landscapes and cultural features. Many acclaimed writers, artists, poets and photographers are associated with this AONB.

10.1. Special characteristics and qualities that make this AONB special, as a whole, with regards to the historic and cultural environment:

- A landscape etched with the imprint of the past - visible archaeological features including prehistoric earthworks, settlements, field systems, water meadows and former settlements.
- The former Medieval hunting areas of Selwood Forest, Grovely Forest, and the Cranborne Chase.
- A rich legacy of landscape scale prehistoric archaeological features such as the Neolithic Dorset Cursus, as well as later historic features including the Saxon Bokerley Dyke.
- Historic borderlands, with important Saxon and even Roman roots, once marginal land and often subject to late enclosure.
- A rich land use history, with areas that have a concentration of ancient enclosure, ancient woodland, and former common land.



Old Waldour Castle - R Burden

- An historic settlement pattern (pre 1750), which has seen minimal infilling, associated with a dense concentration of historic listed buildings.
- A concentration of historic parklands, estates, and manor houses together with Historic Parks and Gardens of national and county importance.
- Literary, artistic and historic connections of national and international distinction.

Ambition

10.2. The historic and cultural environment of the AONB is conserved and enhanced. Everyone understands, values and enjoys its cultural and heritage assets. The story of the area's evolution over time is clear to all.





Key Achievements

Publications – Historic England promotes our AONB Historic Landscape Characterisation 2008, and the subsequent Historic Environment Action Plans (HEAPs) 2012, as exemplar documents. These provide an evolving targeted framework for ongoing historic environment action and a dedicated web site³⁷.

Volunteer engagement – over thirty people have been trained to identify and record historic farmsteads.

Foundations of Archaeology – This two year HLF funded project explored the legacy of the pioneers of archaeology who lived and worked in the AONB locality, training up over 200 volunteers, familiarising them with some of the basic skills of archaeological field survey. The project targeted sites known to have been excavated by antiquarians in three Focus Areas and work included condition surveys, management work and increased awareness of the historic wealth of the AONB. It also trained volunteers to contribute to the Historic Environment Record in Dorset and Wiltshire into the future.

Well attended conferences – Conferences covering different aspects of the historic and archaeological treasures of the AONB, as well as the Foundation of Archaeology project, offered opportunities to hear well renowned speakers. Attendance was high.

Input to planning – Consultation responses have influenced the drafting of national and local planning policy. Advice given to planning authorities on proposals affecting heritage assets has been effective.

Key issues

1. **Knowledge and subsequent appreciation of the historic environment remains low** – The AONB has a vast and precious historic heritage. Greater knowledge and promotion of this heritage legacy will underpin practical action to conserve and enhance it.
2. **Inappropriate management of the historic environment** – Ploughing, planting or unsuitable grazing can seriously damage historic sites and features.
3. **Heritage at Risk** – The AONB has heritage assets that Historic England considers to be vulnerable or ‘at Risk’. There is a need for partners to take practical action to conserve and enhance these assets. There is a sparse record of historic farmsteads, especially those not recognised by the Listed Building processes.
4. **Funding for the historic environment** – Pressure on specific funds to safeguard and enhance the historic environment is acute. Much of the funding for this area of work is discretionary.
5. **Limited awareness of contribution of art, literature and folklore to local identity** – Heywood Sumner, Thomas Hardy, Desmond Hawkins, Cecil Beaton, Lucien Freud and Elisabeth Frink all took inspiration from Cranborne Chase and its hinterland. There is a profusion of authors, broadcasters, musicians, sculptors, photographers and artists closely connected to the AONB, both in the past and today. For many, their work is either little known or not widely enough appreciated by resident and visitor communities.

³⁷ <http://www.historiclandscape.co.uk/>



The Issues Explained

- 10.3.** Awareness of sources of information on historic resources is limited. There is a need to promote better awareness of HEAPS as a key source (while acknowledging that these often record some types of heritage better than others, so other sources should also be used). The 'Buildings at Risk' register of Historic England is not widely known nor its local relevance appreciated. There is not a record of all the historic sites. Those without records are almost certainly being damaged or lost. There is a need for greater knowledge of the location and importance of the heritage assets of the AONB. The ongoing promotion of the Historic Landscape Characterisation and HEAPS can help deal with this.
- 10.4.** The Historic Environment Records (HERs) in Dorset, Hampshire, Somerset and Wiltshire are an essential source of information for managing, caring for and understanding the historic environment. They select and present information on all known heritage assets. These include landscapes, buildings, monuments, sites, places, areas and archaeological finds. There is also information on previous archaeological and heritage work in each county.
- 10.5.** No such record is ever complete. The AONB Historic Environment Action Plan identifies ways in which the AONB can work with the HERs to enhance knowledge and understanding, for example for the Medieval and Post Medieval period and in woodland. It also identifies areas where the significance of particular heritage is not well known.
- 10.6.** The quality of information about and interpretation of the historic environment of the AONB can be improved. There is a wealth of historic riches throughout the area; a visible legacy of human involvement with the landscape through time. In addition, there is poor knowledge and low appreciation of artists, writers and other cultural connections, both past and present. The aim of the HLF funded Cranborne Chase and the Chalke Valley Landscape Partnership Scheme is to support wide-ranging, innovative and inspiring interpretation. This will invite involvement, enjoyment and learning from the widest range of audiences throughout 2019-24, and on into the future. It will also provide a range of opportunities for these people to get involved in practical tasks; and to celebrate the historic and cultural heritage of the area.
- 10.7.** Nevertheless, the AONB needs to access more resources to develop educational and interpretative media across the whole AONB to increase awareness, understanding and appreciation of this AONB's historic and cultural environment.
- 10.8.** The landscapes of the AONB are an expression of the interaction between people and the land over thousands of years. Every part of these landscapes has a history that contributes to the special qualities of the AONB. The landscapes of the AONB bear the mark of successive periods of human activity. This is one of the richest and most closely studied parts of prehistoric Wessex. It is the haunt of General Pitt-Rivers, Heywood Sumner, Richard Bradley and Martin Green. However, there is still much to be discovered.
- 10.9.** Important literary figures associated with the area include poet and barrister Sir John Davies, naturalist and writer W H Hudson, and author and broadcaster Desmond Hawkins, amongst many. Thomas Hardy based some scenes of *Tess of the d'Urbervilles* in Cranborne Chase AONB. Other artistic and cultural connections include the architect Sir Christopher Wren and renowned photographer, designer, socialite, writer, Sir Cecil Beaton.



- 10.10.** The work of Augustus John, Henry Lamb, Ben Nicholson, John Craxton, Lucian Freud, Stanley Spencer, Elisabeth Frink, William Nicholson and over 25 other artists connected with Cranborne Chase were celebrated as part of an exhibition at Salisbury Museum. The Museum states that artists ‘have found in Cranborne Chase and its hinterland a landscape of inspiration, seclusion and ‘bare-boned’ beauty’; and that the AONB ‘has always had an air of isolation which has attracted an exceptional array of artists and writers’. (Appendix 30).

Nationally designated heritage in the AONB

- 10.11.** Designation is a way of marking that a building, monument or landscape is of ‘special architectural or historic interest’ in a national context. Historic England makes the recommendation for designation (Appendix 17). It is a stage that identifies a site as being architecturally or historically important before any planning stage that may decide its future. In the AONB there are:
- 550 Scheduled Ancient Monuments.
 - 2038 Listed Buildings, 78 of which are Grade I and 106 Grade II*.
 - 17 Registered Parks and Gardens.
- 10.12.** When Historic England says that a Listed Grade I or II* Building is ‘at risk’, they mean it is vulnerable through neglect or decay rather than alteration or demolition. This leads to the ‘At Risk’ Register. Historic England prepares and publishes an annual Register of Heritage at Risk of those nationally designated heritage assets that are at risk of being lost through neglect, decay or inappropriate development. In 2018 in the AONB there were:
- 5 Buildings at Risk.
 - 81 Monuments at Risk.
 - 0 Parks and Gardens at Risk.
- 10.13.** Some local authorities produce their own registers that record all buildings and structures ‘at risk’, irrespective of grade. As Historic England (formerly English Heritage) English Heritage only lists Grades I, II* and II in the Register of Heritage at Risk, the total number of buildings or structures ‘at risk’ is much greater than the register might at first suggest.

Local heritage designations and records

- 63 designated Conservation Areas.
 - 16 Historic Parks and Gardens of county importance.
 - Historic designed landscapes of local importance.
 - The four county archaeological services record and protect the archaeology within the AONB, and each maintain an Historic Environment Record/Sites and Monuments Record.
- 10.14.** The Historic Environment Action Plans (HEAPS)³⁸ identify the key issues affecting the heritage assets of the AONB. They summarise the key characteristics of the historic environment of the AONB at a landscape scale. They set out the significance, condition and pressures affecting the heritage assets, including those ‘at risk’. They identify the actions needed to conserve and enhance these special characteristics. These provide the central actions to enable the AONB to effectively conserve and enhance its historic environment assets.

³⁸ http://www.historiclandscape.co.uk/conserving_heap.html



- 10.15.** Ploughing the land can destroy buried and extant archaeological features. Lack of grazing leads to the development of scrub. Historic sites are harder to recognise when overgrown and are prone to severe damage if trees or shrubs establish themselves. Overgrazing can cause erosion and destroy sites. Burrowing animals, such as badgers and rabbits, can damage underground remains. Planting and harvesting trees and energy crops may also cause damage to sites. Badly designed buildings and structures may spoil the setting of many sites and monuments. The historic cohesion of the landscape may be lost.



Wor Barrow excavations ©Anthony Pitt-Rivers

Funding

- 10.16.** Historic England commissioned a research report in 2011³⁹ to review the issues facing local authorities as they manage their heritage assets at a time of acute financial stress. The funding available through both Historic England and Local Authorities has greatly diminished over recent years. The research found a wide variation in the ways that local authorities manage their heritage properties. It describes the issues that are affecting them, including the economic downturn, declining budgets, changing patterns of use and fewer conservation officers.
- 10.17.** Some external funding programmes target the historic environment. The Heritage Lottery fund is, however, currently (2018) reviewing its funding programmes. There is now intensive competition to all funding programmes which may lead to insufficient funding to fully protect and conserve the historic wealth of the AONB.

³⁹ English Heritage: Local authority heritage assets: Current issues and opportunities by Green Balance with Grover Lewis Associates Ltd March 2012.



Objectives and Policies

OBJECTIVE		POLICIES	
HE A	The historic environment, cultural heritage and traditions of the AONB are understood, valued and celebrated.	HE1	Promote the historic landscapes of the AONB, the Historic Landscape Characterisation, HEAP documents together with past and present cultural associations, as educational resources to increase awareness, understanding and appreciation of the AONB's historic and cultural environment.
		HE2	Utilise resources available through the 5 year LPS to undertake volunteering activities, public events and provide creative educational and interpretative media based on the historic heritage of the AONB area.
HE B	The historic environment and cultural heritage of the AONB is conserved and enhanced.	HE3	Promote the Historic Landscape Characterisation and related Historic Landscape Character Areas and Themes descriptions as a tool for managing the historic and cultural environment of the AONB, providing a framework for policy-making, planning decisions, research agendas and positive action.
		HE4	Encourage appropriate and improved identification, recording and management of the distinctive historic landscapes of the AONB through working with appropriate partners including the County HERs, farmers and partners within the Landscape Partnership Scheme to undertake action identified in the AONB Historic Environment Action Plans.
		HE5	Facilitate future 'agri-environment' schemes that effectively enhance the management of historic sites and features.



OBJECTIVE		POLICIES	
HE B	The historic environment and cultural heritage of the AONB is conserved and enhanced.	HE6	Work with relevant partners to protect, conserve and enhance heritage assets 'at risk' within the AONB.
		HE7	The AONB will normally only support 'enabling development' that seeks to secure the conservation or restoration of an historic feature if it is not at the expense of another historic feature or the setting of that historic feature or another ⁴⁰ .
		HE8	Encourage the appropriate reuse of redundant historic farm buildings in harmony with landscape character and local distinctiveness.
		HE9	In relation to additions/alterations to the built heritage or nearby structures, support Local Planning Authority Conservation Officers in seeking the highest standards of design and materials.

(Additional Information: Historic and Cultural Environment Appendix 30)⁴¹



Oak Apple Day - Tracy Rich

40 Green Balance with Grover Lewis Associates Ltd March 2012: Local authority heritage assets: Current issues and opportunities for English Heritage; also Historic England (2016): Managing Heritage Assets - A Guide for Local Government.

41 Also, refer to English Heritage 2008-Enabling Development and the Conservation of Significant Places.



Example quotes from Dark Skies Pledge Survey

Question: Is there anything else you'd like to say about dark skies in the AONB?

"Wonderful to have dark skies and no street lights in Chilmark"

"Running a B&B we get lots of guests from the cities, and they all comment on how beautiful the night skies are. Many sit in the garden into the small hours looking at the stars!"

"I have been to festivals and events in the AONB and been entranced by the night skies that can be seen there. This is something all too rarely seen in a small country such as ours, is very precious and should be preserved. It is fitting that the night sky can be seen in such glory in a place with such a rich archaeological history."

"I live in the AONB and keep my outside lights switched off unless needed. I love stars and dark skies."

"A precious resource - I've cycled across Cranborne Chase at night and it was a rare and magical experience to have my way lit only by the moon for so long!"

"That's why I live here."

"We all need more galactic gateways. Fingers crossed for a successful application"

"Since moving to the area from a light-polluted city a few years ago I've come to love its dark night skies, and want to see them conserved and indeed enhanced!"

"I think it would be wonderful to have the AONB designated as a dark skies area, it's so good to be able to see the stars and we need to preserve this for future generations."

"We had a fantastic evening at the Ansty Farm Shop star-gazing event - thank you"

"I have never seen so many stars in Britain before moving here."

"The dark skies in the AONB offered myself and others the chance to explore the stars somewhere fairly local to us. Hearing the additional benefits it would have on wildlife and to the local people it seems like a no-brainer."

"Keep looking up!"



Body Painting, StarFest



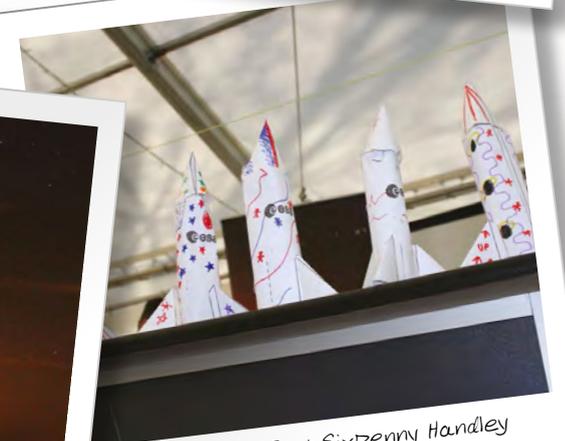
StarFest tales - Valerie Bryant



Chewbakker drops in to check out the 'core' of proposed Dark Sky Reserve - M Capper



Sky glo over Shaftesbury - G. Privett



Blast off! StarFest Sixpenny Handley February 2019 - M Capper

Dark Night Skies

*'How Wide Are
Your Eyes Open?'*





When it gets dark, it's dark

Colin, Ancient Technology Centre

11. Dark Night Skies

Cranborne Chase AONB has the darkest night skies in central southern England. The awe-inspiring Milky Way can be readily viewed here; something that over 90% of the UK population can rarely see due to light pollution. Unlike ancient historic settlements, rivers, soils, wildlife, and our outstanding landscapes, the night sky has no legal protection, which explains why in just six years light pollution has increased by 24% across the UK as a whole.

11.1. Special characteristics and qualities that makes this AONB special, as a whole, with regards to dark night skies:

- Cranborne Chase AONB is one of the darkest places in England⁴².
- Dark night skies with a myriad of visible stars have always been an outstanding, memorable and remarkable feature of this AONB.
- A topography that facilitates stargazing with open, elevated downland, wide panoramic, unobstructed views all with relatively easy public access.
- Lack of major towns and a low AONB population limits the incidence of light pollution and sky glow.



Knowlton Church and Henge - Paul Howell

⁴² The most detailed ever satellite maps of England's light pollution and dark skies, were released by the Campaign to Protect Rural England (CPRE) in 2016. They showed that 52% of Cranborne Chase AONB is in Band 1, which is the darkest category and 40% of the AONB is in the next category. See CPRE (June 2016) Night Blight: Mapping England's light pollution and dark skies.



Ambition

- 11.2.** The Partnership aims to achieve International Dark Sky Reserve⁴³ status during 2019, continuing to reduce light pollution into the future to enhance further the night-time environment for the benefit of human health and wildlife. It will also reduce expenditure and carbon emissions from unnecessary lighting, and offering new opportunities for education and rural tourism.

Key achievements

- A **Light Pollution Position Statement** endorsed by AONB Partnership in 2008
- An objective to seek International Dark Sky Reserve (IDSR) status was adopted by Partnership local authorities in the 2014-19 AONB Management Plan.
- The prevention and avoidance of light pollution has been consistently inputted to national and local planning policy consultations and detailed development management advice since 2008.
- The first specialist, dark night skies and good lighting **AONB Planning Seminar** was held in 2014, another in 2018 whilst an AONB Annual Forum was held in association with the coordinator for the BAA's Commission for Dark Skies (CfDS).
- **Good Lighting Guides** were provided by the AONB and CfDS in 2016, plus a Developers' Guide to Good Lighting in 2018.
- Partnerships have been established with the British Astronomical Association (BAA) and Wessex Astronomical Society to record sky darkness, facilitate events, and promote good lighting practice. The Head of the British Astronomical Association's Commission for Dark Skies is giving wide ranging expert advice and support.
 - **10 public stargazing sites** have been negotiated with landowners and promoted through this 'Chasing Stars' initiative.
 - **Sky Quality Meter** (SQM) readings have been taken throughout the AONB since 2015 and on a more systematic square kilometre grid basis during 2017 to map the darkest areas of the AONB.
 - Numerous public stargazing evenings have been held together with 'Space Detectives' workshops delivered to schools.
 - Some LPAs now regularly place conditions on planning approvals that ensure new lighting complies with this AONB's guidance, which echoes CfDS and International Dark-sky Association (IDA) best practice.
 - A dedicated **Dark Sky Advisor** post from August 2018 will focus on the task of attaining Reserve status.

⁴³ An IDA International Dark Sky Reserve protects an area possessing exceptional stary nights and nocturnal environment for its scientific, natural, educational, cultural, heritage and/or public enjoyment. Reserves consist of a core area meeting minimum criteria for sky quality and natural darkness, and a peripheral area that supports dark sky preservation in the core. Formation of reserves is through partnerships that recognize the value of the natural night time environment through regulations and long-term planning – after International Dark Sky association, see <http://darksky.org/idsp/reserves/>



Key issues

1. **Exposure to artificial light at night presents significant risks to human health** – Humans evolved with the rhythms of the natural light-dark cycle of day and night. Natural light helps set our clocks to Earth's 24-hour day-night cycle. Exposure to artificial light at night disrupts this process, increasing our risks for cancers and other potentially deadly diseases. Glare from poorly shielded outdoor lighting limits our ability to see. Aging eyes are especially affected⁴⁴.
2. **Outdoor lighting impacts wildlife, especially in or near sensitive habitats** – Bad lighting policies can have lethal consequences for wildlife but good policies can maintain healthy ecosystems. Nocturnal habitats do not receive the same attention as daytime habitats.
3. **Producing artificial light consumes energy** – Promoting dark skies can reduce energy consumption and promote efficient outdoor lighting technologies. There is a need to influence the types and levels of outdoor lighting installed in the AONB.
4. **Poorly designed and/or installed outdoor lighting is a hazard to motorists, bicyclists and pedestrians in transit at night** – The same policies that keep night-time skies dark reduce glare and put the right amount of light in the right place and at the right time to ensure the safety of all.
5. **Over-lighting outdoor spaces at night can create favourable conditions for crimes of opportunity** – Bright flood lighting creates shadows that can mask a crime. Policies that protect dark skies enhance security by reducing glare and preserving night-sight.
6. Dazzle, glare and light spilling in all directions reduces the visibility of the stars and hence the opportunities to perceive a special part of the universe.
7. **Awareness and understanding of the implications of seeking IDSR status needs to be raised** – People living and working in the AONB need to be a part of this initiative. Although large parts of the area remain free from light pollution, the gradual encroachment of street, house and security lights means that starlight, which may have travelled for hundreds or even millions of years to reach our eyes, is stolen at the last moment - by sky-glow. The ongoing information and engagement programme aims to reach a consensus for limits and controls on outside lighting.
8. An absence of detailed lighting policies within current Local/Development Plans can be a barrier for LPAs implementing good lighting practice when determining planning applications. However, some lighting issues (Permitted Development / installation of blinds) fall outside planning control.
9. Planning consultants and developers need to adopt good lighting practices as standard.
10. The significant potential to attract and increase additional astro-tourism visitors to this AONB, particularly in the 'shoulder' and winter months, is not fully appreciated.

⁴⁴ American Medical Association, see also R Chepesiuk (2009) Missing the Dark: Health Effects of Light Pollution in Environmental Health Perspectives V.117(1) A20-A27



The Issues Explained

- 11.3.** Whilst awareness and understanding of the multiple benefits of IDSR status is increasing, the potential improvements to human health, an enhanced environment for nocturnal wildlife, financial savings, carbon emission reductions and a much enhanced tourism offer requires ongoing promotion.
- 11.4.** The advent of LEDs, which offer welcome and considerable cost and energy savings to domestic and business users, emit a harsh, bright white light that can often dazzle onlookers, and if fixtures are incorrectly fitted, emit this unnecessary light upwards and sideways.
- 11.5.** Some of the LPAs are including conditions regarding lighting issues in line with the AONBs policies on lighting and others have yet to put this in motion. The Local/Development Plans for the seven Local Authorities cover different time periods. This means some may be willing to consider adding specific lighting policies relatively quickly whilst others suggest they are not in a position to do so for some time.
- 11.6.** The highway authorities in Dorset, Hampshire and Wiltshire each operate light dimming schemes. Dorset has a highway policy of no lights in rural areas except in special situations (for example, at major traffic junctions) and a policy that restricts upwards and sideways emission of light.
- 11.7.** Many planning consultants and developers are unaware of the light pollution caused through ill-designed lighting schemes. The Institution of Lighting Professionals has developed guidance dedicated solely to excellence in lighting that requires promotion that is more comprehensive.
- 11.8.** Plans for new developments frequently comprise floor to ceiling glass ‘walls’, and roof lights are not automatically fitted with blinds or louvres; understanding of the need for these to prevent night-time emission of light needs to be increased.
- 11.9.** IDA requires <500 lumens (equating roughly to a 60W bulb), or fully shielded fittings preferably incorporating an infra-red motion sensor to limit sideways and upwards light spill in a Dark Sky Reserve. Much of the outside, security lighting utilised on both domestic and business premises is not currently IDA compliant, with many unshielded fittings and lamps/ bulbs emitting higher than the required 500 lumens.
- 11.10.** Another factor contributing to unwanted light spill can be the inappropriate installation of light fixtures. They should be angled downwards to only light the area to be illuminated. This requires fixtures to only shine light below the horizontal. The AONB is developing a ‘Big Dipper’ type campaign to turn downwards existing light units and to encourage correct installation of light fixtures.



Night sky, Sutton Veny – Paul Howell

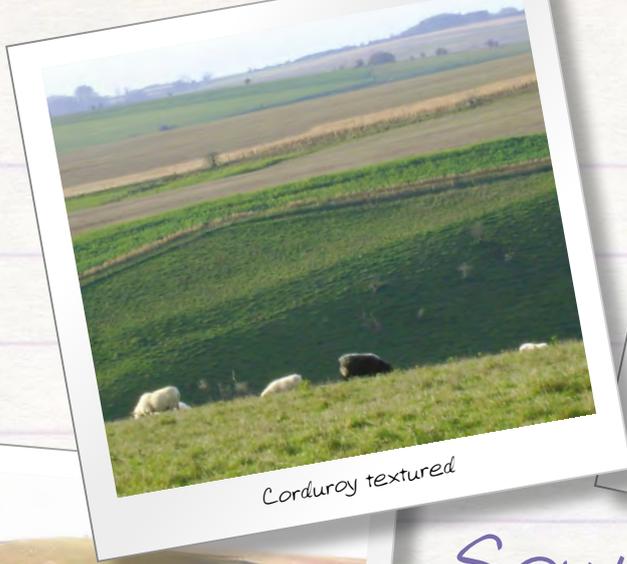


Objectives and Policies

OBJECTIVE		POLICIES	
DNS A	International Dark-Sky Reserve (IDSR) status is secured for the AONB during 2019.	DNS1	Actively promote the benefits of IDSR status to all partners and communities to elicit appropriate action and support for the application to IDA.
DNS B	The IDSR status is retained through evidencing annual reductions in light pollution across the AONB.	DNS2	Work with all LPA partners to: Retain IDSR status through continuous improvements to lighting/retrofitting schemes. Embed good practice lighting guidance within their Local/Development Plans. Ensure substantial lighting schemes, such as those for schools, businesses and sports areas, are competently designed and meet DNS and other environmental criteria. Submit an annual report of activities to maintain the IDSR status.
		DNS3	Support parish councils in promoting good practice lighting to their residents and businesses, offering Dark Sky Friendly Parish Award.
		DNS4	Investigate the potential for sponsorship/provision of low cost good practice outside light fittings within the AONB.
DNS C	The multiple benefits of dark night skies are understood, valued and enjoyed by all.	DNS5	Work with other UK 'Dark Sky Places' and related organisations to improve awareness and understanding across the country of the need to reduce light pollution.
DNS D	The AONB, tourism and related businesses jointly promote, and benefit from, the AONB as a prime destination for stargazing holidays.	DNS6	Develop a Dark-Sky Friendly Accreditation Scheme for local tourism and allied businesses.
DNS E	An AONB observatory offers regular stargazing activities together with educational and study opportunities for residents, visitors and schools.	DNS7	Determine a potential location, design criteria and funding requirements necessary to establish an AONB Observatory within the timeframe of this Plan.

(Additional Information: Dark Skies Appendix 10)





Corduroy textured



And crunchy green watercress

Sow, Breed, Reap

Sparkling clean, fast flowing
Temperate Chalk Rivers
Home to insect hungry jumping trout
Rare butterflies
And crunchy green watercress

In spring
Corduroy textured
Freshly ploughed
Rich brown earth
Transforming into vast patchworks
Yellow, blue, red and green

In summer
Reaping crops
Harvesting grain
Metal braced millstones
Grinding flour
Bread rising

In autumn
3000 years of coppicing
Cutting, expanding, creating space
Materials for making by hand
Hurdles and thatching spars
Heat of the log fire
In winter



Transforming into vast patchworks



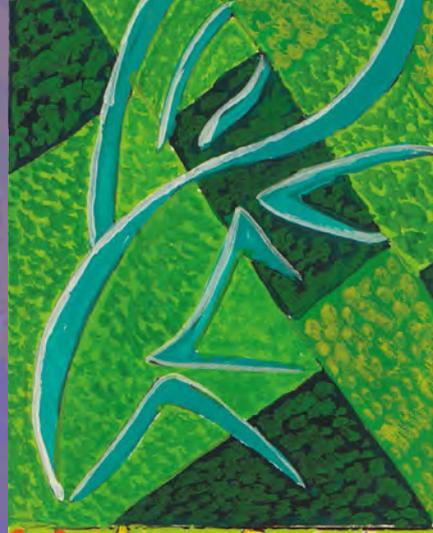
Yellow, blue, red and green



3000 years of coppicing

Rural Land Management

'Sow, Breed, Reap'





“
The sound
of the combine harvesters
working late
into the long summer evenings

Shirley Vickers, AONB local resident

”

12. Rural Land Management

Rural land management encompasses farming, forestry, fisheries and game management. In this deeply rural AONB, landowners and managers have been the custodians and sculptors of the landscape for centuries. Today and tomorrow, their activities will continue to shape and mould the landscapes we see around us. They will deliver the food we need; they will help with the supply of clean air and water; they will offer recreational opportunities.

12.1. Special characteristics and qualities that make this AONB special, as a whole, with regards to rural land management:

- The agricultural character of the AONB is typified by arable cropping, especially the south-eastern sector and on the West Wiltshire Downs.
- There are several large estates within the AONB resulting in consistent agricultural regimes over large areas over time.
- The Vale of Wardour and the north-western edge of the area are mostly grasslands.
- A typical AONB farm is slightly larger than the regional average and consists of predominantly arable land with some permanent pasture and woodland. It is the mixed nature of the holdings that contributes significantly to the special qualities of the landscape and its biodiversity.
- The mosaic of broad-leaved, mixed and coniferous woodland, shelterbelts, copses, hedgerows and veteran trees is a distinctive element in the AONB landscape.
- The AONB is one of the most intensively managed game landscapes in the country. This reflects the heritage of the area as a Chase and the character of the downlands. Historically there were early cereal crops making way for early season partridge shooting. Much of the focus is now on pheasant shooting which contributes to the social and economic development of rural businesses and communities.
- The legacy of previous land management adds to the historic dimension of the landscape.



Combining wheat field, Fifield Bavant - T Adams

Ambition

12.2. The management of the rural land of this AONB will be sustainable. This will meet the demand for food, fuel and other produce in ways that conserve and enhance the landscape character of the AONB and deliver increased public benefits.



Key Achievements

- **‘Raising Our Game’** – Production of the first integrated landscape management advice for game managers in a protected landscape. Research conducted with game managers by the AONB with analysis by The Game and Wildlife Conservation Trust.
- **‘A Landscape View of Trees and Woodland’** – Guidelines for tree planting for each landscape character type within the AONB.
- **Co-ordinated Wood Fuel Initiative (2007-2009)** – This was undertaken jointly with Protected Areas in South West England. It included distribution of a wood fuel information and questionnaire leaflet, two demonstration projects and two practical seminar events attended by 50 interested parties. A Wood Fuel Fayre attracted 150 attendees.
- **Biennial Cranborne Chase Woodfair (2007-2015)** – This major event attracted around 7,000 visitors over a weekend. It very successfully acted as a showcase for the AONB and its woodland management, woodland owners, crafts people and allied industries.
- A woodland owners and managers seminar, **‘Make Woodland Work’** was held jointly with the North Wessex Downs AONB in April 2017, attracting over 30 participants. Workshops focussed on the economic and practical problems of the management of small-scale and/or undermanaged woodland, potential markets and how to optimise timber sales.
- A joint consultation response was prepared with Dorset AONB on the Forestry Commissions **Draft Forest Plan** for woodlands of Cranborne Chase and North Dorset 2016-2026.
- **South Wiltshire Farmland Bird Project (2009-2015)** – Cranborne Chase AONB hosted the project officer who gave one to one advice to 147 farmers on creating and managing essential year-round habitat for the six most threatened farmland bird species (see Natural Environment Chapter). An outcome was the creation of over 1000ha of new habitat, mainly through the Natural England’s Environmental Stewardship Scheme. In 2015, the project won the Bowland Award, awarded annually for the best project, best practice, or outstanding contribution to the wellbeing of Areas of Outstanding Natural Beauty by the National Association of AONBs.
- **Farm Conservation Project** – 2015 onwards. The main component of the Farm Conservation Project (developed from the farmland bird project) involves bringing together groups of neighbouring farmers in groups or ‘clusters’. Within the Farm Conservation Project Area, there are currently three established farmer clusters. They surround Martin Down National Nature Reserve to form a ‘supercluster’ and represent over 30,000ha of land in total. Thirteen farms in the Wylde Valley make up a new cluster, covering an area of 8000ha of farmland from Sutton Veny to Steeple Langford. The Farm Conservation Adviser also works with farmers submitting applications to Natural England’s Countryside Stewardship Scheme.
- **Land managers seminars** – The AONB held land managers’ seminars that focused on topics of current interest such as species protection in the farmed landscape and game management in a protected landscape.



Key issues

1. The Common Agricultural Policy (CAP) of the European Union has steered agriculture for decades. The decision to leave the EU means CAP will no longer govern the agricultural industry. The Government's 25 year Environment Plan and ministerial commitment that public money (to agriculture) must produce public goods (environmental gains) create huge environmental opportunities. In the transition to a new agri-environment regime, there are opportunities to test options that restore soil health, produce healthy food, conserve wildlife, sustain clear air and clean water, and enhance landscapes within sustainable farming.
2. To ensure the sustainable management of the AONB's rural land, it is essential that farmers are encouraged to adopt good environmental and agricultural practices. Then the nation can achieve the aims of improved soils, more wildlife, and sustainable food production. 
Map 12
3. The area once had a thriving dairy industry but the number of dairies has declined. Cattle and sheep numbers however have remained steady over the past decade whilst pig figures show a drastic reduction from 48,000 to 13,000. The shelters associated with extensive pig rearing can have a detrimental visual impact in our open landscape areas.
4. Many woodlands are either under-managed or do not have a coherent management plan. The wood-fuel market continues to offer an opportunity to bring more small woodlands into positive management.
5. The AONB is one of the most intensively managed game landscapes in the country and the effects of this are not fully appreciated and valued. This sector can create significant social, environmental and economic benefits but, if poorly managed, can have negative impacts.
6. The impact of pests (and particularly pest and wildlife management) is a major issue for forest managers, landowners and nature conservationists. There is an increase in the number of alien species, pests and pathogens entering the natural environment, with many being recorded almost monthly. In May 2018, the Forestry Commission noted 30 new pests and diseases affecting livestock, and 15 affecting trees in the UK.⁴⁵ These can have a devastating effect on the natural environment and livelihoods.
7. The rivers of the AONB, particularly in the catchment of the Hampshire Avon, are some of the finest trout streams in the world, valued highly by fishermen. However, climate change and other factors threaten this heritage and the benefits that flow from it. Water flows in rivers and streams could become more erratic; or too much water can be abstracted. In addition, diffuse pollution occurs through poor land management practices, reducing water quality. 
Map 9

45 <http://www.bbk.ac.uk/geography/our-research/ecss/webber11.pdf>



The Issues Explained

- 12.3.** Farmland covers over 86% of the AONB; together with woodland cover this rises to 96%⁴⁶. The landscapes we cherish are the result of the interactions of nature and human activities over centuries. The stewardship of land managers over past generations, and the commitment of many today, is critical to sustaining, and enhancing, these landscapes in to the future.
- 12.4.** European farming grant schemes have been the largest single public investment in the AONB to date. However, past stewardship payments did not reflect the profitability of arable farming, resulting in some farmers terminating their agreements prematurely or not partaking at all.
- 12.5.** The current uptake of environmental stewardship schemes within the AONB is nonetheless above the national average with 44% of the 'utilisable agricultural area' under Environmental Stewardship Schemes. The 152 agreements in place in the AONB cover over 34,000 hectares.
- 12.6.** The UK will formally leave the European Union (EU) in March 2019. The government anticipates that we will agree, with the EU, an implementation period for the whole country lasting for another 21 months. There will be an additional 'agricultural transition' period in England. This will give farmers time to prepare for new trading relationships and environmental land management systems.



Sheep on the Chase - Simon Barnes

- 12.7.** From 2022 onwards, a new environmental land management system will be the cornerstone of the UK agricultural policy, achieving improved biodiversity, water, air quality, climate change mitigation and adaptation, and cultural benefits that improve our mental and physical well-being and the safeguarding of the historic landscapes.

⁴⁶ Natural England (2014), Monitoring Environmental Outcomes in Protected Landscapes, NE 31 March 2014





Beetle bank and conservation headland - D Blake

- 12.8.** The new environmental land management scheme(s) (NELMS) will be underpinned by payment of ‘public money for the provision of public goods’. In 2015, UK farmers received £2.4b in direct payments (Basic Payment Scheme (BPS)) and the total to be directed to NELMS remains unclear. While environmental enhancement and protection are of key importance, better animal and plant health, animal welfare, improved public access, rural resilience and productivity are also areas where farmers and land managers may need support in the future.
- 12.9.** The AONB designation provides a platform for integrating the support provided to the sector with wider environmental, social and economic opportunities. In doing so, AONBs could be vital test beds in helping develop a more sustainable approach to agriculture in England.
- 12.10.** The Government’s 25 Year Environment Plan focuses on using and managing land sustainably, recovering nature and enhancing the beauty of landscapes and connecting people with the environment to improve health and wellbeing. It also commits to undertaking a review of National Parks and AONBs. The review, led by Julian Glover, will report on the options for improving access to AONBs, and on the support needed by those who live and work in them. It will also explore the role these designations have in growing the rural economy.
- 12.11.** There are many practices that can be adopted by farmers that will bring environmental and commercial benefits, such as:
- sustainable utilisation of soil, minimising erosion;
 - effective water catchment management;
 - avoidance of direct pollution and measures to reduce diffuse pollution;
 - farm waste minimisation and recycling.

National and local policies must support and encourage farmers in making decisions that bring these “win-win” solutions to the challenges of the future.





Map 8

- 12.12.** As part of the Landscape Partnership Scheme, there are plans for bringing woodland owners together to work collectively, as with the farm clusters, managing their holdings more effectively and finding new markets for the timber. Creating local wood-fuel supply chains was one of the top five recommendations in a review of the business opportunities that arise from valuing nature correctly⁴⁷. Businesses using the wood fuel may enjoy reduced costs with local and secure fuel supplies. They may also benefit from the Renewable Heat Incentive. There may be marketing benefits for some companies from using green energy. The report identifies the main barrier to be a lack of confidence in the long-term consistency of the supply chain preventing demand. This lack of demand then holds back the confidence to increase the supply. There is a need for technical support and training to ensure managing woodland for fuel is undertaken sustainably. The need is to develop local cooperatives surrounded by groups of users. This will help link local supply chains.
- 12.13.** Indications are that the market is improving for timber sales (Forestry Commission 2018). There may be opportunities for woodland extensions or creation, appropriate to the relevant landscape character. With the increasing incidence of pests and diseases, landowners may need to be flexible in considering the species chosen for planting schemes.
- 12.14.** The research for 'Raising Our Game' document (2011) highlighted the importance of game shooting as a reason for acquiring, retaining and managing land. It has a significant effect on the local economy. In 2011 game management provided significant employment and housing, 30.5 full-time equivalents in our sample of 42 shoots. The game sector of the AONB is at least as robust as in 2011, if not stronger. It attracts large numbers of day and weekend visitors to the AONB and supports a significant hospitality service outside of the main tourist season.
- 12.15.** There are approximately 120 shoots in the AONB. Many are of modest size whilst a few shoots are larger concerns with the turnover of a medium-sized company.
- 12.16.** A significant proportion of the River Avon System is within the AONB. It holds two Natura 2000 sites; the Hampshire Avon Special Area of Conservation (SAC) and the Avon Valley Special Protection Area (SPA). The Hampshire Avon is one of four demonstration test catchments in England, a Government-funded project designed to study how to control diffuse pollution from agriculture to improve and maintain water quality in rural river catchments areas.
- 12.17.** There has already been much good work undertaken such as the river restoration work of the Wessex Chalk Streams Project. Additionally, the Wessex Chalk Stream and Rivers Trust continues to be very active in its river restoration work delivering innumerable benefits to water quality and conservation. Much more remains to be achieved however, if our world-class fisheries are to be sustainable in the face of climate change and other challenges.

⁴⁷ 'Realising nature's value: The Final Report of the Ecosystem Markets Task Force', March 2013
www.defra.gov.uk/ecosystem-markets/files/Ecosystem-Markets-Task-Force-Final-Report-.pdf



Objectives and Policies

OBJECTIVE		POLICIES	
RLM A	Land managers are aware of how their activities can impact on the landscape and environment of the AONB.	RLM 1	Offer AONB focused landscape and land management training, as appropriate.
RLM B	Farmers, foresters, game and fishery managers actively assist in conserving and enhancing the landscape and environment of the AONB through their business operations.	RLM2	Work closely with all relevant stakeholders, particularly farmers and Defra, to design New Environmental Land Management Scheme opportunities that will conserve and enhance the landscapes of the AONB.
		RLM3	Offer Cranborne Chase AONB focused land management advice to support and encourage the formation of further farm clusters throughout the AONB.
		RLM4	Support and encourage appropriate woodland management, encouraging skills training, reconnecting supply chains and increasing biodiversity, including PAWS restoration.
		RLM5	Work with partners, such as the Game & Wildlife Conservation Trust, to disseminate appropriate information and advice on how game management practices can positively contribute to AONB purposes and collaborate in further research to this end.
		RLM6	Identify good agricultural practices that are appropriate to the challenges facing the farmers of the AONB and disseminate through networks, partnerships and training.
		RLM7	Work with, and support partners such as the Environment Agency, private land owners, fishery managers, Trusts and Natural England, to deliver programmes and projects that bring environmental benefits to catchments while securing a viable future for fisheries.

(Additional Information: Rural Land Management Appendix 31)



Here and Back Again

We study the map
Divided into three
Roads run East, West
Nothing much in between,

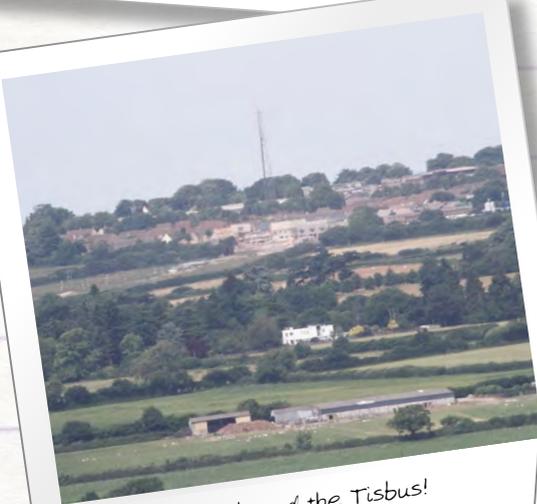
Take the Train to Tisbury
If you've got a car
Parking's free in town
Or call Brian,

All Aboard the Tisbus!
Through the little villages
Exchange news
On and off, chit, chat,

I heard a whisper
Afternoon cricket, tea and cake
All Aboard the Tisbus!
On the road to Fonthill.



Exchange news



All Aboard the Tisbus!



... and old buildings



Roads run East, West



New building....



Planning and Transport

'Here and Back Again'





“
If you haven't
got a car
You're lumbered

Brian, Tisbus Driver

”

13. Planning and Transport

Land use and development topics are inherently central to ‘conserving and enhancing the natural beauty of the landscape’. The planning functions of the AONB Partnership, including transport matters, naturally interlink very closely with landscape and rural economy issues. The Government’s 25 year Environment Plan (2018) emphasises embedding the principle of ‘environmental net gain’ for developments, including housing and infrastructure, locally and nationally. That embraces choosing the right places for development, avoiding environmental damage, protecting natural capital, and building to high environmental standards.

- 13.1. Special characteristics and qualities that make this AONB special, as a whole, with regards to planning and transport:
- Organisationally complex; there are currently seven Local Planning Authorities, four Highways Authorities together with Highways England, and Network Rail.
 - A largely rural, open, and undeveloped area comprising landscapes sensitive to change.
 - Predominantly agricultural land uses but with an unusually high proportion of woodlands and forestry in parts.
 - Landscapes of considerable scenic beauty, with extensive views, and hosting important habitats and species.
 - The landscapes are rich in history with significant visual and archaeological features.
 - Distinctive settlement patterns with historic elements readily visible and central to the character of settlements.
 - Architectural styles vary considerably throughout the AONB, dependent on availability of building materials.
 - The built environment forms an integral part of local character and distinctiveness and adds to the diversity of the AONB landscape as a whole.
 - Large historic country houses at the centre of historic parklands and gardens and other characteristic buildings.
 - Two separate railways converge through this AONB on Salisbury but only a single station within the AONB.
 - Limited public transport and special buses needed to get students to schools.
 - A single north/south main road route and four roughly east/west roads, two of them Trunk Roads.
 - A minor road network that reflects the deeply rural, tranquil character of the AONB, with few realignments and improvements.
 - One of the darkest skies in southern central England that needs comprehensive lighting regulations to allow the stars to be seen by future generations.





Bus Route - Carolyn White

Ambition

- 13.2. Planning and transportation strategies, policies, and decisions that affect this nationally important AONB both conserve and enhance its special qualities. Where development is necessary, it is located and designed to integrate fully with the landscape character and natural beauty.
- 13.3. All management of, and improvements to, roads enhance the distinctive character of the area. There will be a range of more sustainable options for transport that reduce its effects on tranquillity and the natural environment of the AONB.

Key Achievements

- **Planning Protocol** – All local planning authorities signed the planning protocol in 2005 (Appendix 19). It was refined in September 2006. The AONB is a consultee on Local Plan / Core Strategy documents as well as Minerals and Waste Plans. All planning applications over a certain size, or any applications that may have an adverse impact on the AONB, are sent to the Partnership for comment.
- **National Policies** – Both independently and in combination with other AONBs, the Partnership has contributed to, and influenced, 12 national policy consultations since 2004.
- **Guidance Documents** – The Partnership has produced nine AONB Position Statements, and ten Fact Sheets and Good Practice Notes (See Appendix 20). They provide information on topics of relevance to the landscape and planning within and around the AONB. Their purpose is to guide applicants, communities and planning officers.



- **Planning policy and applications** – Since 2006, Local Planning Authorities have received relevant AONB information in response to 247 policy documents and 1800 planning applications. This input enabled them to take proper account of the AONB and its setting.
- **Appeals and Inquiries** – The Partnership has provided 38 planning appeal responses to the Inspectorate since 2006; given evidence at major appeal Inquiries securing successful outcomes for the AONB and its setting; and contributed to future strategies at five Plan Examinations in Public.
- **Planning and Transportation Seminars** – There have been twelve annual seminars since 2005 with, on average, over thirty delegates at each. Focusing on a topic relevant to the time, these seminars are highly valued as continuing professional development.
- **Mitigation of Major Development** – To compensate for the unquantifiable disruptions to the landscapes and tranquillity of the AONB due to the installation of their strategic water main across the AONB, Wessex Water provided funding to the AONB’s farm conservation activities for 5 years.
- **Section 85 leaflet** – Provides guidance on the ‘duty of regard’ for the purposes of AONB designation for public bodies, organisations, and persons in public office. It is an example of good practice in Natural England’s advice on the topic.
- **Landscape Character** – The Historic Landscape Character Assessment, the Historic Environment Action Plans and the detailed Landscape Character Assessment for the Cranborne Chase and Chalke Valley Landscape Partnership Scheme area supplements the Landscape Character Assessment. Planning staff have been offered specific training to enable them to incorporate landscape matters into their work and decisions.
- **Landscape Sensitivity** – This seminal study (2007) of the inherent sensitivity and robustness of the landscapes of the AONB continues to guide and inform decision making.
- **Tranquillity** – The team has taken forward the CPRE data, supplemented by field surveys, to relate the findings more precisely to the landscape character areas of this AONB. Our work has been presented as good practice internationally as well as being taken as the basis for further work in two National Parks.
- **A Guide to Conserving and Enhancing the Setting of the Rural Road Network of the AONB** – Acutely aware that the public most frequently perceive the landscapes around them from roads, this document provides guidance on the landscape management of the highway corridors across the AONB.



Key issues

1. **Development pressures** – There are frequent proposals for renewable energy generation, waste treatment, large-scale agricultural storage and general warehousing and distribution. There is an inconsistent approach to replacement dwellings and additional ‘essential worker’ dwellings across the AONB; and a shortage of affordable housing for local people⁴⁸. The annual requirement on Local Planning Authorities to invite the identification of housing sites, along with the current round of Core Strategy / Local Plan consultations, can encourage speculative market housing proposals from landowners or developers. Neighbourhood Plan groups feel under pressure to identify development sites. Proposals for replacement dwellings are leading to a higher proportion of larger, less affordable, dwellings.

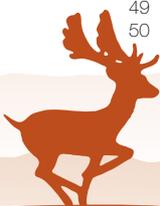
⁴⁸ Position Statement Number 10 - Housing within the Cranborne Chase Area Of Outstanding Natural Beauty



2. **Sustainability** – There is a presumption in favour of sustainable development in the National Planning Policy Framework. However, awareness and understanding of the exception in the case of AONBs⁴⁹ needs to be raised. At a more detailed level, developers appear reluctant to provide appropriate renewable energy generation and adequate storage space for recycling in domestic and commercial, new build and extension situations.
3. **Diversification** – Diversification on a farm can help the local rural economy, particularly if this puts redundant farm buildings to a good use. However, the new use must be right for the AONB and its setting. Increasingly, proposals are coming forward that are not apt. This can relate to an increase in traffic and loss of tranquillity as well as changes to form, scale and appearance that affect the special qualities of the AONB.
4. **Transport** – Effective and frequent public transport for an extensive area with a low population is prohibitively expensive. The result is that buses are few and private vehicle ownership is high. There is a shortage of affordable parking at transport nodes to facilitate greater use of public transport. A lack of stations on the two railways through the AONB means they are an underutilised resource.
5. **Roads** – Highway management and maintenance does not always reflect the special characteristics of the AONB. The routing of freight traffic through the AONB has a negative effect on tranquillity.
6. **Lighting nuisance** – National data shows the general loss of dark night skies and the risk of light pollution encroaching on the dark skies of the AONB⁵⁰. Poorly directed or excessive lighting can cause sky-glow. This reduces the ability to see and enjoy the night-sky. The Environmental Protection Act 1990, as amended by the Clean Neighbourhoods and Environment Act 2005, makes it possible to deem artificial light emitted from premises to be a statutory nuisance under certain conditions. However, this is only relevant regarding light as a nuisance to a particular household(s). Much stronger, wide ranging lighting policies are required. Some of the Local Planning Authorities include conditions in planning consents regarding lighting issues in line with this AONB's policies on lighting, others have yet to put this in motion. (See also Chapter 11 Dark Night Skies).
7. **Uncertainty** – The government has recently issued a revised NPPF but the implementation and interpretation of it have yet to be tested. Government has issued its 25 year Environment Plan, which appears to put greater emphasis on conserving and enhancing the natural environment nationwide. Government is also embarking on a review of English National Parks and Areas of Outstanding Natural Beauty. In addition, government sees a need to build hundreds of thousands more houses in England. The state of the national economy following the referendum on leaving the European Union, and the protracted exit negotiations, add further uncertainty.

⁴⁹ Ministry of Housing, Communities and Local Government National Planning Policy Framework, HMSO, July 2018 – paragraph 11 (and footnote 6)

⁵⁰ National Framework Data sheet PLNB9 2013: based on National Tranquillity Mapping Data 2006 developed for the Campaign to Protect Rural England and Natural England by the University of Northumbria. OS Licence number 100018881.



The Issues Explained

- 13.4.** Seven local authorities are responsible for planning policy, transport policy, development management decisions, and enforcement within the AONB. The AONB team supplies specialist professional expertise and informed advice and judgements to the LPAs. Neighbourhood Plans, explained in paragraph 5.31 can refine the policy details for a parish or group of parishes. Planning authorities, and their Planning Committees, are under a legal duty to have regard to conserving and enhancing the natural beauty of the AONB⁵¹. They also have the permissive power to take all such action they need to in order to accomplish this⁵². In terms of land-use planning this requires two principal actions. Firstly, there must be consistent and coherent policies in place to achieve the purpose. Secondly, there must be understanding and timely use of these policies. One role of the AONB Partnership is to share good practice.
- 13.5.** Applications for planning permission are determined in accordance with the Local Planning Authority's Development Plan, unless material considerations indicate otherwise. The National Planning Policy Framework (Appendix 7) does not change the legal status of the Development Plan as the starting point for decision-making. At the heart of the framework is a presumption in favour of sustainable development although restrictive policies apply to AONBs, Green Belts, SSSIs, and similar designations.
- 13.6.** The reviewed National Planning Policy Framework continues to instruct local planning authorities to make a distinction between Protected Areas and 'other' countryside⁵³. In an AONB, great weight should be given to conserving landscape and scenic beauty (Appendix 21). Planning permission should be refused for 'major developments' (Appendix 22), except in exceptional circumstances; and only where it can be demonstrated they are in the public interest. All relevant local planning policy must distinguish between this AONB and non-designated countryside. NPPF paragraphs 174 and 175 seek net biodiversity gains in plans and planning decisions; a similar approach to landscapes should apply in the AONB.
- 13.7.** Despite the weight given to AONB matters in the NPPF there is a tendency for LPAs to give particular weight to the views of statutory consultees in both policy formulation and development management decisions. The Government's review of English AONBs and National Parks currently provides an opportunity to promote, at the national level, that AONB partnerships should be statutory consultees for all planning and transportation matters affecting their area or its setting.

⁵¹ The duty is set out the Countryside and Rights of Way Act 2000: section 85

⁵² The permissive power for planning authorities is in section 84(4)

⁵³ Ministry of Housing, Communities and Local Government National Planning Policy Framework, HMSO, July 2018- paragraphs 11 (and footnote 6), 170 & 172



Development Pressures

- 13.8.** The need for development proposals both to conserve and enhance natural beauty in the AONB is not fully recognised or implemented. Despite the NPPF stating that ‘great weight’ should be given to conserving landscape and scenic beauty in AONBs, decision makers have a range of guidance to take into account. When judging the merits of applications, it should be borne in mind that an AONB has the highest status of protection in relation to landscape and scenic beauty.
- 13.9.** Development proposals need to be in appropriate locations and of an appropriate form, scale, and materials. This will enable them to integrate with landscape character both within and adjacent to the AONB. All Strategic Housing Land Availability Assessments (SHLAAs) should, from an AONB perspective, include Landscape and Visual Impact Assessments (LVIAs) to demonstrate that potential landscape impacts, including both location and integration within the landscape, have been taken into account.
- 13.10.** The sense of place is easily lost. Suburbanisation and the cumulative effect of ‘permitted development’ can break down local distinctiveness. Replacing small-scale, locally distinct features with ones of a standard design erodes local character.
- 13.11.** There are repeated, and occasionally temporary, changes to the General Development Order (Appendix 23) extending Permitted Development Rights⁵⁴. This can potentially lead to increases in traffic and changes to the appearance of buildings and land.
- 13.12.** The cumulative effect of larger replacement dwellings is twofold; it changes the character of the locality and it reduces the supply of smaller, potentially more affordable, dwellings. The latter exacerbates a serious social issue, and the former may impact adversely on the ‘conserving and enhancing natural beauty’ criteria.
- 13.13.** The four County Councils produce Minerals and Waste Local Plans.
- Whilst there is generally very little mineral extraction from within this AONB, there is a long history of providing locally distinctive building materials. This is mainly from greensand and sandy limestone (Chilmark stone). The need to safeguard local identity and distinctiveness by using local materials is understood. This strengthens the local vernacular. However, there is a need to take account of the potential disruption, visual and other impacts resulting from the extraction of materials to achieve this.
 - AONBs have the highest status of protection in relation to landscape and scenic beauty. In October 2016, the Partnership endorsed the principle that such landscapes are not places for the importation of waste for treatment, processing, or disposal.
- 13.14.** Developments in the setting of the AONB can also have significant impacts on the area. Their consideration must be in relation to the purposes of designation. Construction of high or expansive structures, other development, or any change generating movement, noise, odour, vibration or dust over a wide area will affect the setting. As our appreciation of the relationships between neighbouring landscapes grows, so too does our understanding of what constitutes the setting.

⁵⁴ The current General Development Order came into operation in 2015 but it was amended in 2016 (twice), in 2017 (twice) and in 2018.



- 13.15.** Planning applications for development proposals within this AONB or its setting all too often do not demonstrate an understanding of the importance of supplying all the relevant information. To assist applicants in making their applications the Partnership has endorsed (6 April 2016) a Position Statement on ‘Good enough to approve in an AONB’.

Sustainability

- 13.16.** There is continuing pressure to erect wind turbines and telecommunication masts in the AONB or its setting. These are very tall or substantial structures. They can detract from scenic beauty within the AONB and impair significant views to or from it. Similarly, extensive farm scale photo-voltaic arrays reduce the area of productive farmland. These types of developments can introduce a sense of ‘industrialisation’ into an otherwise unspoilt or tranquil landscape. They are frequently visually intrusive and fail to harmonise with the scale and character of the area. The AONB Partnership has produced a Position Statement on Renewable Energy, and one on Field Scale PVs.
- 13.17.** Recycling storage space, composting areas, and roof based PV installations should be integral to the design of all new build, extensions and conversions.
- 13.18.** The government has yet to clarify what it means by ‘net environmental gain’ from development. However, embedding that idea into the planning processes should help achieve the ‘conserving and enhancing natural beauty’ AONB criteria.
- 13.19.** This AONB appears, from house price surveys⁵⁵, to add a significant premium to property prices. It therefore seems appropriate that such properties, when constructed or extended, should contribute to the management of the high quality landscapes that are enhancing their values. The Community Infrastructure Levy CIL) (Appendix 24) is a mechanism that could allow a contribution towards AONB management, however this has not happened. Nevertheless, planning authorities have to have regard to conserving and enhancing the natural beauty of the AONB⁵⁶. In addition, they have the power to take all such action they need to in order to accomplish this⁵⁷. There needs to be a consistent but effective approach across the AONB that delivers a high quality landscape at a fair cost to all who benefit. One way would be for the Local Planning Authorities to show how their use of CIL meets their duty to conserve and enhance the AONB. The chapter on Sustainable Communities considers the setting of a separate Developer Contributions scheme to direct a proportion of the enhanced value to conserving and sustaining the character, qualities, and landscapes of the AONB.

⁵⁵ Strategic Land Availability Assessment Methodology, Table 5; Wiltshire Council, Sept 2011 and research by Savills at <http://www.savills.co.uk/blog/article/200876/residential-property/the-value-of-our-natural-heritage-in-property.aspx>

⁵⁶ The duty is set out the Countryside and Rights of Way Act 2000: section 85

⁵⁷ The permissive power for planning authorities is in section 84(4)



Farm Diversification

- 13.20.** Some farm diversification proposals risk industrialisation of the countryside and a loss of tranquillity. There is potential for AONB locations to be viewed as cheap options for activities that should be located in a business park close to where potential employees live and outside the AONB e.g. waste processing or treatment.
- 13.21.** The Partnership supports the diversification and re-use of redundant rural buildings for economic activities where it sustains the local economy and benefits the communities of the AONB. It must, of course, conserve and enhance natural beauty. An challenging example is composting and anaerobic digestion. Local schemes that minimise transportation can fit with the AONB purposes. To do so they must comply with the three elements of ‘from the farm, on the farm, for the farm’. Such schemes are not apt if the materials are not local; if processing is not at source; and if the product is not used on site. The Partnership has endorsed a Position Statement on Farm Diversification.

Roads and Transport

- 13.22.** Most people see and appreciate the landscape from roads. The highway corridor often echoes the adjacent landscapes. Both of these factors are particularly important in AONBs. Therefore, the highway environment warrants special attention to reflect and sustain the special qualities and characteristics of the AONB. The effects of transport in the AONB are managed through the policies and programmes in the Local Transport Plans of the highway authorities, and the programmes of Highways England. These plans aim to:
- improve access to key services;
 - integrate transport provision and infrastructure improvements; and
 - promote sustainable forms of transport.
- 13.23.** The AONB has four A-roads running east to west (A354, A30, A303, A36) and one (A350) running north to south on its western edge. The A303 and A36 are trunk roads managed by Highways England. On B and C roads, ‘rat runs’ develop avoiding the busy A roads. Heavy vehicles and traffic flows on these more rural roads, especially through daily commuting, can cause congestion, pollution and loss of character and tranquillity; and damage to verges, the roads themselves, and buildings.
- 13.24.** Road design that does not consider the special qualities of the landscape can harm the character of the AONB. Road safety will always be a prime concern but that does not preclude sensitive design of schemes and street furniture. Traffic management schemes, usually involving reduced speed limits, have the potential to urbanise rural situations and have not reduced the daily ‘rat runs’ caused by those avoiding A-road congestion. The safety of vulnerable road users such as pedestrians, cyclists, motorcyclists and horse riders remains an issue in the AONB.
- 13.25.** There is little incentive to use public transport. There are infrequent bus services and just one rail station in the AONB, with parking limited and costly. The use of public transport would increase if there were better and affordable parking facilities near-by. Village ‘hubs’ could be created to provide parking, easy access to public transport and village facilities. This merits further research.



Lighting Nuisance

13.26. In order to secure International Dark Sky Reserve (IDSR) status, there must be a comprehensive Lighting Management Plan in place within the reserve. This will set criteria to limit the upwards and sideways emission from external lighting for private and public landowners within that area. An absence of detailed lighting policies within current Local/Development Plans is a hindrance to implementing good lighting practice when determining planning applications. The Local/Development Plans for the nine Local Authorities cover different time-periods. This means some may be willing to consider adding specific lighting policies relatively quickly whilst others suggest they are not in a position to do so for some time. (See also chapter 11 Dark Night Skies).

Objectives and Policies⁵⁸

OBJECTIVE		POLICIES	
PT A	The AONB inputs effectively to national, regional and local strategies, policies and plans.	PT1	Ensure the purposes and objectives of AONB designation are fully recognised in the development and implementation of Core Strategies/Local Plans, Local Transport Plans, Neighbourhood Plans, Green Infrastructure Plans and other public policies, strategies and programmes.
		PT2	Encourage, and contribute to, coherent and consistent formulation and implementation of planning policies, including across Local Authority boundaries, to ensure they take full account of the local distinctiveness, character, and quality of the AONB and its setting.
		PT3	Strongly advocate at national levels for initiatives to ensure AONBs are statutory consultees on all planning and transportation matters affecting their area and its setting.
		PT4	Encourage, support and inspire local communities to prepare and adopt Neighbourhood Plans and other similar initiatives, such as Village Design Statements, that respect the special landscapes of the AONB and the objectives of this Management Plan.
		PT5	Encourage and assist local communities to identify local needs / environmental projects that help offset impacts of development, conserve and enhance local character and distinctiveness, and utilise the Neighbourhood proportion of Community Infrastructure Levy.

⁵⁸ Ministry of Housing, Communities and Local Government National Planning Policy Framework, HMSO, July 2018. Paragraph 170: Planning policies and decisions should contribute to and enhance the natural and local environment.



OBJECTIVE	POLICIES
<p>PT B Strategic and local decisions are formulated taking full account of the purposes of designation and are implemented in a comprehensive, coherent and consistent way with regard to the character and quality of the area and its setting, together with views into and out of the AONB, such that these decisions result in no net detriment to the special qualities of the AONB.</p>	<p>PT6 Work with local planning authorities to identify and remove any barriers to agreeing appropriate and costed projects / activities that help achieve Management Plan objectives or projects, as set out in NPPF 34, to be then included in their Infrastructure Delivery Plans (IDPs).</p>
	<p>PT7 Strongly encourage Local Planning Authorities to direct Community Infrastructure Levies towards agreed and appropriate AONB Management Plan objectives, projects or activities, as set out in their IDPs.</p>
	<p>PT8 Seek to achieve net landscape enhancements and biodiversity gain through partner Local Planning Authority policies and Development Management processes.</p>
	<p>PT9 The Partnership will positively promote AONB purposes, aims and objectives to relevant policy and decision makers both within and outside the AONB through provision of regular information, training sessions and/or through the Annual Planning and Transportation Seminar.</p>
	<p>PT10 Ensure that all relevant authorities are aware of their duty to have due regard to the purposes of AONB designation in carrying out each of their functions and duties as required by Section 85 of the Countryside and Rights of Way Act 2000.</p>
	<p>PT11 The AONB planning protocol continues to be used by local planning authorities to ensure that the AONB Partnership is consulted on all development and land use change proposals that meet the criteria or may have a significant impact and/or effect on the characteristics, special qualities, or setting of the AONB including views into and out of the AONB.</p>
	<p>PT12 Encourage Local Planning Authority partners to adopt Supplementary Planning Documents that ensure the conservation and enhancement of the natural beauty and setting of the AONB.</p>
	<p>PT13 Encourage Local Planning Authority partners to be guided by AONB Position Statements, Fact Sheets and Good Practice Notes, along with other published guidance that reinforces AONB purposes, when plan making, negotiating, or decision making.</p>
	<p>PT14 Development proposals in the AONB or its setting should demonstrate how they have taken account of the AONB Management Plan objectives and policies.</p>



OBJECTIVE		POLICIES	
PT B		PT15	Local Planning Authority partners ensure that where new development is permitted, it complements the special qualities of the AONB and takes full account of the area's setting and context through the consideration of appropriate Landscape Character Assessments and sensitivity and design studies.
		PT16	Support renewable energy generation by technologies that integrate with the landscape character, are neither visually intrusive to the AONB or its setting, nor impair significant views to or from it, are not harmful to wildlife, and are of an appropriate scale to their location and siting.
		PT17	Seek to remove or mitigate visually intrusive features, including overhead wires, pylons, and masts.
		PT18	Support farm diversification activities that facilitate rural tourism, land based enterprises, and the reuse of rural buildings that do not result in an increase in traffic, or loss of character or tranquillity, and that help sustain local communities.
		PT19	The Partnership will rigorously assess and respond to all planning applications that meet the planning protocol criteria.
		PT20	The Partnership will develop further Position Statements, Fact Sheets and Good Practice Notes to inform decision makers at all levels on issues affecting the AONB.
PT C	Policies and schemes aimed at meeting the housing and employment needs of local communities enhance the special qualities and characteristics of the AONB, including its built heritage.	PT21	Work with Local Authority partners to establish policies that encourage appropriate use of sustainable technologies, such as solar thermal, photovoltaics and wood fuel (at the appropriate scale) and provide sufficient space for short term handling of waste and recyclable materials, in both domestic and employment situations and, in particular, within all new build projects.
		PT22	Encourage the identification of affordable housing sites in Neighbourhood Plans where that is consistent with the primary purposes of the AONB designation and takes full account of the local distinctiveness, character, and qualities of the locality.
		PT23	When considering proposals for housing development in the AONB, LPA partners will give emphasis to affordable housing, and will treat the AONB as a rural area (NPPF Para 63) where the government's restriction on the requirement to provide affordable housing does not apply.



OBJECTIVE	POLICIES
<p>PT C Policies and schemes aimed at meeting the housing and employment needs of local communities enhance the special qualities and characteristics of the AONB, including its built heritage.</p>	<p>PT24 Work with local authority partners to ensure that the replacement of existing dwellings in the AONB and its setting are only supported where all the following criteria are met:</p> <ul style="list-style-type: none"> i. the replacement dwelling is not materially larger than the one it replaces; ii. the proposed dwelling does not materially impact on the special qualities of the AONB, especially through its height or bulk; iii. the proposed development will not generate the need for additional ancillary development including storage, parking and hard surfacing; and iv. the proposed permanent dwelling does not replace a temporary structure or one where the residential use has been abandoned.
	<p>PT25 Work with local authority partners to ensure that the replacement of existing permanent buildings in the AONB and its setting are only supported where all the following criteria are met:</p> <ul style="list-style-type: none"> i. the replacement building is not materially larger than the one it replaces; ii. the replacement building is in the same use as the one it replaces; iii. the proposed building does not materially impact on the special qualities of the AONB, especially through its height or bulk; iv. the proposed development will not generate the need for additional ancillary development including storage, parking and hard surfacing.
	<p>PT26 Work with local authority partners to ensure that within the AONB and its setting, extensions to existing permanent buildings are only supported where:</p> <ul style="list-style-type: none"> i. the proposed extension does not materially impact on the special qualities of the AONB, especially through its height or bulk; and ii. the size and scale of the proposed extension is not disproportionate to the existing building; and iii. the proposed development will not generate the need for additional ancillary development including storage, parking and hard surfacing. iv. The size and scale of any garage or outbuilding within the curtilage of a dwelling in the AONB and its setting must be proportionate to the dwelling.



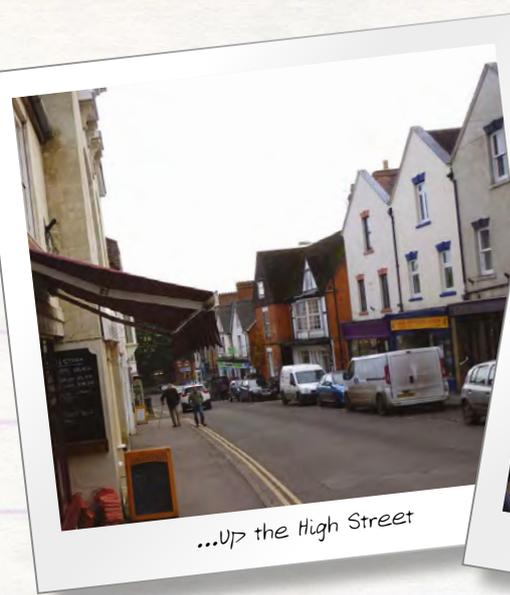
OBJECTIVE	POLICIES
<p>PT D Transportation planning and management takes full account of the AONB designation, protects the tranquillity and special qualities of the landscape and reduces transport impacts on the environment and communities of the AONB.</p>	<p>PT27</p> <ul style="list-style-type: none"> a. AONB partner organisations utilise a consistent approach to the design, provision and maintenance of highways and associated features through joint implementation of the 'Conserving and Enhancing the setting of the AONB Rural Road Network' highways guidance. b. Major road schemes need to avoid physical and visual impacts on the AONB and its setting, mitigate impacts that cannot be avoided, provide landscape and biodiversity enhancements, and provide compensation for residual and unquantified impacts.
	<p>PT28 Promote and help develop an integrated system, whereby roads, railways, public transport and Rights of Way networks are more accessible and interconnect, minimising the impact of traffic on the AONB and encouraging a safer and more attractive environment for walking, cycling and horse riding.</p>
	<p>PT29 Seek to minimise freight transport through the AONB to help protect tranquillity, the rural nature of settlements, and the special qualities of the AONB.</p>
	<p>PT30 Promote the provision of affordable parking facilities at public transport nodes, car sharing and community transport initiatives to enable and encourage a reduced reliance on private cars.</p>

(Additional Information: Planning and Transport Appendix 33)

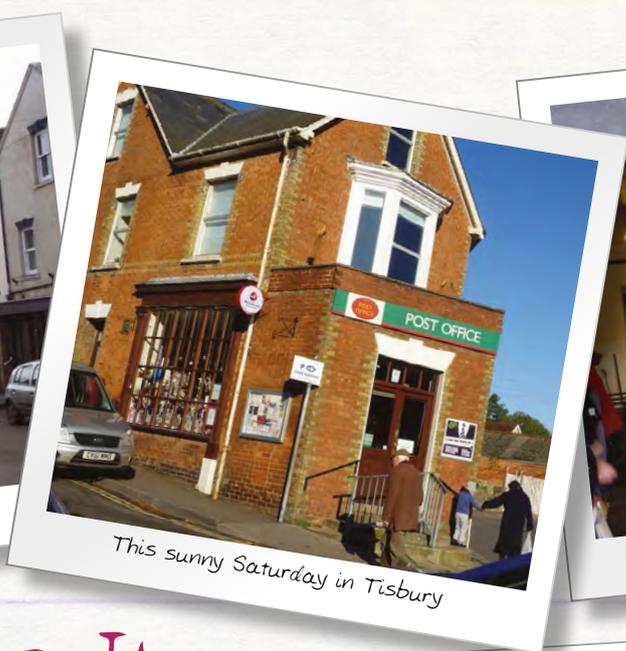


Solar panels, Tarrant Hinton village hall - R Burden





...Up the High Street



This sunny Saturday in Tisbury



Sue, the hairdresser

You Name It, We've Got It!

'Tis The Season'
This sunny Saturday in Tisbury.

Paul takes us on a tour,
First stop Beaton's Café,
Bookshop, Gallery.

Up the High Street
We meet Sue, the hairdresser,
Cyril, the shoemaker
Jimmy, the Cricketer.

In the Bennett Arms
Welcomed by Alisdair,
For a pint of Bedrock Bitter
And home fattened sausage rolls
It's not just a local thing.

At the top of the hill
Is Heaton's,
Ros gives us a look
"Many hidden secrets here"
I wouldn't dare disagree
Dealers come
From all over the world
Looking for them.



It's not just a local thing



Jimmy, the Cricketer



"Many hidden secrets here"

Sustaining Rural Communities

*'You Name It,
We've Got It!'*





“
We take barley mash
from the brewery,
feed it to the pigs on the farm,
and they come back as
sausages

Alasdair Large, Keystone Brewery

”

14. Sustaining Rural Communities

The low population density, absence of large settlements within the AONB and daily commuting outside the boundary mainly for work, all potentially threaten the economic viability of remaining local services such as post offices, pubs, doctors' surgeries, village shops and village halls. Alongside the key land-based industries of farming, forestry, game management and related businesses, the rural economy of the AONB comprises a range of small to medium sized businesses. The high quality environment offers immense opportunities for the further development of low impact, sustainable, rural tourism.

- 14.1. Special characteristics and qualities that make this AONB special, as a whole, with regards to sustaining rural communities:
- Sparsely populated AONB with an absence of large-scale settlements, reinforcing a deeply rural 'sense of place' amongst AONB communities.
 - Community spirit is strong in many settlements, as demonstrated through participation in 'Village of the Year' competitions, restoration of lost parish features and organisation of annual fetes, festivals or traditional events.
 - Many AONB Parishes have taken the opportunity to express their aspirations by producing Neighbourhood Plans.
 - Community enterprise thrives in the AONB through a range of initiatives, including the development of several Community Land Trusts and at least nine community owned and run village stores, each providing other services in addition to retail.
 - Generally, however, the majority of employment opportunities are either outside the AONB in the boundary towns or further still afield, with a concentration of employment through a few large employers.
 - Strong 'high tech' business growth also occurs at the periphery of the AONB where broadband speeds are generally higher.
 - The diverse landscapes, wildlife, historic and cultural features are very attractive to visitors, along with a number of notable visitor attractions.
 - Artists, authors and musicians are also known to be attracted to this stunning landscape to work.
 - The seasonal game sector supports several high-end hospitality businesses, primarily 'boutique' style public houses and accommodation providers.
 - With 96% of the AONB under agriculture or forestry, there are a number of locally based allied services such as vehicle repair/servicing businesses, currently two livestock markets on the periphery, various timber yards, feed millers/merchants and local craft / food producers.



Ambition:

- 14.2. A thriving rural economy ensures economic and social wellbeing and helps sustain the landscape. Local communities appreciate and care for the AONB; residents enjoy a high quality of life.

Key Achievements

- **Rural Development Programme England** – this AONB has a successful record over a decade of gaining European LEADER funding and facilitating the utilisation of it.
 - **Sowing SEEDS** Local Action Group (2009 -13) - the AONB team along with partners helped to secure £1.5m of LEADER funding to improve the economic and community wellbeing of the area. The Local Action Group area covered the whole of the AONB and parts of North and East Dorset. Over 30 projects were funded during the programme. (See Appendix 18).
 - **The Heart of Wessex** Local Action Group (2015-20) – The AONB team and partners secured £1.87m of European LEADER funding to improve the economic and community wellbeing of the Wiltshire part of the AONB. The north and east Dorset areas of the AONB are covered by The Northern Dorset Local Action Group and the Hampshire section by the New Forest Local Action Group. At least seven projects within the AONB have received grants totalling £145,661. These include a 10th Anniversary refit for Wrens Shop in East Knoyle and the restoration of Springhead House, a centre for creative and sustainable living in Fontmell Magna.
- **Sustainable rural tourism** – The ‘Discover Nadder’ initiative developed during 2012-13 with funding from Sowing SEEDS LEADER programme. ‘Discover Chalke’ followed in 2014-15 through AONB funding and a grant from the South West Wiltshire Area Board. The ‘Discover’ initiatives aim to encourage networking, sharing best practice and collaborative working to offer ‘visitor packages’ within the AONB comprising arrival pick up, travel between B&Bs and pre-planned walks/routes to explore.
- **Taste the Chase** – First held in April 2016 this first local food producers’ event received very good reviews from businesses who valued the opportunity to meet new potential sales outlets in the morning (shops, pubs, B&Bs) and the chance to market their wares to the public in the afternoon. Similar but expanded events to include craft producers are planned.
- **A marketing package** was distributed to AONB businesses during 2016-17 including an AONB ‘locator logo’ to utilise on packaging or products and a ‘Sense of Place’ cd containing copyright free photos, village, views and landscape descriptions, together with quotes from local communities for businesses to use in their own marketing. Evaluation of its potential usefulness to producers and recognition by consumers is ongoing, in advance of a revision in 2018/19.



Chalke Valley Stores



- **Community shops** – East Knoyle, Hindon, Maiden Bradley, Semley, Coombe Bissett, Wylde, Dinton, Witchampton and Broadchalke have community shops, primarily run by volunteers. Five were supported with AONB Sustainable Development Fund grants and several won LEADER support. The award winning Chalke Valley Stores in Broadchalke has a multi-functional ‘hub’ comprising a community shop, post office, café, archive area and office space through the multi-use of the United Reform Chapel. This still functions as a chapel on a Sunday. Shortly after opening, the store was voted the winner of the Daily Telegraph/Countryside Alliance competition for the Best Village Shop and Post Office in the UK. The centre is extremely well used with support from around 95 volunteers.
- **Mastless mobile phone coverage** – A few years ago, 3G mobile phone reception was achieved by the local estate and businesses in Cranborne via a trial Vodaphone ‘Femto’ system using unobtrusive aerials on buildings rather than tall masts. In early 2018, the CH4LKE Mobile⁵⁹ began trialling similar independent 4G to serve Bowerchalke and surrounding villages.
- **Sustainable Development Fund (SDF)** – This AONB fund supports projects that bring social, environmental and economic benefits to the AONB and that help to conserve and enhance its culture and heritage. It aims to develop and test new methods of achieving a more sustainable way of life. Communities value it as it enables them to restore local features, increase the resilience of local services and find new uses for redundant entities
 Since its creation in 2005, 116 projects have benefited with SDF expenditure of just over £345,000. After local match funding, the total value of all projects was nearly £2,813,000 demonstrating the efficient and effective use of SDF leveraging in new resources at a rate of 1 to 8.1. However, budget reductions over time have reduced the available SDF funds to £3,000 in 2018/19.

Key Issues

1. Leaving the EU will undoubtedly lead to a period of uncertainty for many businesses and communities within and around the AONB. This may preclude some business start-ups, hinder expansion of others but may also provide new opportunities. Successive LEADER programmes have brought a considerable boost to many AONB businesses through grant aid. On leaving the EU, the LEADER funding programmes will no longer be available to the UK.
2. ‘Green’ sustainable tourism within the AONB, which can provide an income for local people and support awareness and enjoyment of the landscape remains, as yet, under-developed. Increased income from tourism is also hampered by a scarcity, and lack of variety, of visitor accommodation available.
3. There remains a lack of consistent and focussed marketing promoting the wealth of local products and services on offer within the AONB.
4. Generally, poor broadband speeds and mobile reception continue to hamper the growth of rural businesses. The average broadband speed across the UK is 6.5 megabits per second. In the AONB, many people cannot access an acceptable level of broadband service; it can be less than 2 megabits. Without careful design and planning, and the consideration of technologies, the infrastructure to deliver improved services can degrade the natural beauty.
5. Achieving sustainable communities – Local people have a range of housing needs. Property values in the AONB are generally, and noticeably, higher than just outside it and there is a lack of affordable housing within this designated area.

⁵⁹ CH4LKE MOBILE is a Community Interest Company set up to provide 4G mobile and fixed wireless broadband services to the Chalke Valley and surrounding area, see. <https://ch4lke.co.uk/>



6. Local facilities and services - Many communities value and prefer to use local facilities that they can access easily, without the need to use a car. It can be difficult to supply facilities and services cost effectively to a dispersed and sparse population. It is a major challenge to secure a full range of services for all to access.
7. Influencing the planning system - Local people want to influence the future of their Parish and the outcomes of the planning system. Individual development proposals can create divisions. Neighbourhood plans, village plans⁶⁰ and village design statements are all ways for local people to get together and set out a vision for their area⁶¹. Grants are available, but communities need support in putting these plans together.

The Issues Explained

- 14.3. In the period of the run up to Brexit, there has been new thinking in relation to agricultural and environmental policy. Apart from the land based sector, other rural businesses make a substantial contribution to the national economy with 19% of the country's output coming from rural businesses⁶². With LEADER and other rural development funding ceasing after leaving the EU, any successor funding is not yet detailed or confirmed.
- 14.4. Land based employment within this AONB is mainly focused within the productive aspects of farming and forestry; the seasonal game sector and the allied service/product businesses. Other employment comprises those businesses that provide a range of services to local communities and some largely tourism focused attractions that gain their income mainly from visitors from outside the area.
- 14.5. Many of these businesses depend on the high quality natural environment that the landscape provides, but they can also help maintain and enhance those environments. Attracted by the qualities of this landscape, creative businesses such as arts and crafts enterprises, are also flourishing.⁶³
- 14.6. This AONB provides a high quality setting for the tourism sector. As well as several outstanding National Trust properties and Longleat Safari Park, there is a very strong business case to have the AONB at the heart of 'green' tourism. There are many sustainable, low impact tourism opportunities in the area including walking, cycling and horse riding, visiting historic sites or enjoying the range of local events. The creation of an International Dark-Sky Reserve status could give a huge boost to the 'astro' or 'green' tourism sector. Even as the bid is developed, the promotion of the undoubted dark skies of the AONB is extensive. (See Dark Night Skies chapter 11).
- 14.7. Until the 2012/13 Sustainable Rural Tourism Project there had been little promotion or marketing of the opportunities. Local tourism networks are still only now just emerging. The sector can improve the quality of the visitor experience and the quality of life of the local community.
- 14.8. Past campaigns such as 'Taste of the West' encourage consumers to purchase locally sourced food. This helps forge closer links between producers and customers. The 'Taste the Chase' initiative in Cranborne Chase AONB increased consumers' understanding of the

⁶⁰ Village plans have different names within the 4 counties e.g. in Hampshire they are Parish Plans or Community Plans

⁶¹ These matters are set out earlier in greater detail in paragraph 5.4

⁶² Professor Mark Shucksmith, Centre for Rural Economy.

⁶³ So Much More Than the View – material published by National Park England and the NAAONB



countryside; how food is produced; and where food comes from. Several thriving community shops stock and promote mainly local produce.

- 14.9. Promoting the AONB with a strong brand linked to the AONB's special qualities could considerably increase the contribution that tourism makes to the rural economy.
- 14.10. Good communications are essential if the local economy is to grow. Superfast broadband allows easier and more efficient ways to do business and makes it possible to work from home. Good communications can also help reduce rural isolation and digital exclusion. People can be in touch with family and friends. They can find new ways of receiving public services. The challenge is to encourage provision without the use of intrusive masts, or other infrastructure in the landscape that would have a detrimental effect on the scenic beauty of this AONB.
- 14.11. There is a lack of affordable housing for youngsters or those wishing to come into the AONB for work. People with higher than average incomes are attracted by the beauty of the AONB landscape as a desirable place to live. This has led to a consequential rise in house prices. Houses in this AONB cost in the order of 26% more than comparable properties outside⁶⁴. There is a gain in value simply by being in a protected landscape. A percentage of that gain could be utilised to help manage the landscape of this AONB.
- 14.12. Affordability is an acute issue for newly forming households and many young people move away to find more affordable properties in the bordering market towns or further afield. This can lead to an imbalance in the age and social structure in rural communities, with less support for services such as schools, shops and a loss of social networks. There have also been changes in consumer behaviour (e.g. online shopping) and cuts to public funding (e.g. public transport routes). Both can lead to the closure of local facilities and services with fewer people using services and facilities.
- 14.13. The loss of a rural Post Office can also work against small local businesses that use postal/delivery services to receive materials and to distribute services and products. However, the growing numbers of community-run village shops have taken some of the AONB's stand-alone Post Offices in-house.
- 14.14. Many people want to exercise their right to get involved in development decisions that affect them. The Localism Act 2011 gave people more input to the development of their local area through the creation of Neighbourhood Plans or Neighbourhood Development Orders. Support and encouragement is needed to enable communities engaging with the planning process and their local planning authority, to ensure that they meet statutory requirements and take account of all aspects of what makes rural communities viable. This AONB has offered advice and helped input to 8 Neighbourhood Plans to date.

64 See research by Savills at <http://www.savills.co.uk/blog/article/200876/residential-property/the-value-of-our-natural-heritage-in-property.aspx>



Objectives and Policies

OBJECTIVE		POLICIES	
SRC A	Local communities benefit from a sustainable rural economy, based on the resources of the AONB, that also conserves and enhances its landscape character and special qualities.	SRC1	Utilise funding initiatives that emerge to help achieve the needs of the local economy without compromising the special qualities of the AONB landscape and environment.
		SRC2	Work collaboratively with landowners, farmers and allied businesses to improve the land-based sectors resilience and profitability whilst helping to conserve and enhance the special qualities of the AONB landscape.
		SRC3	Encourage efforts to provide superfast broadband to all AONB communities that avoid adverse impacts on the habitats and scenic beauty of the AONB.
		SRC4	Support the development of appropriate recreation and tourism facilities, including a range of quality accommodation, that support a sustainable visitor economy whilst promoting and enhancing the special qualities of the AONB.
SRC B	The AONB is promoted as a high quality Sustainable Rural Tourism destination.	SRC5	Signpost AONB tourism businesses to information and skills training, support, and advice to enable their businesses to be more sustainable and to better promote the special qualities of the AONB to visitors.
		SRC6	Continue to develop the AONB brand, locator logo and an Ambassador Scheme for communities and businesses to inspire a strong sense of place, encouraging high quality, green tourism initiatives and marketing that contribute to the understanding, conservation and enhancement of the area.
		SRC7	Work with businesses and artists to develop a public art trail for 2020 that encourages increased footfall to business within the AONB whilst raising the profile of the AONB.
SRC C	Proactive and cohesive communities enjoy a high quality of life.	SRC8	Work with partners to increase the provision of affordable housing in and around the AONB where that is consistent with the primary purposes of AONB designation.
		SRC9	Formulate, with relevant partners, a developer contribution scheme to secure monies from the enhanced property values in the AONB to support the management of the AONB's character, qualities, and landscapes which bring about those heightened values.



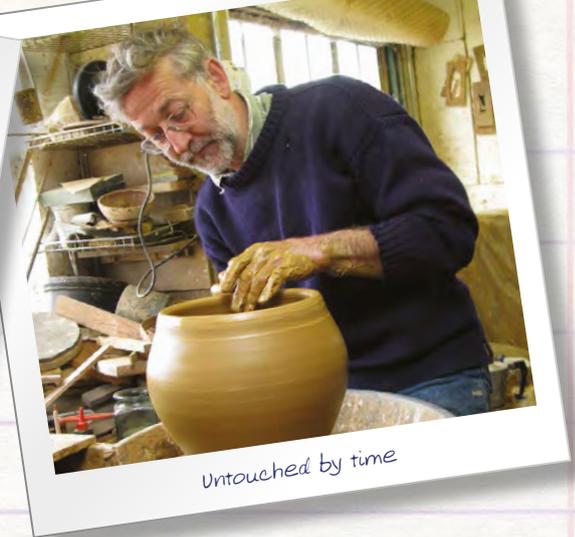
OBJECTIVE		POLICIES	
SRC C	Proactive and cohesive communities enjoy a high quality of life.	SRC10	Support community initiatives that promote sustainable lifestyles such as those embracing community shops or combined/mobile community facilities, appropriate renewable energy schemes, energy efficiency, community woodlands, recycling and community transport in order to encourage and maintain the viability and diversity of rural community life.
		SRC11	Encourage and support additional communities to engage with the Neighbourhood Plan process, taking account of the wider landscape, environmental, cultural and historic aspects of their community area as well as the social and economic factors that may affect it.

(Additional Information: Viable Rural Communities Appendix 34)

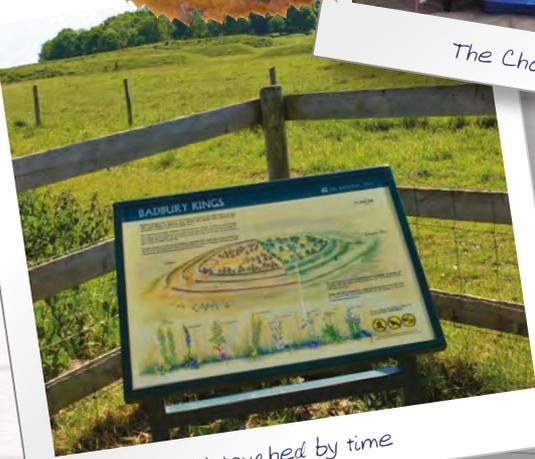




The Chase at Cranborne



Untouched by time



Untouched by time



Do you know?



Do You Know?

Do you know
The Chase at Cranborne?
Vast Downlands
Untouched by time
Bokerley Dyke, Hill Fort White Sheet Down
Kingston Deverill and Sixpenny Handley.

Do you know
How dark, how deep
Is the Royal Hunting Ground?
Forests full of druidical mistletoe
Draped around ancient oaks,
Stars hang, like seeds of light.

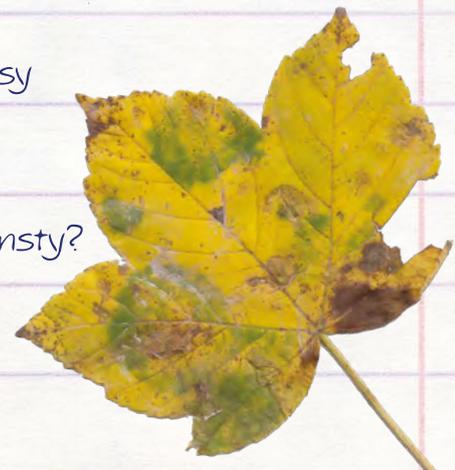
Do you know
The force of this magic land?
Inspiring fantastical follies
Inviting us to a full-moon dance
With the Father of Archaeology
Around the faery lights we go,
In the garden at Larmer Tree

Do you know
In days gone by
The ladies would curtsy

Do you know
Who stole
The pumpkins from Ansty?



The force of this magic land?



Awareness and Understanding

'Do You Know?'





“What do I know when
I am in this place
that I can
know nowhere else?
What does this place
know of me that
I cannot know of myself?

Robert Macfarlane

”

15. Awareness and Understanding

The AONB comprises living, working landscapes shaped and managed by people. The natural beauty, historic and cultural heritage has long provided inspiration for artists, crafts people, writers and musicians; many of whom have made the area their home. To ensure that all recognise, enjoy and value the landscapes, it is vital to improve awareness and understanding of the AONB.

- 15.1. Special characteristics and qualities that make this AONB special, as a whole, with regard to awareness and understanding:
- The AONB is an inspirational area; a ‘hidden gem’ with a wealth of visual, natural, historical and cultural characteristics.
 - Cultural footprints through the ages are visible throughout the landscape.
 - The diverse and distinctive elements comprise the AONB are a valuable, mainly untapped, educational resource.
 - Many local people and visitors value the special qualities of the area, including its tranquillity and dark night skies.
 - There are nearly two thirds of a million people within thirty minutes drive of the AONB in surrounding market towns, and the Bournemouth and Poole conurbations.
 - The landscape character of the AONB can be appreciated and valued by non-experts.
 - The AONB boasts a wealth of myths, mystery and legends.

Ambitions

- 15.2. Everyone understands and values the area’s special qualities and landscape character. This will include its historic and natural assets, its traditions and its mystery and mythical qualities. They will understand what the AONB designation means and why the area was designated. They will want to visit and spread the word. We want everyone to promote and support the AONB.



Key Achievements

- **This AONB's family of websites** – The AONB website is one of a suite of sites developed to promote special topics and projects; Chasing Stars, Cranborne Chase and Chalke Valley Landscape Partnership Scheme, Historic Landscape, Cranborne Chase Landscape Trust and the sustainable tourism sites Discover Nadder and Discover Chalke Valley. The AONB website boasts regular news stories and a full calendar of events occurring in the area.
- **AONB leaflets** – Several general information leaflets on the area, its places, and its food have been published. Packs of walking and cycling routes have been produced for the sustainable tourism. These packs are in tourist information centres, especially those in the border market towns of Blandford, Salisbury, Shaftesbury, Warminster and Wimborne. In addition to a suite of information and guidance notes on development topics, including landscapes and neighbourhood planning, a number of leaflets focus on our bid for International Dark Sky Reserve status. One includes the top 10 places for stargazing within the area and another offers guidance on good lighting.
- **AONB Forums** – In response to the increasing consultation demands on community volunteers, the Partnership holds a forum biennial rather than annually. Around 50-70 attendees come from different interest groups, both from within and outside the area. Presentations and workshops focus on topics of current interest.
- **The E-Bulletin** – This monthly E-bulletin presents a vast array of stories. These are not only connected to the AONB Partnership's work, but also to projects and events run independently. While it still lacks the reach of The Hart⁶⁵, which was a hard copy newsletter sent to every home and business within the AONB, the E-bulletins have proved to be an effective way of keeping touch with communities.
- **Cranborne Chase and Chalke Valley Landscape Partnership Scheme (CCCV LPS)** – a first stage pass for this Heritage Lottery funded project has generated significant community interest and through innumerable meetings and consultations to develop the round two bid has contributed to raising the profile of the whole AONB.
- **Social media** – The AONB is now very active on social media. However, a revised promotional strategy is needed, as numbers 'following' these accounts could be improved.
- **Local and national press coverage** – The AONB received national press coverage in 2017 in Country Life magazine and in local glossy 'Life' titles. These include Wiltshire Life and Dorset Magazine, the farming press and the Warminster Journal. The AONB submits a regular column to the Blackmore Vale Magazine that covers the majority of the area.
- **Wood Fair** – There were five Cranborne Chase Wood Fair events held on a biennial cycle from 2007-2015. Each attracted around 7,000 visitors. The primary aim of the weekend event was to showcase AONB woodlands and their ongoing management. This included the variety of skills and craftsmanship that produce locally sourced and produced goods and services. Feedback from the events was consistently excellent but austerity measures during the last few years led to its cessation.
- **Branding initiative** – The AONB team and Bournemouth University are working in tandem to highlight the special, mythical, mysterious and magical treasures of the Chase. This may be the basis for further image and branding activities. A new brand image would help raise the area's profile and encourage tourism. This would link to the 'Sense of Place' tool-kit for communities and businesses to promote themselves as a part of the AONB and their sustainable tourism initiatives.



⁶⁵ Publication was dropped because of rising costs.



Key Issues

1. Low public profile of the designation.
2. The lack of awareness among some of the AONB population of the designation purpose or boundaries is a concern. People are often unaware of the benefits gained from the designation, such as the high quality environment, recreation and health and wellbeing opportunities or the role they can play in caring for the area.
3. Significance to partners and other organisations.
4. The AONB lies across the borders of four counties; Wiltshire, Dorset, Hampshire and Somerset. This generates an 'edge effect'. Other partners and organisations do not always have a full understanding of the designation; or of the work undertaken by the Partnership.
5. Engaging young people.
6. To date, it has been difficult to engage with young people. To do so is vital, as they will be the future custodians of the landscapes.

The Issues Explained

15.3. Despite the AONB being designated in 1981, and having a small team in place since 2004, the AONB Partnership continues to find that there is a limited understanding of:

- where the AONB boundaries are;
- why the area was designated;
- what the AONB designation means; and
- the benefits that it brings.

'When meeting members of the public when on the land, I feel there is a lack of awareness in the population both locally and nationally that this AONB exists. This probably needs to be addressed. It has the potential to bring more business to the local shops and pubs in communities within the AONB and so help them become more sustainable and build up village communities again as opposed to allowing them to become only satellites for the wealthy who wish to live in the country'.

Member of the AONB's Land Manager's Forum

- 15.4.** On learning more about the AONBs existence and extent, a very frequent and familiar comment is one of surprise as to its size. The AONB has no 'Welcome to..' signage on any roads leading into the area. A desk study determined that to sign each Trunk, 'A' and 'B' class road together with some minor, yet frequently used roads, between 36 and 41 signs would be required due to the frequency that these roads cross the AONB boundary. The number required and exact locations requires further discussion both within the Partnership and with the four Highways Authorities.
- 15.5.** The many dispersed small villages and hamlets of the area might also be offered an AONB sign or logo to add to their village entrance signs to help raise the AONB profile, while the concept of adding the logo to Rights of Way way-markers has already begun, in partnership with Cranborne Chase Landscape Trust.



- 15.6.** Awareness of the AONB will also improve with regular, consistent and engaging promotion, using a strong brand image and easily accessible information whether via hard copy, web sites or comprehensive use of all social media channels.
- 15.7.** Knowledge of the area's special qualities, landscape character, its traditions and its historic and natural assets is not as widespread as the Partnership would like. Innovative digital or site based interpretation would increase understanding and appreciation of the AONBs special qualities. Regular engagement with residents and visitors of all ages (through annual programmes of walks, events and activities, competitions and/or a 'Pride of the AONB' award scheme) would also positively increase involvement and pride in, and enjoyment of, the area as well as raising its profile.
- 15.8.** The AONB team already consults with, and works alongside partners, parishes, farmers and interest groups as part of its ongoing work programme or Management Plan reviews. However, this wide-ranging and extensive promotion and outreach work requires additional resources to be secured, if the critical link between the Partnership and the communities of the AONB is to be improved.
- 15.9.** It is well understood and accepted that Local Authority and other AONB partners have changing and/or increasing demands placed on them; they also inevitably have personnel changes. The AONB Partnership should be aware of the need to consistently re-iterate or re-enforce information regarding its designation purpose and the duties of others towards it. On its behalf, the AONB team should consider if further information needs to be drawn together that would be specifically helpful to different departments or partners and how that information might be most effectively disseminated, e.g. a regular planners' bulletin, parish training workshops or 'surgeries' for communities.
- 15.10.** Aimed at businesses and parishes, the 'Sense of Place' promotional toolkit shows all the special places, views, activities and wildlife of the AONB. All were chosen by local people. Anyone is free to copy the text and pictures to use in their own marketing material. This sends out consistent messages about the area in which the businesses are based, offering businesses and community groups the chance to promote their business or parish events, and the AONB, in parallel and with one voice. This resource needs to be regularly reviewed and updated.
- 15.11.** Social media is an incredibly important asset to the AONB, is a key communications tool, and especially significant in attracting the younger generation to engage with it. The AONB should continue to raise its profile and promote its activities, news and encouraging feedback via Facebook, Twitter, Instagram and Pinterest, amongst others.
- 15.12.** The CCCV LPS is designed to attract, engage and involve all ages, backgrounds and abilities in discovering, learning about and enhancing the heritage of the scheme area, which covers approximately a quarter of the AONB. Some opportunities have been devised specifically to attract and engage youngsters. Exciting, creative projects with innovative digital interpretation have been developed to bring the AONB 'to life'. This scheme has the potential to significantly increase both the profile of the AONB, and appreciation of everything the AONB has to offer all residents and visitors. The AONB should grasp any opportunity to expand these projects across the whole area.





Filly Loo event at Ashmore - D Blake

Objectives and Policies

OBJECTIVE		POLICIES	
AU A	The purposes of AONB designation are known and understood by all.	AU1	Develop and promote a strong and distinctive identity/brand image for the AONB to all.
		AU2	Work with partners to progress the potential for distinctive AONB signage at boundaries of, and within, the AONB.
		AU3	Work with Local Authorities, parish councils, partners and community groups to develop AONB information and learning opportunities (information, training, seminars) relevant to their work.
		AU4	Continue to review and deliver the AONB Communications Strategy to ensure all the elements of the AONBs work are promoted via the most appropriate media/channels.
AU B	The AONB landscapes, natural beauty and high quality environment are understood, valued and supported by all.	AU5	Work, with partners, to investigate the potential to secure field based staff to help plan, manage and deliver an array of outreach activities throughout the AONB.
		AU6	Develop and implement an Interpretative Strategy to increase awareness, understanding and appreciation across the AONB.
		AU7	Seek specific opportunities to promote awareness, understanding and engagement of all aspects of the AONB to young people in particular, using the most appropriate.

(Additional Information: Awareness and Understanding Appendix 35)



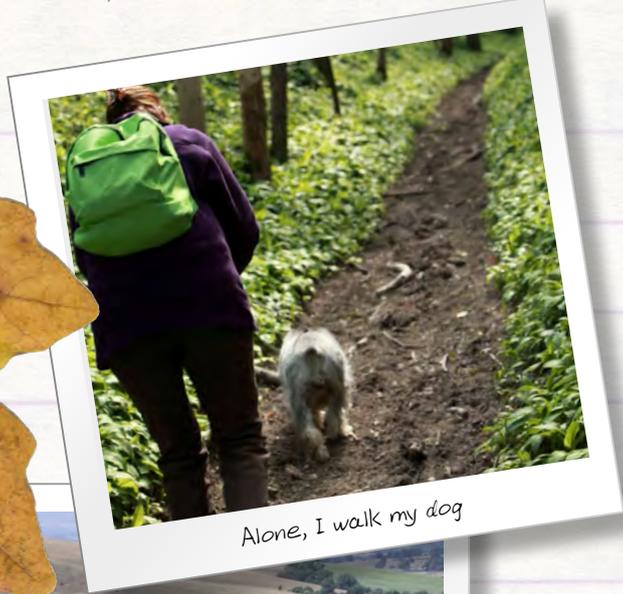


Here is Home

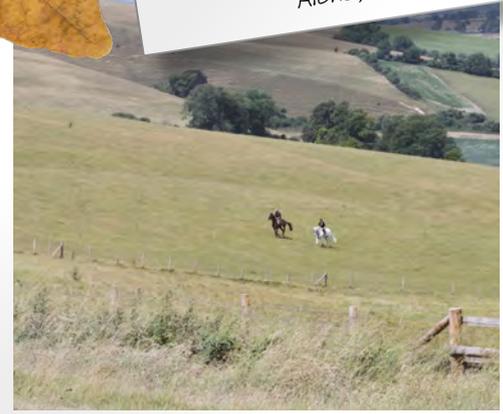
Alone, I walk my dog
Early in the morning
Everyday
People come and go
Landscape unchanged
The views remain the same
For a hundred years

From the top
Gussage All Saints
Looks small
Covered in morning mist
Chimneys poke through
My feet rooted to the earth
Memories
Continuity

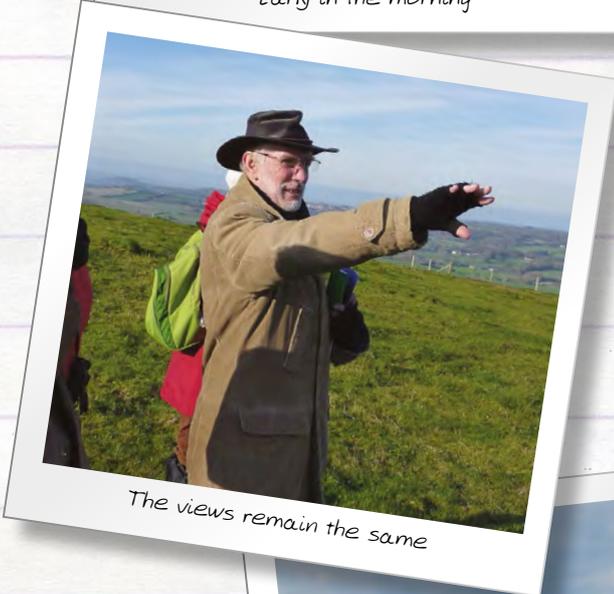
This is home
My Heimat
Where I belong
A place I call England
Special
And only here.



Alone, I walk my dog



Early in the morning



The views remain the same



Special and only here.



People come and go



Wellbeing Involvement and Learning

'Here is Home'





“
This landscape
has become
my home
”

Anjalika Baier, local resident

16. Wellbeing, Involvement and Learning

Experiencing a deeply rural and tranquil area refreshes the mind, body, and soul. Volunteering is one means of becoming more personally involved in the local area whilst developing a range of practical and personal skills to help conserve and enhance it. Using the AONB as an educational resource for schools will help youngsters gain a better insight into environmental issues and experience the countryside around them. The vast network of Rights of Way offers opportunities for all to enhance their health and wellbeing in the ‘great outdoors’.

16.1. Special characteristics and qualities that make this AONB special, as a whole, with regards to wellbeing, involvement, learning:

- A peaceful, tranquil, deeply rural area, with far reaching panoramic views uncluttered by industrial intrusions, a strong sense of remoteness and expanses of dark, star filled night skies supports the wellbeing of local communities and visitors.
- The AONB is close to nearly 2/3 million people; they can each reach its borders in just 30 minutes.
- There is a high quality and diverse range of natural, historic and cultural environments; they provide the widest range of opportunities for volunteering, and learning in a natural classroom.
- The AONB has an extensive web of countryside access (Rights of Way, open access, permissive and named routes); the combined length of which would take you from Southampton to Edinburgh and back again.



New Wardour Castle - T Adams

Ambition

16.2. People's physical and mental wellbeing is improved through experiencing the high quality environment of the AONB for physical activity, relaxation and inspiration. People learn about, and understand, the natural, historic and cultural heritage of the AONB. People of all ages, abilities and backgrounds will have the opportunity to take up volunteering and countryside skills training in the AONB.



Key Achievements

- **Community consultation** has always been a high priority for this AONB, especially regarding Management Plan Reviews, offering the opportunity for communities and interest groups to help shape the future of their area.
- **University learning** – The Team hosted annual visits from Heritage Conservation undergraduates from Bournemouth and Bath Universities, and has established links with the staff and post-graduate sides of Winchester and Bournemouth Universities.
- **Chilmark Gardening Club, volunteers and schoolchildren** were all involved in growing and planting out plug plants on chalk grassland over three years whilst during 2017-18, over 650 attended stargazing evenings or visited the Mizon Travelling Planetarium with 450 children receiving 'Space Detective' workshops as part of their curriculum studies.
- **Outreach** – seminars and conferences have offered learning and involvement opportunities in recent years:
 - 12 annual landscape and planning seminars attended by officers, councillors and AONB colleagues;
 - AONB Annual Forums with up to 100 attending;
 - 2 woodland management seminars for owners and managers;
 - 2 major historic landscape conferences each attracting 100+ attendees;
 - 3 land manager seminars focussing on topical issues;
 - numerous presentations have been given to Parish Councils, natural and historic interest groups, University of the 3rd Age;
 - specific training on landscape and planning issues delivered to LA officers of relevant authorities.
- **Farmland Bird Project outreach over 4 years**

Media coverage highlighting the project and Cranborne Chase AONB	16 published articles 6 radio interviews 2 TV slots 2 You tube videos 353 followers on Twitter 16 blog posts
Presentations to farms	127 attended
Project related training sessions	195 farmers/landowners/advisers
Public Walks and Talks	14 walks and talks for the public to 365 people
Farmers and landowners attending project related events	233



- **Volunteers –**
 - 300 potential volunteers have offered and/or given time for a variety of project work or research.
 - 25 regular volunteers were crucial to the successful operation of five successful Cranborne Chase Wood Fair events.
 - Foundations of Archaeology HLF funded project engaged with an additional 200+ trained and experienced volunteers 2015-17 with specific interest in the historic environment.
- **Cranborne Chase and Chalke Valley Landscape Partnership –** First Round Heritage Lottery Fund pass. A successful second round bid will result in a £2.4m programme of work to conserve and enhance the natural, historic and cultural elements of the Landscape Partnership area, to enthuse people to engage with it, and provide a legacy of knowledge and understanding.

Key issues

1. The Government's 25 year Environment Plan⁶⁶ has an aim to connect people and the environment to improve health and wellbeing. It promotes three elements relevant to this AONB:
 - Helping people improve their health and wellbeing by using green spaces;
 - Encouraging children to be close to nature, in and out of school; and
 - Making 2019 a year of action for the environment - encourage adults and children to take positive steps to help the natural environment.
2. There is great potential in Cranborne Chase AONB to help achieve the government's goal of engaging people with the natural environment. Cranborne Chase AONB is accessible in half an hour to 2/3 million residents from the major conurbations of Poole, Bournemouth and Christchurch with a further 120,000 people on its doorstep in the surrounding market towns, offering a potentially important place for informal recreation and increased health and wellbeing for those residents. This potential is restricted for many by very scarce public transport and a continuing lack of awareness of what the area has to offer.
3. There is a significant evidence base for the range of individual and wider social health and wellbeing benefits that can be achieved through outdoor activity and contact with nature. Dorset Local Nature Partnership (LNP) has been working with other LNPs across the South West on a Health and Nature Charter. The Partnership will positively explore the potential to sign this charter to cover the whole AONB⁶⁷. Relevant health professionals may not currently be aware of the breadth of opportunities the AONB offers for improving physical and mental health and wellbeing. It can be difficult finding and engaging with the most relevant health professionals with ongoing restructuring of the National Health Service.
4. Working with schools and youth groups has always been an ongoing ambition of the AONB Partnership with successful packages focusing on food miles/local produce and, more recently, 'Space Detectives'. Further work is needed alongside teachers and relevant partners to greatly increase awareness of the natural classroom on the doorstep of the many schools and higher education establishments in and around the AONB.

⁶⁶ The Government, A Green Future: Our 25 Year Plan to Improve the Environment, HMSO, 2018

⁶⁷ www.dorsetlnp.org.uk/Health_and_Nature_Charter





5. There remains a need for more round walking routes close to villages, routes suitable for the elderly, the less mobile and much better promotion of their existence. The Rights of Way across the AONB do not form a true 'network'; there are gaps where routes could be linked up. Signage and maintenance is not consistent across the area, which can lead to a variable quality of experience. Reduced County Council budgets for maintenance results in a greater reliance on local groups and volunteers to undertake practical work. The Rights of Way teams have some volunteer engagement and the AONB can help build on these initiatives. Accessing the countryside sustainably implies the need for more effective provision and use of public transport by rail and road.
6. Some partner organisations use volunteers in the conservation management of their own land or reserves in the AONB, however the majority of the AONB area is known as a 'black hole' for volunteering. There is a multitude of opportunities throughout the rest of the AONB landscape for engaging volunteers in numerous activities. There is a need for knowledgeable, experienced staff to plan, coordinate and lead this activity on the ground.
7. There is a growing interest in learning and developing traditional rural skills with communities suggesting hedge laying, scything, charcoal burning, thatching, weaving and stone carving, are of interest. There is a recognised loss of traditional countryside skills in the AONB including the skills needed to repair or restore historic buildings. Evidence shows a need, and desire, for a centre or hub for academic and life-long learning and volunteering within the AONB. As those colleges offering such learning are too distant to attend daily without personal transport.



The Issues Explained

- 16.3. Rural public transport is scarce within and around the AONB. There are regular, if infrequent, bus routes east/west between Shaftesbury, Blandford and Salisbury that do take in some villages however north/south routes are rare. Visiting Cranborne Chase AONB from the conurbations to the south (Bournemouth/Poole) is difficult without private transport. Nevertheless, greater promotion of this AONB to those living outside it should be undertaken, suggesting particular areas or points of interest for those unfamiliar with it.
- 16.4. For those who may visit more regularly for informal walking or cycling, promotion of day-visit and longer packages would assist by defining length of walk, difficulty, refreshment stops and 'nuggets' of innovative interpretation along the way.
- 16.5. It is important that the Health and Wellbeing Boards, together with the relevant professionals, are made aware of the potential opportunities for improving lives through access to the quality environment of the AONB. Key benefits can include better physical and mental health and guarding against future illness; therapeutic and restorative qualities which enhance recovery; reduced social isolation, greater community cohesion, and opportunities to establish lifelong healthy behaviours. Outdoor activity and contact with nature can also help improve sleep patterns, reduce stress, improve mood and self-esteem, and provide meaningful social contact.⁶⁸
- 16.6. The AONB and relevant partners should encouraged communities to take the opportunity to 'refresh mind, body and soul' here, through promoting the AONB as a 'natural health centre'. The green gym concept, developed by The Conservation Volunteers, provides people with a way to enhance their fitness and health while taking action to improve the environment.
- 16.7. 'Green prescriptions' are concepts becoming popular with GPs⁶⁹. These should all be developed and promoted by the AONB together with the Health and Wellbeing Boards and relevant partners. A full annual programme of guided walks, talks and activities by knowledgeable, experienced and appropriately trained staff or volunteers could also tempt more frequent visits from both within and outside the AONB. Closing gaps in the myriad of Rights of Way in the AONB should form an easily accessible resource for all and developing more circular routes in close proximity to homes, would also benefit those who may not venture out due to cultural barriers or lack of awareness or confidence.
- 16.8. Local and national nature reserves in the AONB offer localised volunteer opportunities. The 'Leisure Credits' scheme⁷⁰ in the AONB engages young people in practical environmental tasks; it would like to expand. There are also some active volunteers and groups focused on access. Nevertheless, there are few substantive practical volunteer activities in the wider countryside of the AONB.
- 16.9. There is now acknowledged support for a 'hub', or central base, for all types of volunteering, countryside skills training, together with an information and interpretative centre for visitors. This could be achieved through a multifunctional AONB Countryside Centre. This concept has generated interest from a wide range of people and organisations, many of whom would become partners. As partners, they would help devise training and volunteering programmes that will harness the knowledge, experience and enthusiasm of many.

68 <https://sustainablehealthcare.org.uk/>

69 <https://sustainablehealthcare.org.uk/what-we-do/green-space/green-health-routes>

70 The Leisure Credit Scheme involves young people in undertaking voluntary work and receiving Leisure Credits which are redeemed for reward trips or activities. The number of Credits a young person receives is based on how hard they worked and how well they worked as part of a team.



- 16.10.** As well as providing a focus for this nationally important landscape, a Countryside Centre could offer:
- Accredited training opportunities in countryside management skills, conservation, agriculture, forestry, livestock/animal husbandry and a variety of rural industry skills (e.g. blacksmithing).
 - A wide range of volunteering opportunities including natural history surveys, historic research and countryside management tasks.
 - Exciting recreational opportunities such as guided walks, dark night skies events and utilising all terrain mobility scooters for the less able.
 - An opportunity to take part in or attend various art based activities focussed on the special qualities of the AONB.
 - Professional, environmentally related CPD training courses for environmental professionals locally, regionally and from further afield, which could include for example, countryside, agricultural, forestry and land agency staff, those attached to all the nationally Protected Areas, the renewable energy sector and teachers/lecturers. Participants would be encouraged to stay locally.
 - A visitor centre for the area providing information on which events are on, what there is to see and do in the AONB and surrounding market towns, encouraging visitors to stay longer and spend more locally.
 - A facility for hire to external companies or organisations wanting to hold their own events or seminars.
 - Environmental play schemes during the holiday periods, encouraging exchange of town/ country experiences for young people.
- 16.11.** Countryside management tasks led by competent and experienced staff, complimented by volunteers, will help to conserve and enhance the landscape of the AONB. The construction and running of the centre will demonstrate best practice. The intent is to use a variety of sustainable construction techniques and methods. It will demonstrate the use of green energy sources such as wood chip and solar power. Where feasible, volunteers or trainees will complete some of the construction work. The skills gained through the centre will improve the job prospects of trainees.
- 16.12.** The loss of traditional skills is a significant issue for the future management of the landscape. A revival in such skills, and the ability to make a living from using them, should be encouraged.
- 16.13.** Young people in the area have to travel a long way to attend county agricultural colleges and other training centres. For many potential students of all ages, the lack and cost of public transport mean that accessing countryside skills training can be very difficult. Access to accredited training needs to be made available closer to their homes.
- 16.14.** The Cranborne Chase and Chalke Valley LPS has involvement and learning embedded as a key element of all the individual projects but it should also be the foundation of the scheme legacy. Such a Countryside Centre would enable lifelong involvement and learning for all.
- 16.15.** 2019 is the Year of Green Action for 10–20 year olds; encouraging social engagement within communities with a focus on green issues.



Objectives and Policies

OBJECTIVE		POLICIES	
WIL A	Improved health and well-being opportunities are developed and promoted throughout the AONB.	WIL 1	Work with Health and Wellbeing Boards, relevant health professionals, Local Nature Partnerships and relevant funding initiatives to develop and promote activity programmes in the AONB to improve health and well being.
		WIL2	Investigate funding opportunities to enhance the Rights of Way / countryside access network for all, including the provision of vehicles suitable for use by the less able.
		WIL3	Develop an annual programme of activities, with partners, for all ages and abilities to include a Walking Festival and targeted options for enhancing health, such as 'a mile a day' initiatives.
WIL B	A wide range of opportunities exist for schools, residents and visitors to learn more about the AONB, volunteer or develop heritage and countryside skills.	WIL4	Explore with Education Departments, and schools, how engagement with the 'outdoor classroom' of the AONB may add value to curriculum studies.
		WIL5	Further develop an Involvement and Learning Strategy to increase learning, training and volunteering opportunities, improving countryside and heritage skills, within the AONB by the end of 2019/20.
		WIL6	Work with partners to engage field based staff/rangers to harness community and volunteer commitment and interest in the AONB to develop programmes of volunteer projects and activities.
		WIL7	Investigate the potential to become a partners in the Duke of Edinburgh, and John Muir, Award Schemes.
WIL C	An exemplar 'AONB Countryside Centre' is established.	WIL8	Continue work to establish an environmentally and financially sustainable 'AONB Countryside Centre' by the end of this plan period, to act as the base for the AONB Partnership, volunteers, trainees, students, residents and visitors.

(Additional Information: Involvement and Learning Appendix 36)



Many hands made light work...

... of providing the unique illustrations in this Plan



Many hands will make light work...

... of delivering the aims of this Plan

If you would like to help or you wish to find out more, do contact the AONB Team:

Phone; **01725 517417** Email; info@cranbornechase.org.uk or write to us :

AONB Office, Rushmore Farm, Tinkley Bottom, Tollard Royal, Wiltshire, SP5 5QA

We'd love to hear from you!

Getting Things Done





17. Getting Things Done

THE AONB PARTNERSHIP

17.1. Special characteristics regarding the Cranborne Chase AONB Partnership:

- Inter-authority, cross border joint working to further the purposes of AONB designation. The seven Local Authorities involved are: Wiltshire and Dorset Councils; Hampshire and Somerset County Councils; and New Forest, Mendip and South Somerset District Councils. The percentage covered by each of the constituent Local Authorities is given on Map 3.
- A total of sixteen national and local organisations of the Partnership contributing to the development of the strategic AONB Management Plans.
- A consistent commitment to 'bottom up' community involvement and engagement in AONB matters.
- The national, regional and local organisations represented on the AONB Partnership have contributed to this Management Plan as have a large number of interest groups, local communities and individuals. The Partnership Structure is shown in Appendix 3.



Thatcher - Carolyn White

Aim

- 17.2. The organisations that make up the AONB Partnership, and all those that have responsibility and resources to help achieve the primary purpose, fully understand and take responsibility for 'conserving and enhancing the natural beauty of the landscape'.



Achievements to date

The preparation, publication and implementation of three quinquennial Cranborne Chase AONB Management Plans.

Encouragement of additional partners and joint working, such as:

- **Historic Environment Actions Plans** – partners include Historic England, archaeology groups, relevant Local Authority Officers, Campaign to Protect Rural England (CPRE), local experts and volunteers amongst many others.
- **South West Farmland Bird Initiative** – partners included Wessex Water, Natural England, the National Farmers Union and farmers/landowners.
- **The Farm Conservation Project** – partners are the AONB, Wessex Water, farmers and landowners.
- **Ancient and Veteran Trees Pilot Project** – partners included Hampshire County Council, Woodland Trust and volunteers.
- **Tranquillity Study** – partners included CPRE and volunteers.
- **Sustainable Rural Tourism Project** – partners included Sowing SEEDS Leader funding, South West Wiltshire Area Board, local Chambers of Commerce, local businesses and volunteers.
- **Sowing SEEDS LEADER programme** – with Community Partnership Executive of North Dorset, Local Action Group (LAG) members and local communities.
- **Heart of Wessex LEADER programme** – with South Somerset District Council, Frome Town Council, Wincanton Community Venture (The Balsam Centre) and Wiltshire Council.
- **Heritage Lottery Fund Landscape Partnership Scheme, Stage 1 bid success** – AONB with Wyvern Heritage and Landscape Consultancy.
- **Heritage Lottery Fund Landscape Partnership Scheme, Stage 2 bid working in partnership** with a multitude of professional and community partners.
- **Bid for International Dark-Sky Reserve status** with the Commission for Dark Skies, British Astronomical Association, Wessex Astronomical Society, Local Authority partners, Lighting Consultancy And Design Services and many parish, interest and community groups.
- **Heart of Wessex and Northern Dorset EU Leader programmes** covering the Wiltshire, Somerset and Dorset parts of the AONB.
- **First round pass for Heritage Lottery Funded Cranborne Chase and Chalke Valley Landscape Partnership.** A successful second round bid will result in a £2.4m programme of work to conserve and enhance the natural, historic and cultural elements of the landscape and to enthuse people to engage with it.





The AONB at Chalke Valley History Festival 2019

Key Issues

1. The engagement and commitment of AONB partners, and all those that have responsibility and resources to help achieve the primary purpose, to be directly or indirectly involved in delivering Management Plan objectives varies widely.
2. Some partners are not fully aware of the range of documents and guidance produced by the AONB Partnership that could assist them in their duty to 'conserve and enhance the natural beauty of the AONB'.
3. Frequent personnel changes within Local Authorities, the restructuring of Local Authorities themselves, and other organisations often results in a lack of awareness and knowledge about the AONB, with new staff and/or councillors in post.
4. The government initiated a Review of Protected Landscapes during 2018; it reports back to government in 2019. The Partnership will need to respond to the findings and outcomes of that Review.



The Issues Explained

- 17.3.** The AONB Management Plan 2019-2024 is a strategic plan for the conservation and enhancement of the AONB drawn together on behalf of the 16 organisations that make up the Partnership. It has been endorsed by all 16 partner organisations and, in addition, has been formally adopted by the 7 Local Authorities.
- 17.4.** Under Section 85 of the Countryside and Rights of Way Act 2000 it is a legal duty for all relevant authorities to 'have regard to' the purpose of conserving and enhancing the natural beauty of the AONB in exercising or performing any functions affecting land in the area. These relevant authorities include all statutory bodies, organisations and all tiers of government, including parish councils and holders of public office.
- 17.5.** For government, local authorities, other public bodies and other 'relevant authorities', active support of the implementation of this plan is the key to satisfying their 'Section 85 ' duty.
- 17.6.** The fundamental purpose of this Management Plan is to conserve and enhance the natural beauty of the AONB. Co-ordinated and collective action is needed by a wide range of interests to ensure that the AONB continues to provide valued environmental benefits, including clean air, water and food, maintains strong, vibrant local communities and is enjoyed by future generations.
- 17.7.** The AONB Partnership has worked with a wide range of partners in the delivery of actions on the ground. It will be increasingly important throughout this next plan period to retain existing partners and attract new ones. It has the administrative backing, structure and experience to facilitate the Government's 25 year environment agenda and offer locally based agency services; implementing national policies at a local, landscape scale.
- 17.8.** Local Authorities are large organisations and often have staff changes. The communication skills of Partnership representatives need to be exceptionally good to ensure relevant documents are continually fed down through each organisation and contact between the AONB and relevant staff is maintained.
- 17.9.** It is vital that as many people as possible are engaged in helping to achieve Plan objectives. More emphasis will be placed on encouraging and managing additional partner organizations, communities, volunteers and interest groups to become involved in helping make the vision for this AONB a reality.
- 17.10.** The success of the Plan depends upon good relationships and joint working between public bodies at all levels, statutory and non-statutory agencies and organisations, farmers and land managers, community groups, interest groups and individuals. The diverse challenges and accelerating pace of change that face the AONB must be seen as an opportunity for all sectors of the community, in its widest sense, to work together. Pooling resources, sharing expertise and working together present the best opportunities for conserving and enhancing the natural beauty of this AONB.



Objectives and Policies

OBJECTIVE		POLICIES	
P	All current and new AONB partners work pro-actively to jointly achieve Management Plan objectives.	P1	Existing partners review and agree a new partnership structure during 2019, including a review of partner organisations invited to join the Partnership.
		P2	The AONB team and all relevant partners collaborate and sign up to individually or jointly delivering themed Action Plans covering the time span of the Management Plan.
		P3	Each partner ensures that all protocols, Position Statements, Fact Sheets, Good Practice and other Guidance documents are known about, understood, used by all relevant departments and officers.
		P4	Ensure high-level officers and Members are aware of the AONB designation, purpose(s) and duty towards it, through Member briefings, training sessions and the Annual Forum.



FUNDING

Aim

- 17.11. Funding is secured to support the core work of the Cranborne Chase AONB Partnership and Team and project work is underway utilising pooled resources of several partners or externally acquired funding.

Achievements to date

- **Sowing SEEDS** Leader programme - £1.5m.
- **Heart of Wessex** LEADER programme - £1,811,448.
- Heritage Lottery Fund, **Parish Archive Project** - £50k.
- Heritage Lottery Fund, **Cranborne Chase and Chalke Valley Landscape Partnership First Round bid** - £100k.
- Natural England, **SW Farmland Bird Initiative** - £28k pa (4 years).
- Wessex Water partner funding for **SW Farmland Bird Initiative** - £25k pa until 2017.
- **Wessex Water Partners Programme** - £10k pa over consecutive Partner Programmes.
- Additional Local Authority contributions for specific projects e.g. **Ancient and Veteran Trees Pilot Project** and **Farmland Bird project** (Hampshire County Council) and **2010 Heritage Lottery Fund** application (Dorset County Council).
- Campaign to Protect Rural England - contribution to AONB **tranquillity study** and the **Parish Appraisal Good Practice Guidance**.

Key issues

1. The government requires and expects the highest level of protection for AONBs. The level of future exchequer funding over the Plan period is, at the time of writing, unknown.
2. Local Authority budgets are diminishing whilst demand for their services and funding increases.
3. Applications to external grant programmes are becoming increasingly competitive with many organisations and conservation groups experiencing reductions or cuts to funding.
4. Opportunities to pursue additional and alternative funding sources and mechanisms are crucial and demand the necessary resources to be allocated to this task.
5. Local Authority Partnerships, such as the AONB, are ineligible to apply to certain funding programmes e.g. from some Trusts and Foundations.



The Issues Explained

- 17.12.** Local Authority funding is likely to reduce over the plan period whilst future central government funding levels are currently unknown post 2020. During the five year period 2015-20, exchequer funding levels were confirmed in advance. This gave much welcomed security in forward planning. Potential income has been lost through grants being cut or reduced; Local Authorities are often no longer able to continue some of their work, such as biodiversity partnership coordination and there is increased competition for funding to key funders such as the Heritage Lottery Fund.
- 17.13.** It will be increasingly important to ensure that the purpose of AONBs is widely communicated both locally and nationally. Cranborne Chase AONB will maintain a close relationship with, and input to the work of, the National Association of Areas of Outstanding Natural Beauty (NAAONBs). This body represents the AONB Family on national issues including policy and advocacy, communications, training and securing resources.
- 17.14.** The Partnership must have regard to the skilled staff resources at its disposal and the financial projections over the next five years. The resources for delivering all Plan objectives have not been secured at the time of writing this Plan. Many of the most significant actions will require the pooling of resources by several organisations and/or success in attracting funding from a range of public, private and not-for-profit sector sources.
- 17.15.** Given the current tight financial circumstances there will be a need for all partners and the AONB team to prioritise workloads to ensure a strong focus on the core AONB purpose, to 'conserve and enhance the natural beauty of the area'.
- 17.16.** It will be increasingly important for the AONB Partnership to secure external funding to deliver project work on the ground, particularly if there are ongoing reductions in core budget.
- 17.17.** The Cranborne Chase Landscape Trust, registered as a Charitable Incorporated Organisation in 2015, sits alongside the AONB Partnership. Whilst an independent organisation, its purposes align closely with those of the Partnership. The Trust may be able to access funding currently not available to local authority partners.



Objectives and Policies

OBJECTIVE		POLICIES	
F	Secure resources are in place to support the core.	F1	Undertake an assessment of current and future resource functions and project aspirations of the AONB Partnership throughout this Plan period and beyond requirements to devise a future strategy to attract additional external funding to achieve objectives throughout this Plan period and beyond.
		F2	All funding partners transfer their agreed percentage contribution to the core budget each year, as set out in the AONB Partnership Agreement.
		F3	Work with the National Association of AONBs and Defra towards a long term, secure funding commitment.
		F4	Support the Cranborne Chase Landscape Trust to submit external funding bids, secure donations and/or consider alternative income raising opportunities to help achieve AONB purposes, including a visitor contribution scheme.
		F5	Actively seek funding, and partnership working, from non Local Authority partner organisations for specific core and project work, such as Local Enterprise Partnerships, Local Nature Partnerships and Health and Wellbeing Boards.
		F6	Actively engage with future UK/English rural development initiatives national initiatives to secure funding for appropriate project work.



IMPLEMENTATION

Who implements the Management Plan?

- 17.18.** The whole Partnership has a key role to implement this ambitious Management Plan through individual actions as well as partnership working. Successful implementation is beyond the resources of just the Partnership or AONB team alone. Whilst the team takes a lead in much of the implementation work and initiates new and innovative projects, it is the responsibility and duty of all partners to take positive action to conserve and enhance the AONB and seek additional partners.
- 17.19.** This Plan does not identify all the activities and people involved in its delivery; it is a framework for action. A separate Partnership Delivery Plan will set out work to be undertaken under themes, for the 5 years covered by the Plan. The small AONB team may have the role of facilitator or advocate for some of that work, whilst leading in other areas. However, significant parts of the Delivery Plan will only be effectively delivered with the assistance of current, and future, partner organisations, working together in an integrated way to achieve multiple objectives. The creation of a field-based team may be one way to deliver a number of actions arising from the policies in this management plan.
- 17.20.** It is recognised that it is essential to involve partners fully in agreeing actions, responsibilities and resource allocations to secure their genuine commitment to Management Plan tasks that require their involvement. The Delivery Plan is reviewed each year, to reflect any uncertainties regarding future policy and funding and enable the Partnership to be flexible in how it responds to the challenges and opportunities presented.
- 17.21.** While the profile of the AONB is improving over time, there remains a general ‘disconnect’ between the AONB Partnership and Team and local communities and visitors. The Partnership Delivery Plan will include considerable work to increase awareness and understanding of the AONB, implement practical work on the ground and closer working with local communities, landowners and farmers. There is also a rapidly growing body of volunteers both within and outside the area. It will be increasingly important to engage, support and manage volunteers to assist with delivering work programmes.
- 17.22.** By helping to implement this Plan, government, local authorities, public bodies and other ‘relevant authorities’ will be contributing to their ‘Section 85’ duty to “have regard to the purpose of conserving and enhancing the natural beauty of the AONB”. It is important that the strategies, plans and action plans of key local, regional and national authorities, agencies and organisations take account of and reflect the vision, objectives and policies of this plan.



Objectives and Policies

OBJECTIVE		POLICIES	
I	All current and potential partner organisations are committed to and involved with the achievement of Management Plan objectives.	11	Foster closer working relationships with local authority officers and members to ensure understanding of management plan objectives and integration of work where appropriate.
		12	Ensure the work of theme-based groups is closely focused on achieving relevant management plan objectives.
		13	Establish and maintain close relationships with external organisations and bodies, both public and private, whose programmes of work could support the delivery of management plan objectives.
		14	Strengthen and support working relationships with local parishes, communities, landowners, volunteers and other stakeholders to improve local delivery of management plan objectives.
		15	Explore new ways of working to deliver the actions arising from the policies in this plan.



MONITORING AND EVALUATION

17.23. Monitoring and evaluation of this Management Plan and the actions outlined within the Delivery Plan is an essential task for the AONB Team and is grant-aided as part of the core activities undertaken. There are essentially two types of monitoring work:

- **Performance monitoring** – to establish whether actions outlined within the AONB Delivery Plan have been undertaken. This is an important activity and will be reported on a regular basis to the AONB Partnership and Partnership Forum. An Annual Report will summarise the activities of both the AONB Team and partners. It will include details of the tasks undertaken, the effect upon the AONB (outcomes) and the funding and other resources employed.
- **Condition monitoring** – to establish if actions undertaken have had the desired effect, or impact, on the AONB. To monitor condition effectively, initial base line information is required in order that comparisons can be made and an evaluation of change over time. Some base line data is currently held by the AONB.

17.24. Monitoring and evaluation requires resources and it is therefore crucial that those attributes, or features, of the AONB that are a meaningful measure of AONB quality are chosen. These form a suite of indicators that can be measured, monitored and evaluated over time.

17.25. A Monitoring Framework for Protected Landscapes was developed by Natural England to provide a consistent framework for measuring environmental outcomes in protected areas. It provided evidence to inform the next review the AONB Management Plan, review the ‘State of the AONB’ and demonstrate the benefits of protected landscape designation. However, due to reductions in NE resources, the provision of the data from Natural England will cease after 2018.

17.26. Indicators have been chosen and set out for each of the ten chapters in this Plan, for the following reasons:

- they focus on the primary reasons for designation ie landscape, special qualities, natural and historic environment and management of land;
- the data can be cut to the AONB boundary;
- they add to baseline data for measuring the ‘State of the AONB’;
- they add to evidence required for funding bids;
- desired indicators that will only be acquired through additional resources (£) or with the assistance of volunteers (vols). (*The latter indicators are in italics.*)



Landscape:

- Changes identified through analysis of fixed point photography at a minimum of every five years (AONB).
- Land use change (Defra).
- Take up of relevant themed groups of Environmental Stewardship (ES) options that contribute to conserving and enhancing landscape character (£).
- *Change in % of AONB recorded as 'most tranquil' (£/vols).*
- Changes in extent of dark night skies (*mapped using light meter readings taken by volunteers across the AONB*).
- Length of overhead power cables laid underground (SSE).

Natural Environment:

- Number and capacity of renewable energy applications permitted/constructed (LAs).
- Change in ecological status of rivers and surface water bodies (EA).
- *Change in % of protected landscape managed under ES agreements (£).*
- *Change in total annual values of old and new AE schemes in AONB (£).*
- *% change in condition of SSSIs (£s).*
- *Area of broad and priority habitats within AONB (£s).*
- *Frequency and abundance of farmland bird species at selected holdings £/vol recorders).*
- *Existence of rare arable plants identified in 2011 survey as potential 'hot spots' (£/vols).*

Historic and Cultural Environment:

- Change in number of heritage assets (EH).
- Change in number of heritage assets 'at risk' (EH).
- *Change in ES area for the management and protection of archaeological features (£).*
- Number of Conservation Areas with Conservation Area Appraisals (District Councils).
- Number of readily accessible HERs (County Councils).
- *Increase in awareness of, and involvement in, cultural environment (£/vols).*

Rural Land Management:

- Changes in farmland type (arable/grazing etc) (Defra).
- Changes in farm numbers / sizes / employment (Defra).
- Changes in numbers of livestock (Defra.)
- Changes in total area of woodland (subdivided) (FC).
- Changes in area of woodland managed (including EWGS/felling licences) (FC).
- *Changes to game and pest management practices (£/vols).*



Rural Economy:

- *Changes in tourism related business performance (£/vols).*
- *Changes in number of businesses taking up green/dark sky/other accreditation (£/vols).*
- *Performance of LEADER funded business projects (£/vols).*
- *Repeat of Economic Survey of AONB (£).*

Planning and Transportation:

- *Change in % of Local Authority adopted Plans (Local Plans, Minerals and Waste Plans) or strategies with specific reference to AONB Management Plan/policies (AONB).*
- *Change in number of relevant/major applications coming to AONB for comment (AONB).*
- *Availability of Design Guidance (District / Unitary Councils).*
- *Change in number of parishes/groups of parishes with Neighbourhood Plans (LAs/AONB).*
- *Number of applications where, after response from AONB Partnership, positive change has occurred relating to designation purpose (£/vols).*

Viable Rural Communities:

- *Change in Parish Facilities and Services (County / Unitary Councils).*
- *Number of Neighbourhood Plans published (LAs/AONB).*
- *Number of community projects applying for external funding / successful (£/vols).*

Awareness and Understanding:

- *Changes in number of survey respondents aware of designation, purpose, 'highly valuing' the CCWWD AONB (£/vols).*
- *Change in number of 'followers' / active participants in social media channels (AONB).*
- *Change in numbers of enquiries for information, presentations, assistance (AONB).*
- *Number taking up Information Pack for parishes/councillors (AONB).*
- *Change in the number of stories/features published in local/national media (AONB).*

Involvement and Learning:

- *Number of volunteers engaged in assisting the AONB (AONB).*
- *Number of people attending guided walks and events organised by/through AONB (AONB).*

Access and Wellbeing:

- *Number/length/condition of countryside access (County Councils/£ vols).*
- *Number of volunteers actively engaged in access work (County Councils/AONB vols).*
- *Satisfaction from visitor / resident surveys (£/vols).*
- *NHS health indicators (vols).*

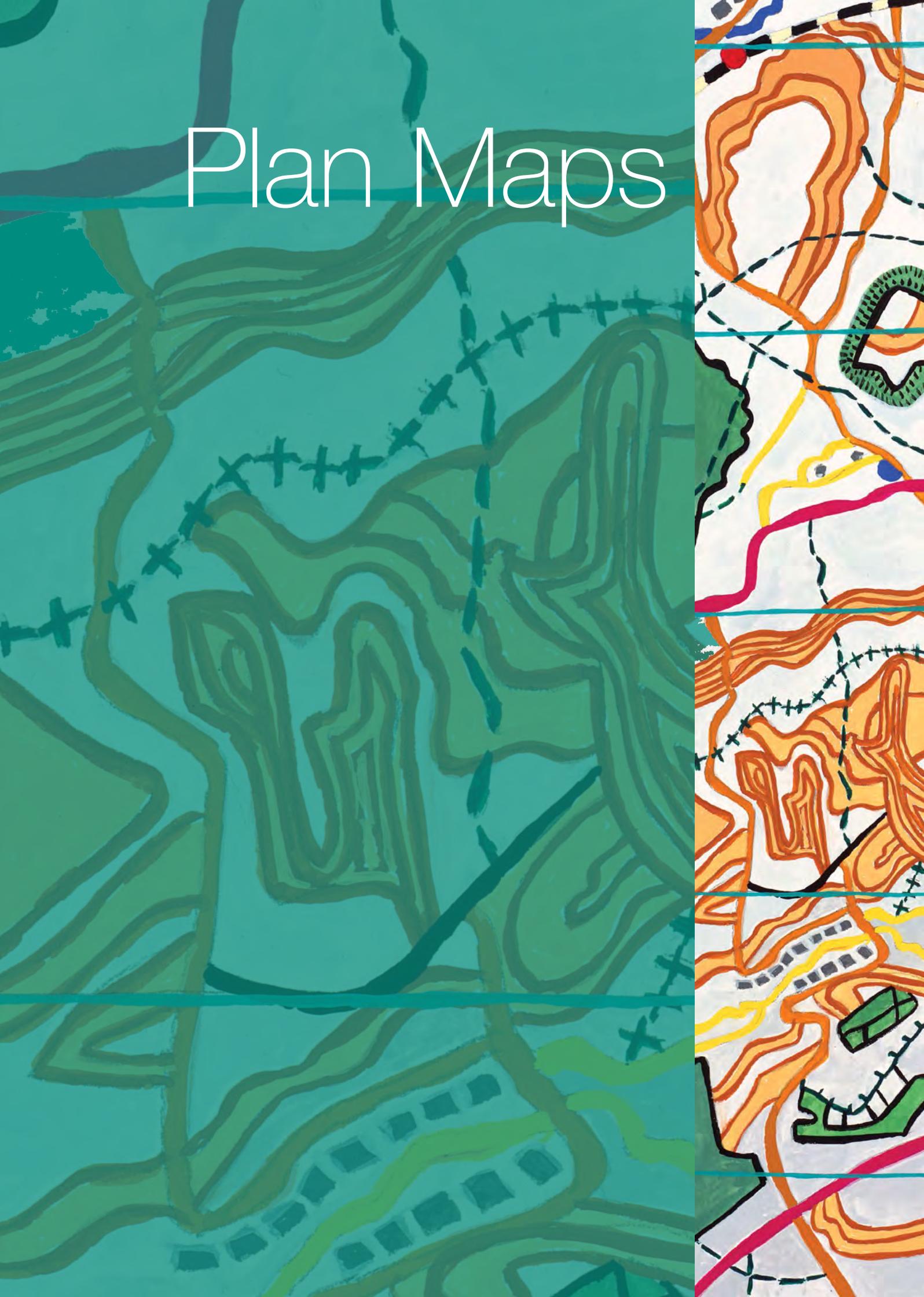
Compliance note to accompany the AONB Management Plan 2019-24

A Strategic Environmental Assessment (SEA) and Habitat Regulations Assessment (HRA) were all undertaken for the AONB Management Plan 2019-24. These have all undergone review to ensure the Management Plan 2019-24 continues to comply with these legislative requirements.





Plan Maps



Maps

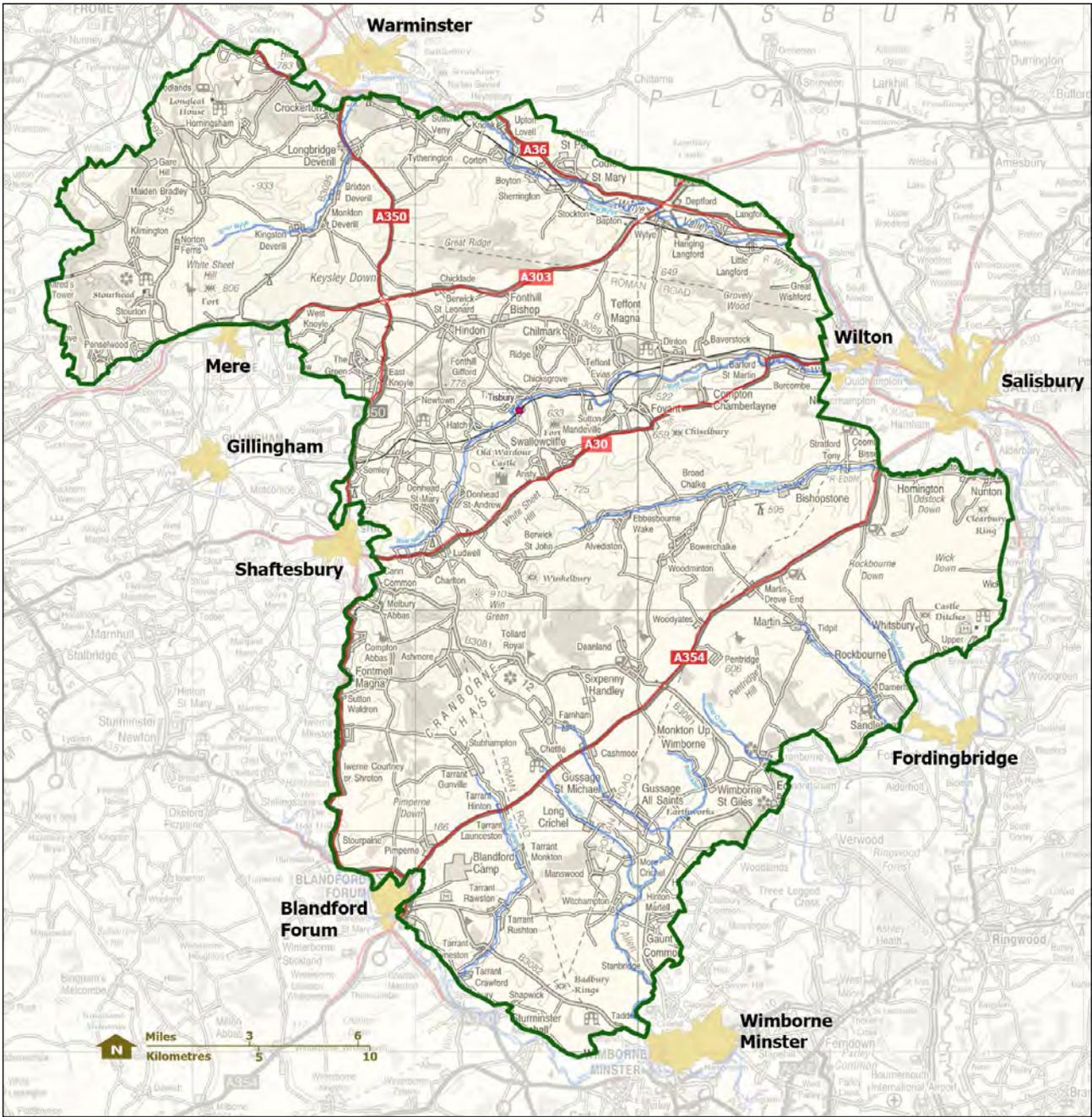
- Map 1: **AONB Area**
- Map 2: **South West Region**
- Map 3: **Percentage of Local Authority Cover**
- Map 4: **Geology**
- Map 5: **Landscape Character Assessment**
- Map 6: **Chalk Gassland**
- Map 7: **Statutory Designations**
- Map 8: **Ancient Woodland**
- Map 9: **River Catchments**
- Map 10: **Historic Landscape Characterisation**
- Map 11: **Tranquillity in the AONB**
- Map 12: **Agriculture, Woodland and Forestry**
- Map 13: **Landscape Partnership Scheme**



Cranborne Chase AONB



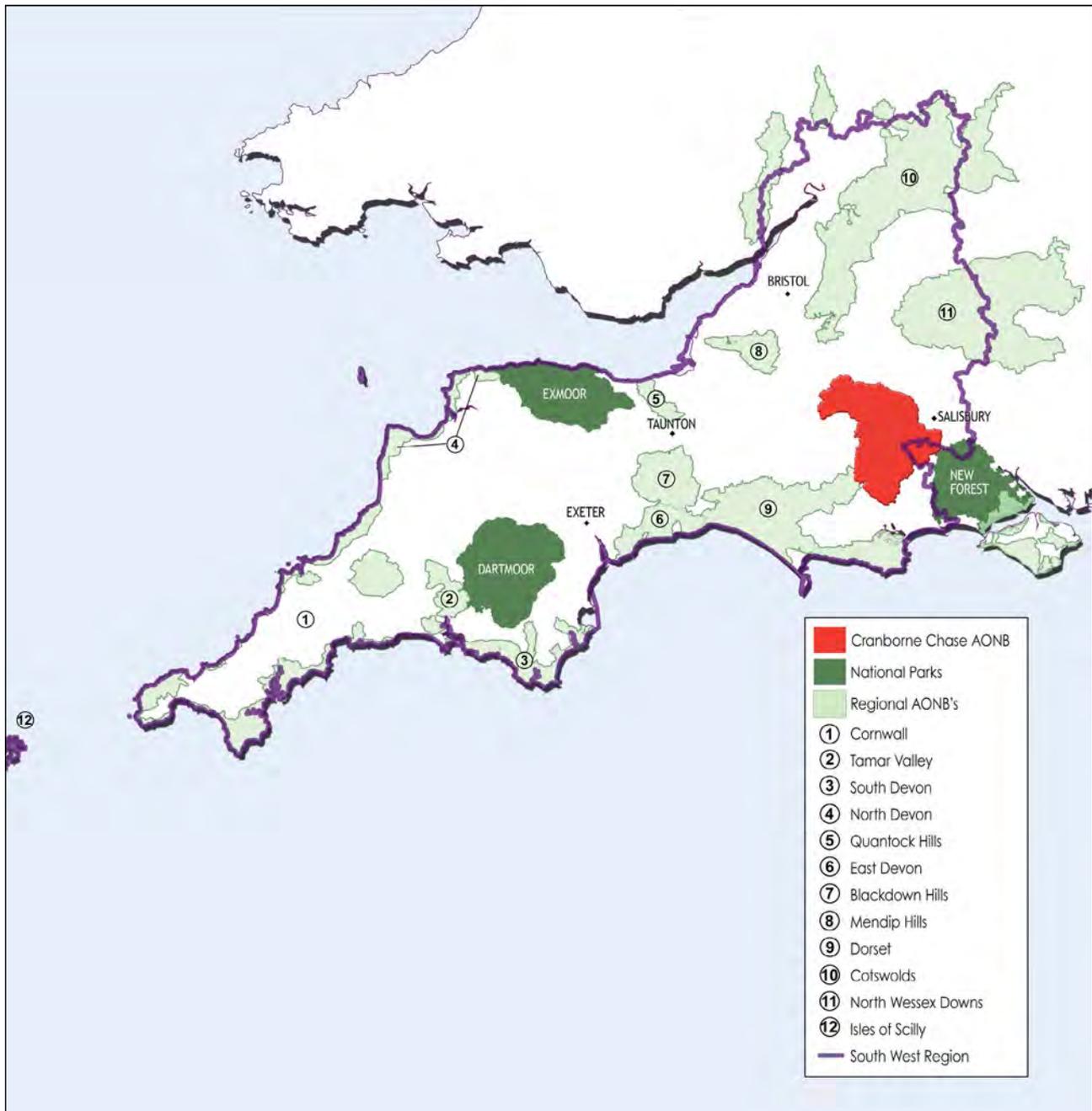
Map 1: AONB Area



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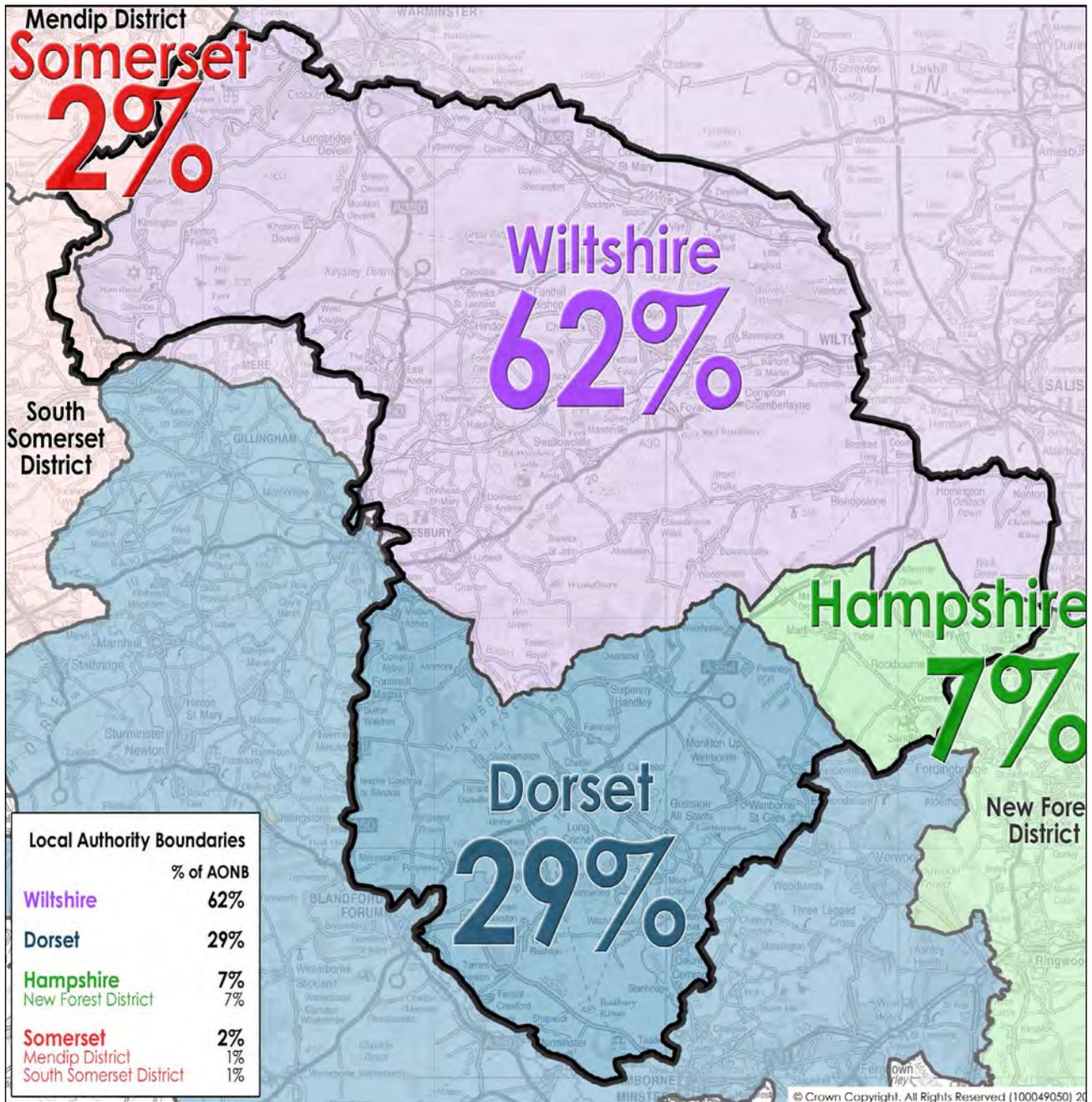
Map 2: South West Region



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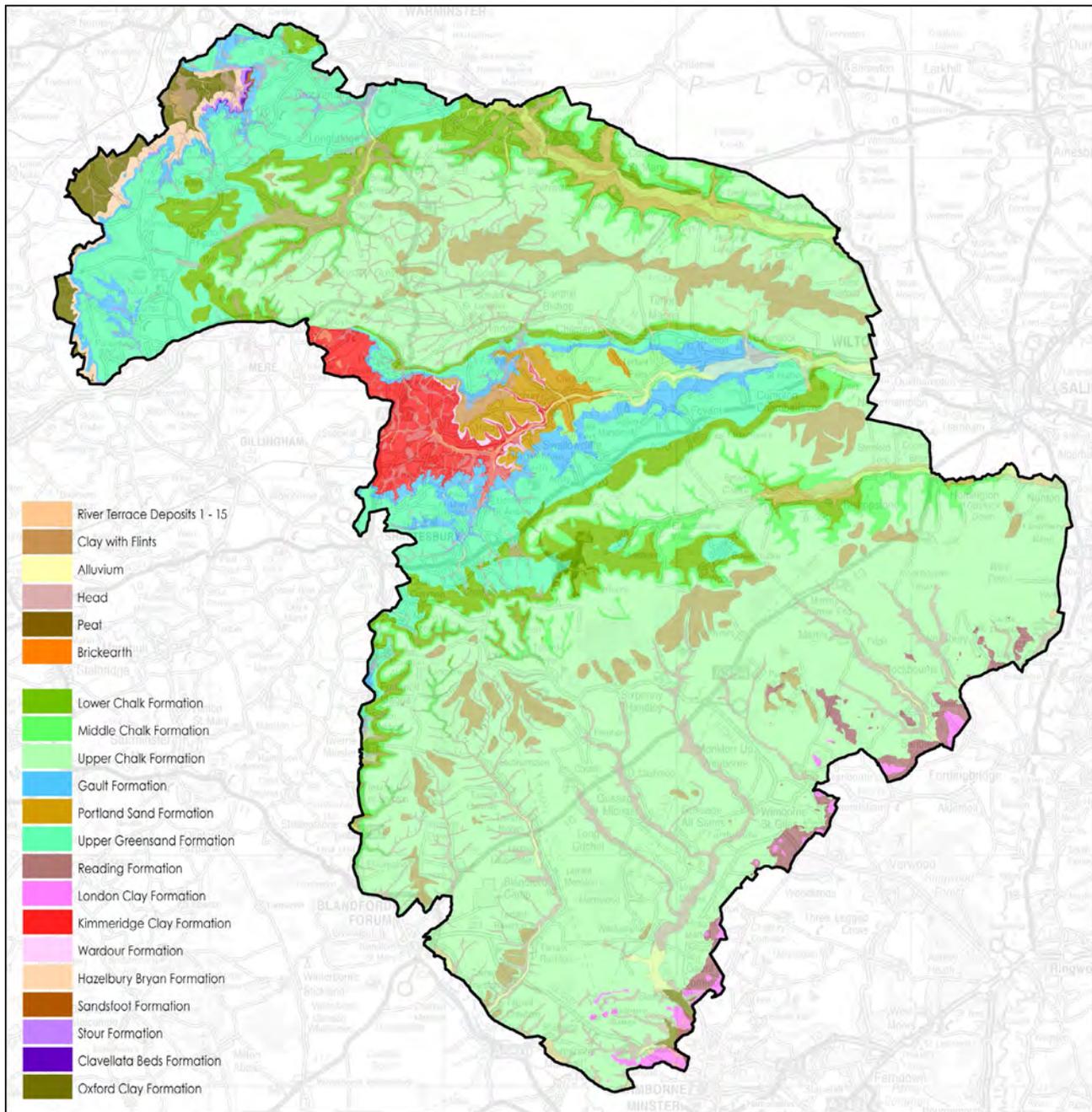
Map 3: Percentage of Local Authority Cover



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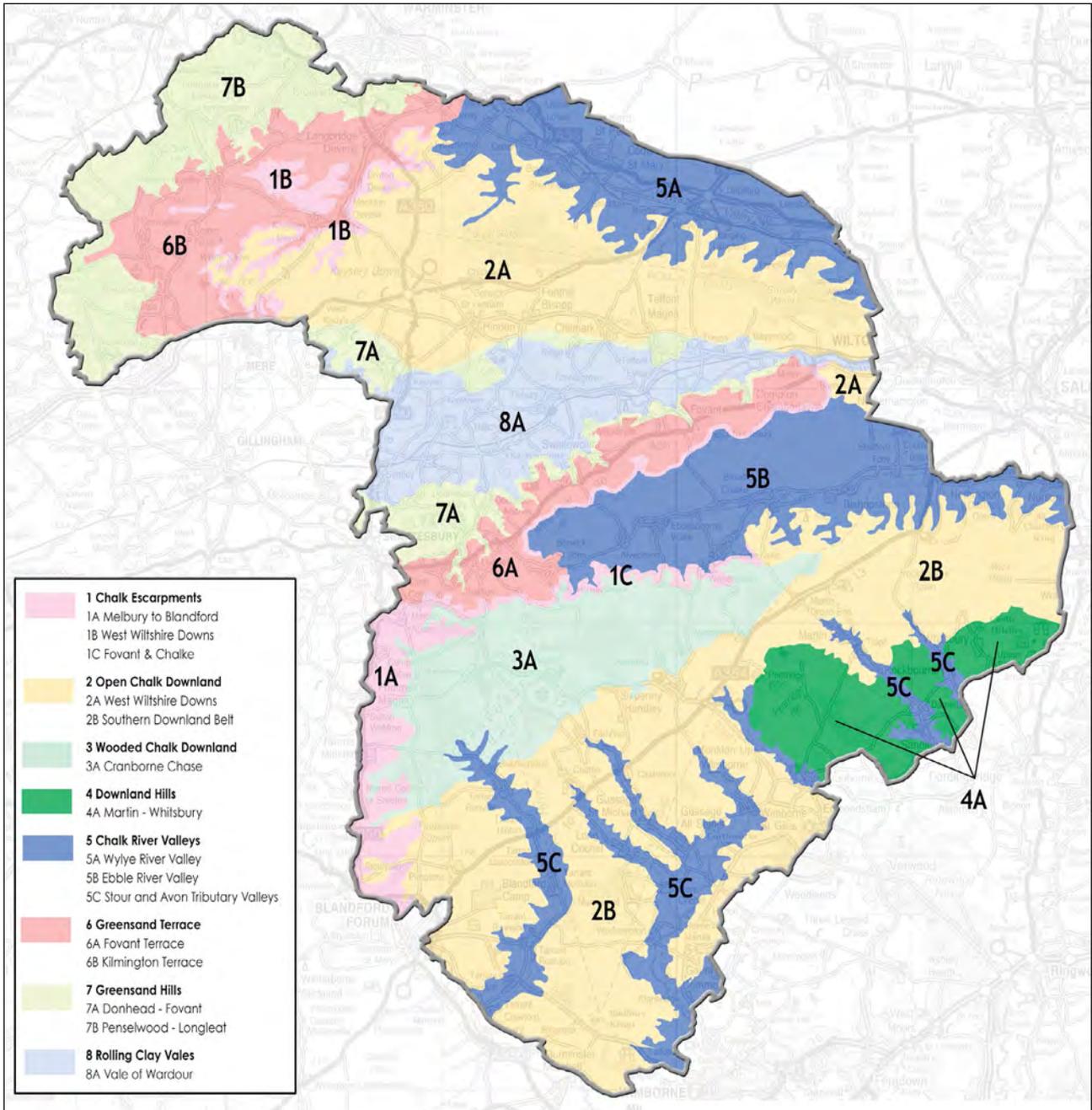
Map 4: Geology



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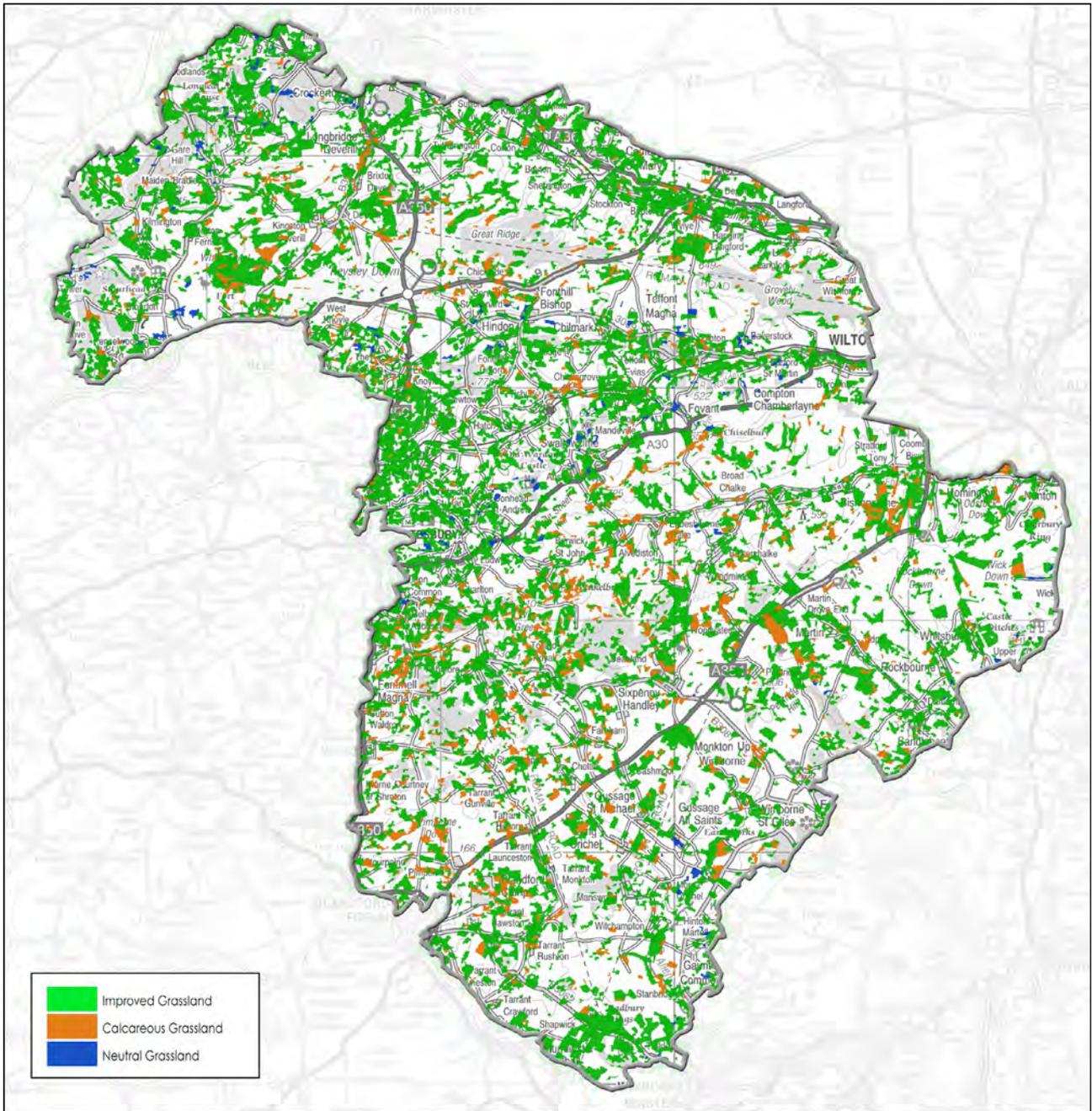
Map 5: Landscape Character Assessment



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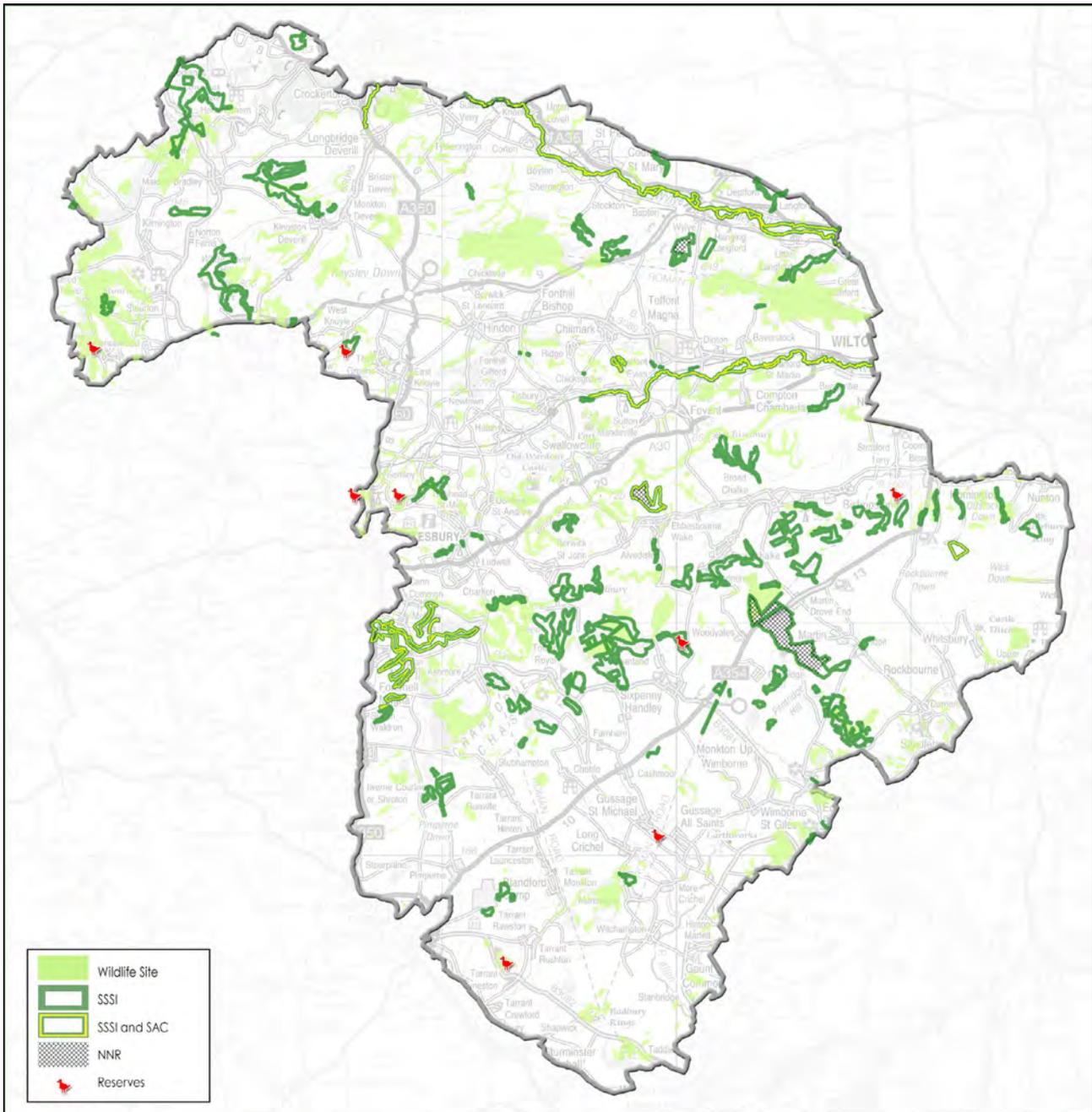
Map 6: Chalk Gassland



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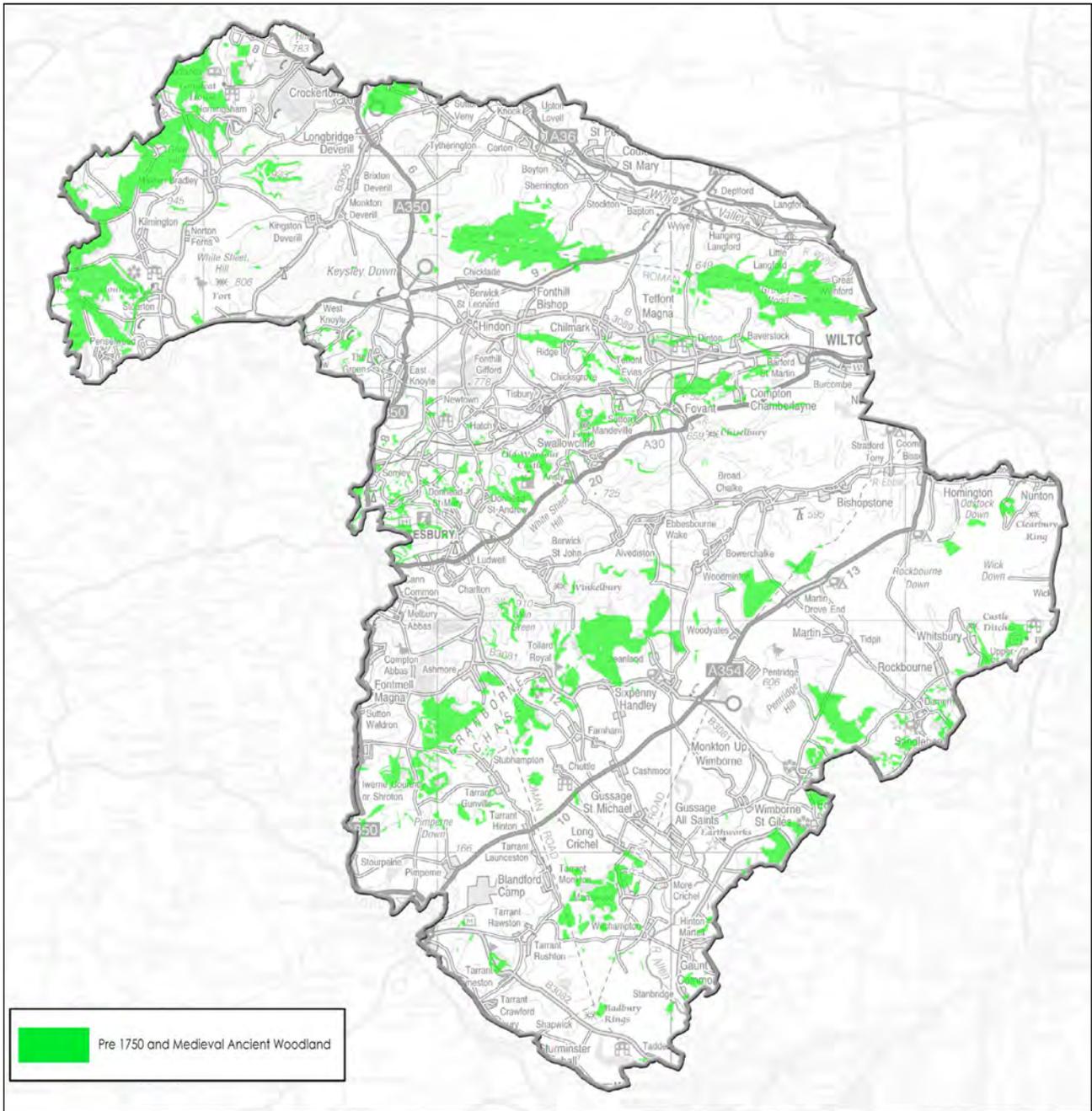
Map 7: Statutory Designations



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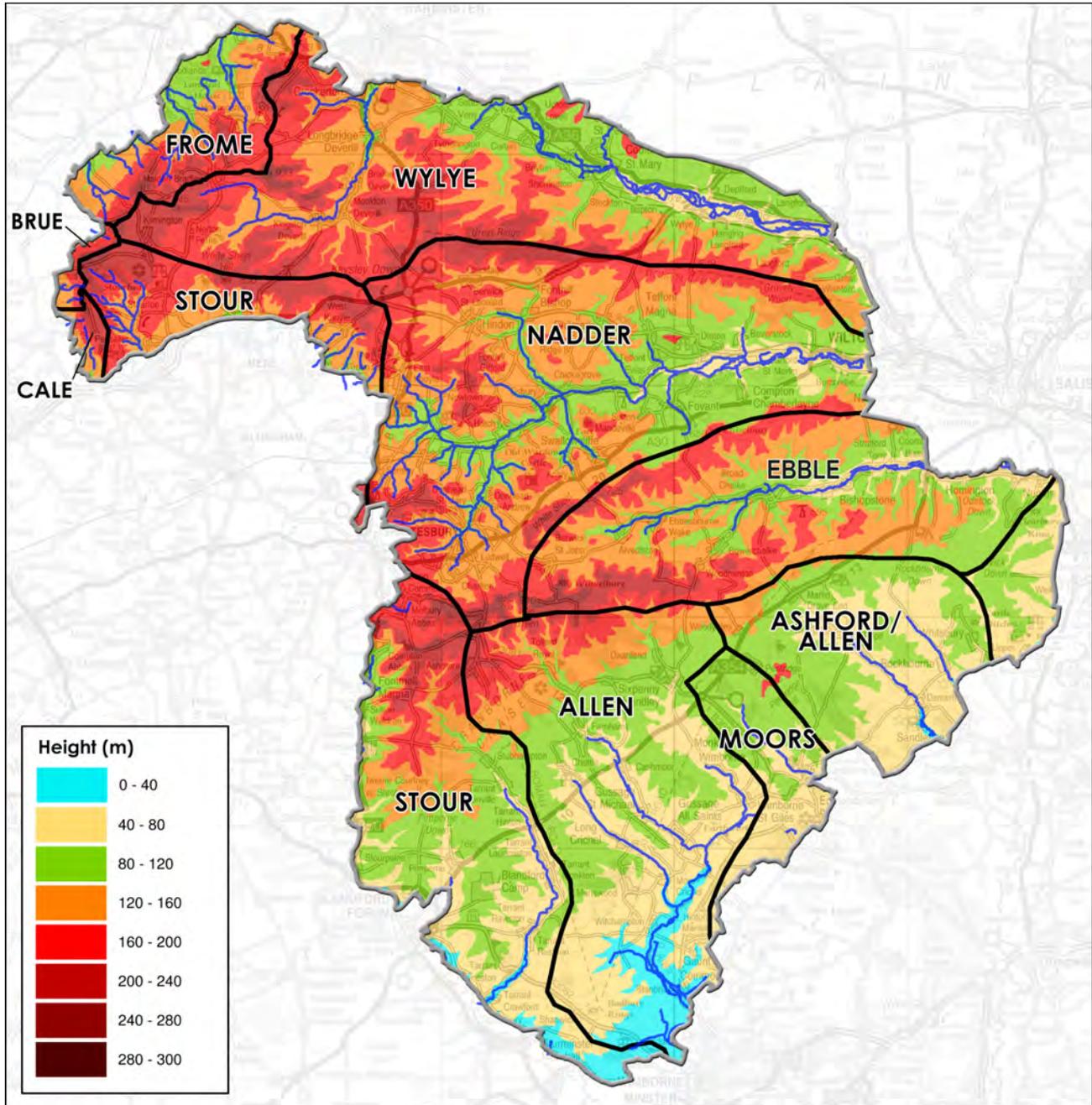
Map 8: Ancient Woodland



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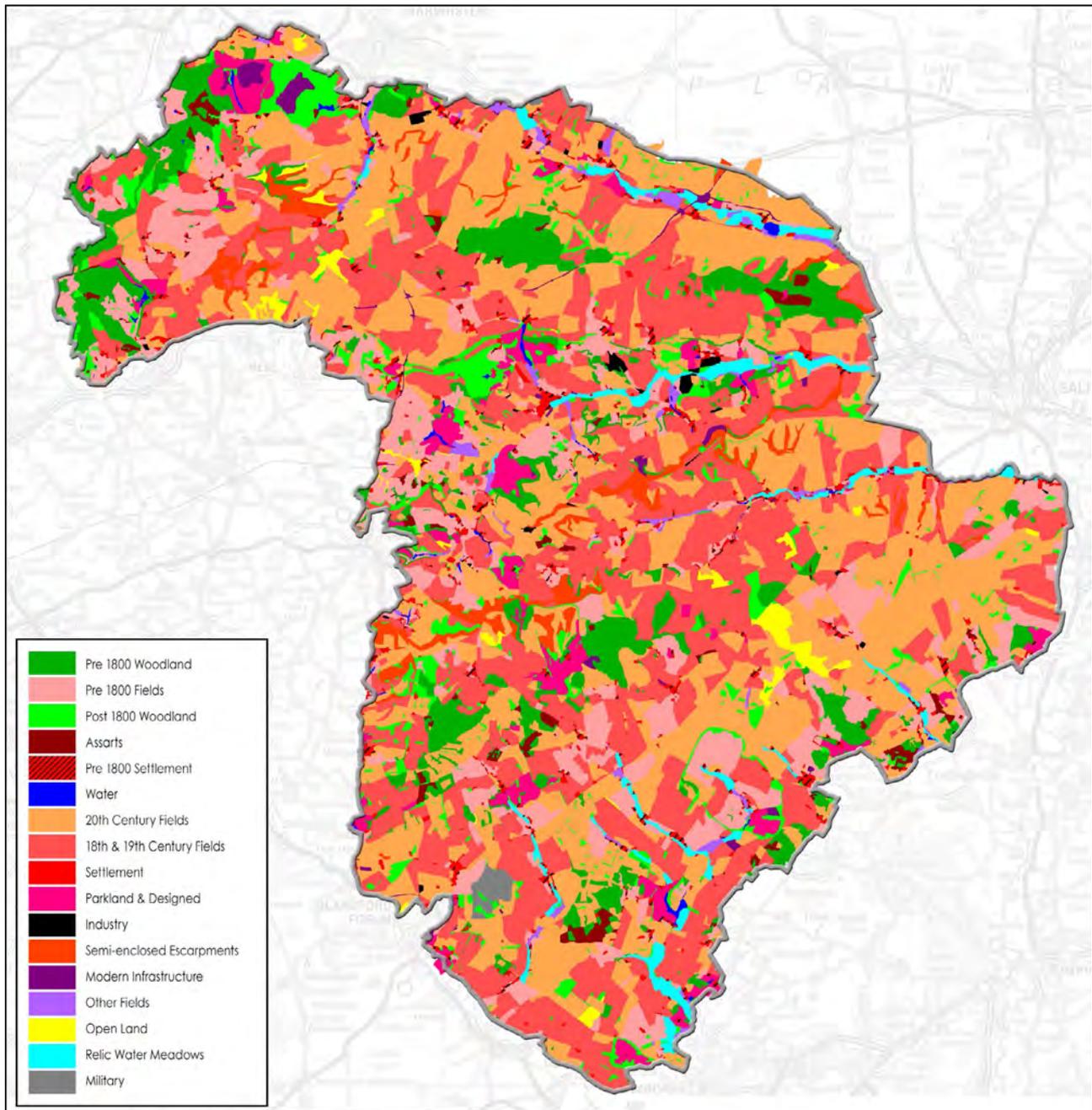
Map 9: River Catchments



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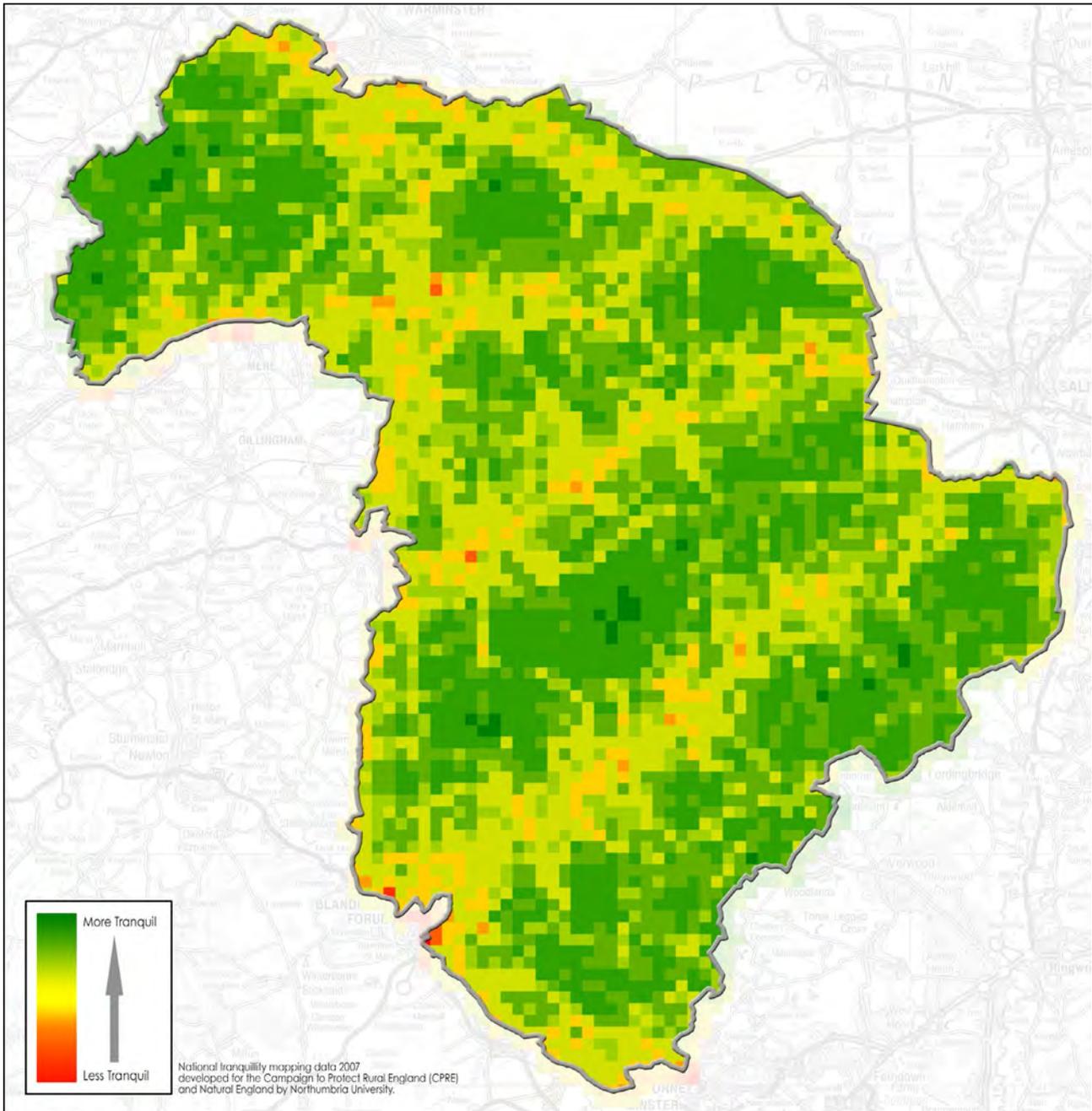
Map 10: Historic Landscape Characterisation



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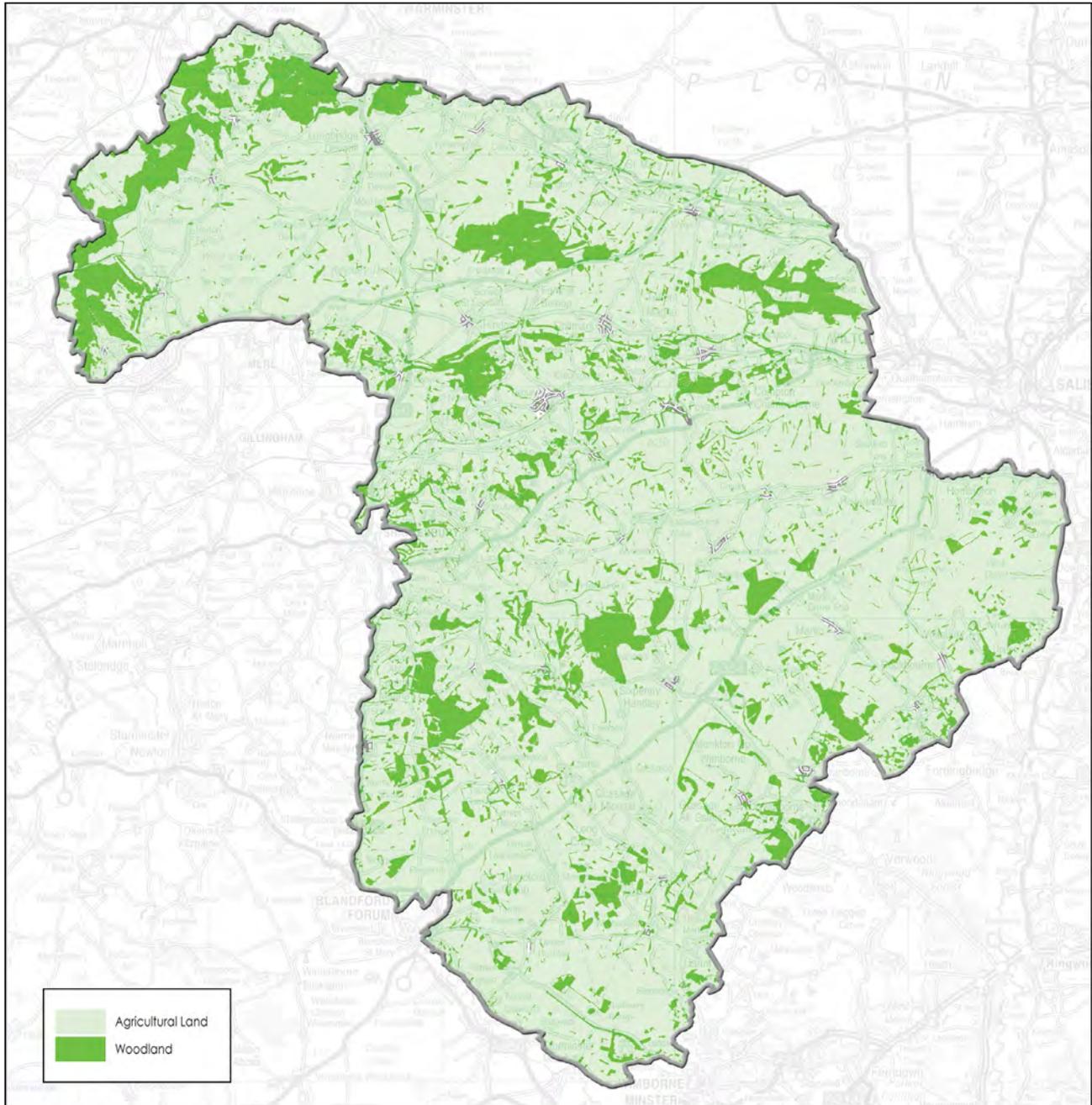
Map 11: Tranquillity in the AONB



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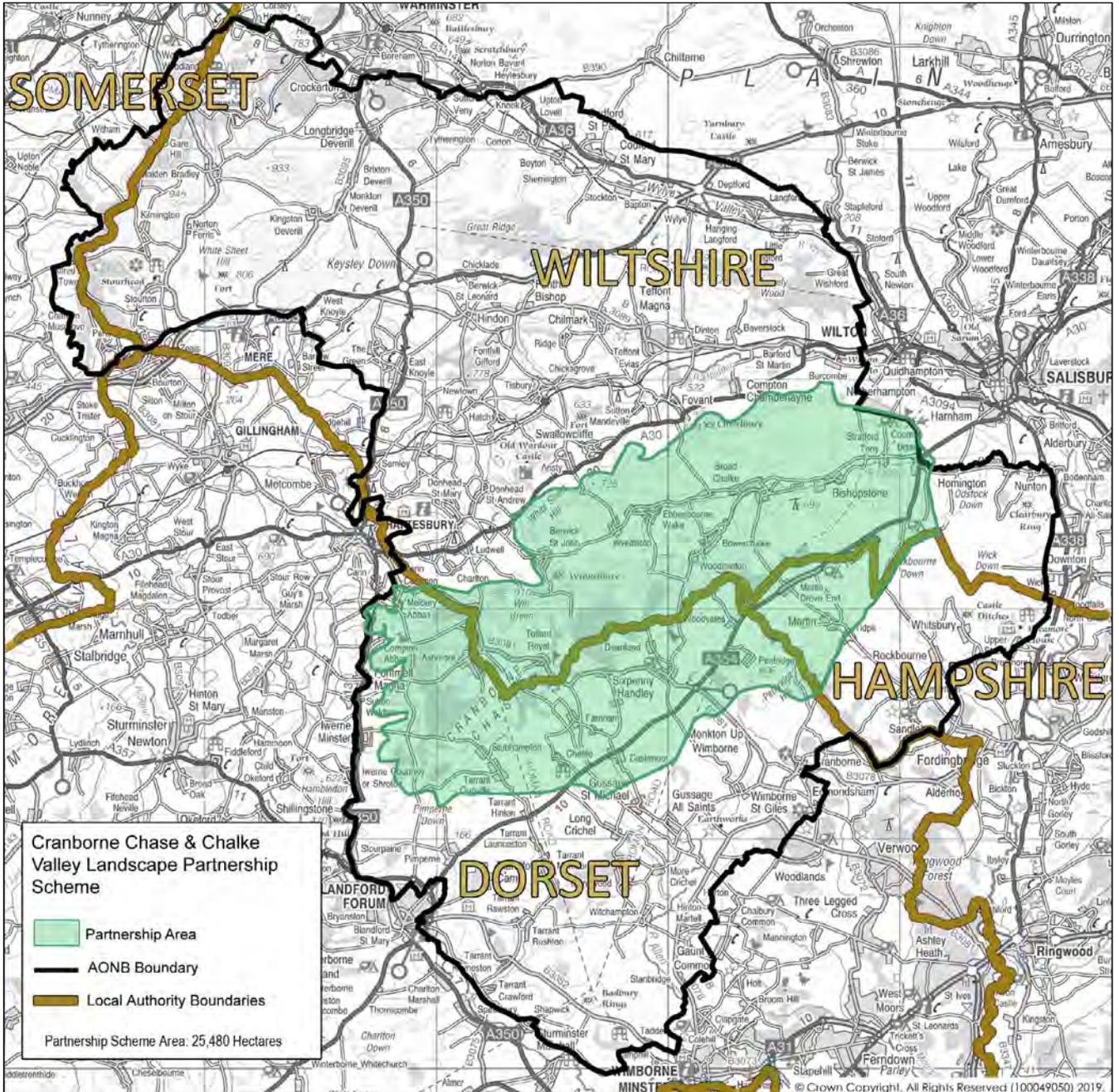
Map 12: Agriculture, Woodland and Forestry



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Map 13: Landscape Partnership Scheme Area



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Appendices

The image features a collection of natural specimens arranged on a map background. The items include several feathers of different colors and textures, a smooth, light-colored rock, a large, textured pinecone, a dark, elongated leaf, and a small, reddish flower. The entire scene is overlaid with a semi-transparent yellow filter. The map background shows a grid of streets and some geographical features, with a red line tracing a path across it.

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Appendix 1:

The International Union for Conservation of Nature

The International Union for Conservation of Nature is the world's oldest and largest global environmental organisations. It is a global organisation made up of many thousands of members. These members fall into three groups: State governments, non-governmental organisations, and individuals. It seeks to work with all of these constituents to promote conservation and sustainability in the world. It is influential on global and national policies in these areas through a partnership approach.

The IUCN National Committee for the United Kingdom (IUCN NCUK) works as a convening body, aiming to bring together members from across the IUCN spectrum and from outside in order to share information and to discuss approaches to influencing conservation policy and practice. IUCN NCUK also seeks to add value to UK conservation work by developing projects linked to IUCN activity.

IUCN Protected Areas Categories System

IUCN protected area management categories classify protected areas according to their management objectives. The categories are recognised by international bodies such as the United Nations and by many national governments as the global standard for defining and recording protected areas and as such are increasingly being incorporated into government legislation. AONBs come under Category V Protected Landscape/ Seascape.

A Category V Protected Landscape is defined as a protected area where the interaction of people and nature over time has produced an area of distinct character with significant, ecological, biological, cultural and scenic value: and where safeguarding the integrity of this interaction is vital to protecting and sustaining the area and its associated nature conservation and other values.

You can find out more about IUCN at <http://www.iucn.org/>

IUCN UK reconfirms the value of AONBs - 5th July 2013

The reconfirmation followed three years of work with the IUCN UK by the National Association of AONBs (NAAONB) consisting of input to developing IUCN's guidance on categorisation (The Putting Nature on the Map Project), open forum discussion and the drawing up of a Statement of Compliance, supported by evidence from across the AONB Family. This statement was accepted by the IUCN panel in June 2013.

Each individual AONB partnership provided further evidence to demonstrate that they meet the high standards demanded by the IUCN. The NAAONB compiled all evidence and presented this as an accompaniment to the Draft Statement of Compliance to the World Commission on Protected Areas UK Protected Areas Assessment Panel.

Chris Mahon, Chief Executive, IUCN National Committee UK informed the NAAONB today that,

"We considered that the evidence was persuasive and that each manager had demonstrated a full understanding of the IUCN definition of a protected area, fully supported the generic statement and had plans to strengthen the place of nature conservation in future. We were agreed that all the AONBs had demonstrated to our satisfaction that they should retain their status as IUCN Category V protected areas and will accordingly so recommend to UNEP/ WCMC".



Appendix 2:

European Landscape Convention

The European Landscape Convention is a Treaty of the Council of Europe - not the European Union - that is freely entered into by individual state governments.

This landscape convention builds upon earlier European Conventions, such as Berne (1997) aimed at conserving wildlife and Granada (1985) and Valletta (1992) protecting architectural and archaeological heritage, and the international Rio Convention on biological diversity (1992).

The European Landscape Convention was adopted on 20 October 2000 in Florence (Italy) and came into force on 1 March 2004 (Council of Europe Treaty Series no. 176). It was signed on behalf of the UK government in 2006, and came into force in the UK 1st March 2007.

It starts from the fundamental acknowledgement;

‘that the landscape is an important part of the quality of life for people everywhere: in urban areas and the countryside, in degraded areas as well as in areas of high quality, in areas recognised as being of outstanding beauty as well as everyday areas.’

Importantly, it defines landscape in relation to people;

‘an area, as perceived by people, whose character is the result of the action and interaction of natural and / or human factors.’

The aims of the convention are;

‘to promote landscape protection, management and planning, and to organise European co-operation on landscape issues.’

At a **national** level that means;

- Recognising landscapes in law as ‘essential components of people’s surroundings, an expression of the diversity of their shared cultural and natural heritage, and a foundation of their identity,’
- Establishing and implementing ‘landscape policies aimed at landscape protection, management and planning,’
- Establishing procedures for the participation of the public, and local and regional authorities, in defining and implementing landscape policies,
- Integrating landscape into ‘regional and town planning policies and in its environmental, agricultural, social and economic policies.’

Doing these things will require specific measures, set out in the Convention, covering;

- awareness raising,
- training and education,
- identification and assessment,
- landscape quality objectives, and
- implementation.



International co-operation should include;

- landscape dimensions within other programmes,
- mutual assistance and information exchange,
- cross-border landscape programmes, and
- a Landscape Award of the Council of Europe.

It is of particular significance that all landscapes are recognised in this Convention, and not just those that are already have some wildlife or natural beauty designation.

The Cranborne Chase & West Wiltshire Downs Area of Outstanding Natural Beauty derives much of its beauty from its qualities of tranquillity, remoteness, and cultural heritage. It is also a living and working countryside that is very rural with relatively few householders for such a large area, and with substantial and significant settlements just outside its boundary.

AONBs in general, and Cranborne Chase AONB in particular, are well placed to demonstrate the three pronged approach of protect, manage, and plan of the Convention in action:

- the Countryside and Rights of Way Act 2000 provides a legislative and funding framework for the nationally important AONB landscapes, with a requirement for each AONB to have a Management Plan with policies for conserving and enhancing natural beauty
- the emerging South West and the South East Regional Spatial Strategies both draw attention to the national status of AONBs and their Management Plans
- the composition of this AONB Partnership and its consultative working style enables wide participation of local people and organisations in defining and implementing landscape policies
- this AONB has established a Planning Protocol with its Planning Authorities to facilitate the incorporation of landscape matters into planning policies and practice
- CCWWD AONB is raising awareness that 'landscape matters' through our Landscape Character (2003) and Landscape Sensitivity (2007) assessments, our Management Plan covers policies for landscape protection, management, and planning, and our publicity and events
- the Historic Landscape Characterisation has been completed and steps are being taken to implement the Historic Environment Action Plans

There are, however, still more things to be done.

The full text of the Convention, and further information about European Conventions can be found on the web at: <https://www.coe.int/en/web/culture-and-heritage/home>

The rules for the European Landscape Award can be found at:
<https://www.coe.int/en/web/landscape/landscape-award-alliance>



Appendix 3:

AONB Partnership Structure and Representation

The AONB Partnership works for everyone who lives and works in the AONB. It also welcomes visitors to the area and other interested parties, be they individuals, government or non-governmental organisations or an interest group.

The Partnership Board is an alliance of 15 local, regional and national organisations which steers the implementation of the AONB Management Plan. The Partnership Board aims to review the AONB governance structure during 2019-20.

The Partnership Board has an independent Chairman, acts as the governing body for the AONB Team, and meets two to three times a year. As well as guiding the implementation of the Management Plan, it oversees the specialist **Topic Groups** and helps steer work in the annual Delivery Plan. A Steering Group provides advice and support to the AONB Team and meets two to three times a year. Its task is to ensure targets in the Management Plan are met.

A biennial AONB Partnership Forum is held that brings together the widest range of interested people to discuss and debate topical issues.

Representatives:

As of 1st April 2019, the Partnership includes the Chairman, Nicholas Gosse and one Member and/or one Officer from the seven Local Authorities:

- Wiltshire Council
- Dorset Council
- Hampshire County Council
- Somerset County Council
- New Forest District Council
- Mendip District Council
- South Somerset District Council

One representative from those organisations with a specialist, regional or national interest in the AONB:

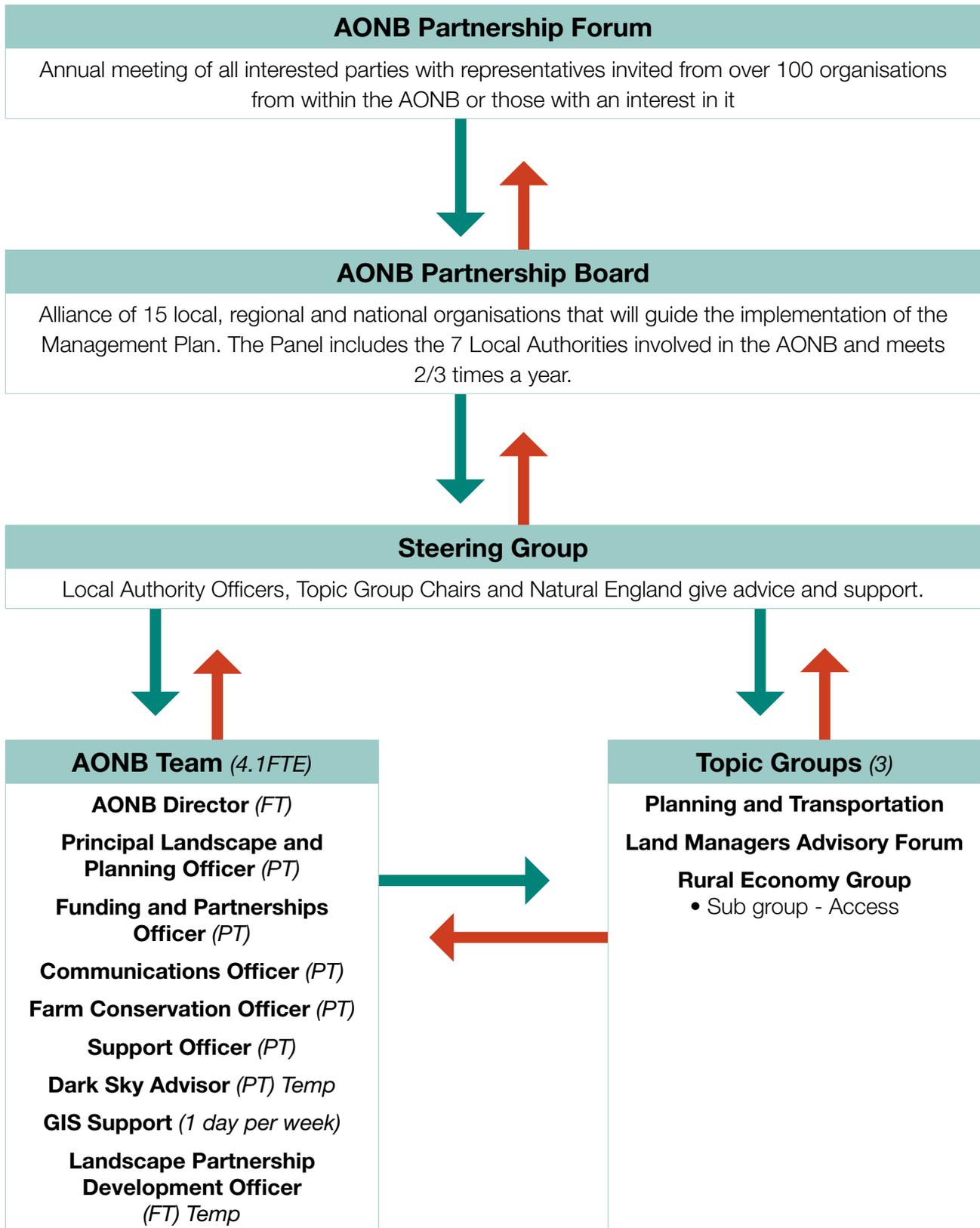
- Natural England
- Forestry Commission
- Campaign to Protect Rural England

Those organisations with a local or community interest in the AONB:

- Country Land and Business Association
- National Farmers' Union
- Wiltshire Association of Town and Parish Councils
- Dorset Association of Town and Parish Councils
- Cranborne Chase Landscape Trust



Partnership Structure



Appendix 4:

Section 85 Duty - Countryside and Rights of Way Act 2000

Duty to have regard to AONBs

There is a general statutory duty on all relevant authorities to have regard to the purposes of AONBs when making decisions affecting these areas.

A guidance note (Defra 2005) explaining these duties can be found here:

<http://webarchive.nationalarchives.gov.uk/20130402204840/http://archive.defra.gov.uk/rural/documents/protected/npaonb-duties-guide.pdf>

The purpose of an Area of Outstanding Natural Beauty (AONB) is to:

'Conserve and enhance the natural beauty of the Area of Outstanding Natural Beauty'

Section 85

Duty on Relevant Authorities and those in public office:

Section 85 of the Countryside and Rights of Way Act 2000 places a statutory duty on all relevant authorities to have regard to this purpose. It states that,

1. *'in exercising or performing any functions in relation to, or so as to affect, land in an AONB, a relevant authority shall have regard to the purpose of conserving and enhancing the natural beauty of the Area of Outstanding Natural Beauty'.*
2. The following are relevant authorities for the purposes of this section:
 - a. any Minister of the Crown,
 - b. any public body,
 - c. any statutory undertaker,
 - d. any person holding public office.
3. In subsection (2) **'public body'** includes;
 - a. a county council, county borough council, district council, parish council or community council;
 - b. a joint planning board within the meaning of section 2 of the Town and Country Planning Act 1990;
 - c. a joint committee appointed under section 102(1)(b) of the Local Government Act 1972;

'public office' means -

 - a. an office under Her Majesty;
 - b. an office created or continued in existence by a public general Act; or
 - c. an office the remuneration in respect of which is paid out of money provided by Parliament.

<http://www.legislation.gov.uk/ukpga/2000/37/section/85>



Expectations of Relevant Authorities and those in public office:

Relevant authorities must be able to demonstrate that they have fulfilled these duties. They must be able to show clearly how they have considered AONB purposes in their decision making and should consider whether they could usefully make reference to the duties in their annual reports. Relevant authorities will also wish to consider issuing their own statement of how they will take account of the purposes of the designated area.

Demonstration of compliance with the duties are monitored by the AONB Team on behalf of the AONB Partnership. The Partnership Panel will bring any significant contraventions to the attention of the Department for Environment, Food and Rural Affairs (Defra).

The duties do not override particular considerations which have to be taken into account by relevant authorities in carrying out any function, but they are intended to ensure that the purposes for which these areas have been designated are recognised as an essential consideration in reaching decisions or undertaking activities that impact on them.

The following organisations are examples of some of the Public Bodies / Statutory Undertakers operating within the AONB:

- Historic England
- Department for Environment, Food and Rural Affairs (DEFRA)
- Drinking Water Inspectorate
- Natural England
- Environment Agency
- Defence Estates
- Health and Primary Care Trusts
- The Police and Emergency Services
- Highways Agency
- Forestry Commission
- Health and Safety Executive
- Highway Authorities
- Wessex Water
- Southern Water
- Bournemouth & West Hampshire Water
- The Civil Aviation Authority
- Compton Abbas Airfield
- Bath Wilts & North Dorset Gliding Club
- National Grid
- Scottish and Southern Electric
- Powergen
- British Gas
- British Telecommunications
- Unitary, County, District, Parish Councils and all councillors



- The Crown Estate
- Network Rail
- Passenger Transport Authority
- EE
- O2
- Vodafone
- All Government Departments, Members of Parliament and
- Ministers of the Crown.

This list is not intended to be exhaustive.

All public and statutory bodies are covered by CRoW 2000, Section 85.

Further details can be found at:

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>
or <https://www.gov.uk/government/organisations/natural-england>



Appendix 5:

Management Plan Review Process

The AONB team were present at the Chalke Valley History Festival during this seven day event. The AONB marquee was a significant draw attracting over 800 festival visitors.

Statutory Consultation

The draft Cranborne Chase AONB Management Plan 2019-2024 went out for the statutory three month formal consultation between 30th August and 30th November 2018. As well as all the statutory bodies and organisations that receive the draft Management Plan, it was also sent to over 2,000 on the AONB mailing list.

Responses were collated and all comments and suggestions added to a database of formal responses. These have all been considered with many being incorporated into the final draft. The database of formal responses can be viewed via the AONB office which also records whether those comments were taken on board or not, together with the reasons for the decision.

Illustration of this Management Plan

Process: The artwork and informal text for this publication was created by Ali Pretty and Richard White following intensive participatory activity in the Cranborne Chase AONB. Over 4 days Ali and Richard led a series of themed walks bringing together experts, practitioners, community shopkeepers, young people, brewers, visitors, farmers, publicans, retired people and artists. Each walk began with a briefing and concluded with a workshop creating and discussing posters and designs, photographs, sketches and statements. The images, informal text and statement of significance seek to represent this process, informed and inspired by talk from the walks and the thoughts and images shared by social media.

Ali Pretty is a leading specialist in visual arts and design for carnival arts and site specific participatory performances. She has had a massive impact within the world of carnival, with work presented at the London 2012 Paralympics as well as famous carnivals and outdoor events worldwide. Ali is developing her practice as a walking artist and came to this project following the acclaimed Walking Wiltshire's White Horses project.

Richard White is a participatory media producer and digital artist, he is currently developing work around the physicality of walking and remote participation. He has a background in media training and production for the heritage industry and leads the Wiltshire College education/enterprise unit, Creative Wiltshire. Richard worked with Ali on Walking Wiltshire's White Horses, bringing social media and digital arts to the walking and carnival arts.



Appendix 6:

Policy Context

This Management Plan has been prepared within an international, national, regional and local framework of other strategies and plans. How does it ‘fit’ within the array of current and emerging plans?

Integration

This Plan seeks to integrate with other statutory plans and strategies that have influence over the area. It can highlight those policies that have direct bearing on the primary purpose of AONB designation, emphasising their importance and relevance to the area. It is a two-way process, through which the AONB Management Plan and other strategies can reflect, inform and support each other. All plans and policies that relate to the AONB and surrounding areas have been consulted in the preparation of this Plan that seeks, in turn, to influence other plans and policies where appropriate.

Shared aspirations

The Plan does not seek to over-ride other strategies and plans, but to build on them, presenting the highest shared aspirations for the AONB. Whilst incorporating and supporting best practice from other plans, the AONB Plan endeavours to go beyond other plan objectives and policies in the best interests of the AONB.

Sustainability

The primary purpose of conserving and enhancing natural beauty, whilst accommodating the social and economic needs of local communities, is very close to the concept of sustainability. Sustainability can be defined as the management of change to meet equitably the needs of present generations without compromising the ability of future generations to do the same.

In the context of this Plan, sustainability means ensuring that environmental, economic and social needs can be met whilst conserving and enhancing the natural beauty of the AONB.



Directives, Plans, Strategies

INTERNATIONAL

Ramsar Convention on Wetlands of International importance, especially waterfowl habitat (1971)
www.ramsar.org

Bern Convention on the Conservation of European Wildlife and Natural Habitats (1979) (came into force on 1 June 1982)
www.coe.int/t/dg4/cultureheritage/nature/bern/default_en.asp

Bonn Convention on Conservation of Migratory Species (1979)
www.cms.int/

Rio Declaration of Environment and Development 1992
www.unep.org/Documents.Multilingual/Default.asp?documentid=78&articleid=1163

The Convention on Biological Diversity (The Rio Convention) (Adopted June 1992, entered into force December 1993)
www.cbd.int/

The World Summit on Sustainable Development, Johannesburg (2002), Commitments arising from the Johannesburg Summit
www.johannesburgsummit.org/html/basic_info/basicinfo.html

Paris Agreement United Nations Framework Convention on Climate Change (2015)
http://unfccc.int/paris_agreement/items/9485.php

EUROPEAN

The Birds Directive (Directive on Conservation of Wild Birds) (79/409/EEC) (Adopted 1979)
http://ec.europa.eu/environment/nature/legislation/birdsdirective/index_en.htm

The Convention for the Protection of the Architectural Heritage of Europe (Granada Convention) Council of Europe (121) 1985
<http://conventions.coe.int/Treaty/Commun/QueVoulezVous.asp?NT=121&CM=1&CL=ENG>

European Convention on the Protection of the Archaeological Heritage (revised 1985)
<http://conventions.coe.int/Treaty/en/Treaties/Html/143.htm>

Nitrates Directive (91/676/EEC) (1991)
<http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:1991:375:0001:0008:EN:PDF>

The Habitats Directive (Directive on the Conservation of Natural Habitats and Wild Fauna and Flora) (Directive 92/43/EC) (1992)
http://ec.europa.eu/environment/nature/legislation/habitatsdirective/index_en.htm

The Landfill Directive (99/31/EC) (1999)
http://ec.europa.eu/environment/waste/landfill_index.htm

The Water Framework Directive (2000/60/EC) (2000)
http://ec.europa.eu/environment/water/water-framework/index_en.html

The Strategic Environmental Assessment (SEA) Directive (2001/42/EC) (2001)
<http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2001:197:0030:0037:EN:PDF>



The Environmental Noise Directive (2002/49/EC) (2002)

<http://ec.europa.eu/environment/noise/directive.htm>

The Public Access to Environmental Information Directive (2003/4/EC) (2003)

http://ec.europa.eu/legislation_summaries/environment/general_provisions/l28091_en.htm

Aarhus Convention (1998, ratified February 2005)

<http://ec.europa.eu/environment/aarhus/>

The Landscape Convention 20 October 2000 (ratified by UK in November 2006)

www.coe.int/t/dg4/cultureheritage/heritage/landscape/default_en.asp

Renewed EU Sustainable Development Strategy (June 2006)

<http://register.consilium.europa.eu/pdf/en/06/st10/st10917.en06.pdf>

The Waste Framework Directive (2008/98/EEC) (2008)

<http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2008:312:0003:0030:EN:PDF>

Our life insurance, our natural capital: an EU biodiversity strategy to 2020, European Commission (2011)

http://ec.europa.eu/environment/nature/biodiversity/comm2006/pdf/2020/1_EN_ACT_part1_v7%5B1%5D.pdf

NATIONAL

Legislation

Ancient Monuments and Archaeological Areas Act 1979

www.legislation.gov.uk/ukpga/1979/46/pdfs/ukpga_19790046_en.pdf

The Wildlife and Countryside Act 1981 (as amended)

www.legislation.gov.uk/ukpga/1981/69

Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended)

www.legislation.gov.uk/ukpga/1990/9/pdfs/ukpga_19900009_en.pdf

The Ancient Monuments (Class Consents) Order 1994 SI 1381

<http://www.legislation.gov.uk/uksi/1994/1381/contents/made>

Countryside and Rights of Way (CRoW) Act 2000

www.legislation.gov.uk/ukpga/2000/37/contents

Sustainable Energy Act 2003

www.legislation.gov.uk/ukpga/2003/30/contents

Secure and Sustainable Buildings Act 2004

www.legislation.gov.uk/ukpga/2004/22/contents

Traffic Management Act 2004

www.legislation.gov.uk/ukpga/2004/18/contents

Natural Environment & Rural Communities Act 2006

www.legislation.gov.uk/ukpga/2006/16/contents

Climate Change Act 2008

www.legislation.gov.uk/ukpga/2008/27/contents



Localism Act 2011

www.legislation.gov.uk/ukpga/2011/20/contents

The Conservation (Natural Habitats) Regulations 1994 (Habitats Regulation) as amended in 1997, 2000 (in England only) and 2017

[The Conservation of Habitats and Species Regulations 2017 \(S.I. 2017/1012\)](http://www.legislation.gov.uk/uksi/2017/1012)

Rights of Way Circular (1/09) Guidance for Local Authorities (Defra 2009)

www.defra.gov.uk/publications/2011/06/15/pb13553-row-circular-109/

Agricultural Waste Regulations Defra (2006)

www.legislation.gov.uk/uksi/2006/937/contents/made

National Policy Statements for Energy Infrastructure (DECC 2011)

http://webarchive.nationalarchives.gov.uk/+http://www.decc.gov.uk/en/content/cms/meeting_energy/consents_planning/nps_en_infra/nps_en_infra.aspx

European Union (Notification of Withdrawal) Act 2017

www.legislation.gov.uk/ukpga/2017/9/pdfs/ukpga_20170009_en.pdf

National Planning Policy Framework (CLG 2018)

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/733637/National_Planning_Policy_Framework_web_accessible_version.pdf

Policies, Strategies and Plans

Securing the Future - UK Government Sustainable Development Strategy (Defra 2005)

www.defra.gov.uk/publications/2011/03/25/securing-the-future-pb10589/

The Air Quality Strategy for England, Scotland, Wales and Northern Ireland Defra (2007)

<http://archive.defra.gov.uk/environment/quality/air/airquality/strategy/documents/air-qualitystrategy-vol2.pdf>

Conservation Principles, Policies and Guidance for the Sustainable Management of the Historic Environment (English Heritage 2008)

www.englishheritage.org.uk/content/publications/publicationsNew/guidelines-standards/conservation-principles-sustainable-management-historic-environment/conservationprinciplespoliciesandguidanceapril08web.pdf

Water for people and the environment - Water Resources Strategy for England and Wales, Environment Agency 2009

<http://a0768b4a8a31e106d8b050dc802554eb38a24458b98ff72d550b.r19.cf3.rackcdn.com/geho0309bpx-e-e.pdf>

The Rural Development Programme 2015-2020 (Defra amended 2017)

<https://www.gov.uk/topic/farming-food-grants-payments/rural-grants-payments>

Safeguarding our Soils - A Strategy for England (Defra 2009)

<http://www.defra.gov.uk/publications/files/pb13297-soil-strategy-090910.pdf>

Green Infrastructure Guidance (Natural England 2009)

<http://publications.naturalengland.org.uk/publication/35033>



Making Space for Nature: A review of England's Wildlife Sites and Ecological Network, (Chaired by Professor Sir John Lawton CBE FRS) Defra 2010

<http://webarchive.nationalarchives.gov.uk/20130402170324/http://archive.defra.gov.uk/environment/biodiversity/documents/201009space-for-nature.pdf>

Mainstreaming sustainable development - The Government's vision and what this means in practice (Defra 2011)

<http://sd.defra.gov.uk/documents/mainstreaming-sustainable-development.pdf>

Biodiversity 2020: A strategy for England's wildlife and ecosystem services (Defra 2011)

www.defra.gov.uk/publications/2011/08/19/pb13583-biodiversity-strategy-2020/

Government Review of Waste Policy in England 2011 (Defra 2011)

www.defra.gov.uk/publications/2011/06/14/pb13540-waste-review/

Water for Life, the Water White Paper (Defra 2011)

www.defra.gov.uk/environment/quality/water/legislation/whitepaper/

Creating Growth, Cutting Carbon - Making Sustainable Local Transport Happen (DfT 2011)

www.official-documents.gov.uk/document/cm79/7996/7996.pdf

The Carbon Plan (DECC 2011)

www.decc.gov.uk/en/content/cms/tackling/carbon_plan/carbon_plan.aspx

Strategic Framework for Tourism in England 2010 - 2020 (Visit England 2011)

www.visitengland.org/strategicframework/

Enabling Development and the Conservation of Significant Places English Heritage (2008 – revised 2012)

<http://www.english-heritage.org.uk/publications/enabling-development-and-the-conservation-of-significant-places/enablingwebv220080915124334.pdf>

The National Heritage Protection Plan (2011 - 2015) (English Heritage 2012)

www.english-heritage.org.uk/content/publications/publicationsNew/nhpp-plan-framework/nhpp-plan-framework.pdf

Local Authority Heritage Assets: Current Issues And Opportunities - Report to English Heritage and the Heritage Lottery Fund - by Green Balance with Grover Lewis Associates Ltd 2012

http://www.helm.org.uk/content/docs/Green_Balance_Final_Report_2012_1_.pdf

Local Authority Heritage Assets: Current Issues And Opportunities - Report to English Heritage and the Heritage Lottery Fund - by Green Balance with Grover Lewis Associates Ltd 2012

http://www.helm.org.uk/content/docs/Green_Balance_Final_Report_2012_1_.pdf

UK Forestry Standard (Forestry Commission 2011)

<http://www.forestry.gov.uk/theukforestrystandard>

UK Bioenergy Strategy (DECC 2012)

www.decc.gov.uk/en/content/cms/meeting_energy/bioenergy/strategy/strategy.aspx

Annual Energy Statement (DECC 2012)

www.decc.gov.uk/en/content/cms/meeting_energy/aes/aes.aspx

Creating a sporting habit for life, A new youth sport strategy (DCMS 2012)

www.culture.gov.uk/publications/8761.aspx



'The Natural Choice', the Natural Environment White Paper (Defra 2012)

www.defra.gov.uk/environment/natural/whitepaper/

Healthy lives, healthy people: Improving outcomes and supporting transparency (DH 2012)

www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_132358

Independent Panel on Forestry Final report, Defra (2012)

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/183095/Independent-Panel-on-Forestry-Final-Report1.pdf

Natural Capital Committee How to do it: a natural capital workbook NCC 2012

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/608852/ncc-natural-capital-workbook.pdf

Realising nature's value: The Final Report of the Ecosystem Markets Task Force Defra (March 2013)

<http://www.defra.gov.uk/ecosystem-markets/files/Ecosystem-Markets-Task-Force-Final-Report-.pdf>

Government Forestry and Woodlands Policy Statement - Forestry Commission (Defra 2013)

www.defra.gov.uk/rural/forestry/panel-response/

National Character Area Profile: 132 Salisbury Plain and West Wiltshire Downs (Natural England 2013)

<http://publications.naturalengland.org.uk/publication/5001829523914752?category=587130>

National Character Area Profile: 133 Blackmoor Vale and Vale of Wardour (not yet published)

National Character Area Profile: 134 Dorset Downs & Cranborne Chase (Natural England 2013)

<http://publications.naturalengland.org.uk/publication/5846213517639680?category=587130>

Heritage 2020: strategic priorities for England's historic environment 2015-2020 Historic Environment Forum, March 2015

http://www.heritage2020.net/wp/wp-content/uploads/2016/10/Heritage2020-framework-text-2016-06-20_final.pdf

Tourism Action Plan, DCMS (August 2016)

<https://www.gov.uk/government/publications/tourism-action-plan>

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Appendix 7:

National Planning Policy Framework (NPPF)

Department for Communities and Local Government March 2012, revised July 2018.

It is noticeable that the 2018 revision retained the instruction to give ‘great weight to landscape and scenic beauty’ and confirmed AONBs and National Parks have the highest level of protection. It also strengthened the protection of these designated landscapes by adding in ‘and enhancing’ in relation to landscape and scenic beauty and ‘enhancement’ in relation to wildlife and cultural heritage.

The following are the sections of the NPPF and the paragraphs likely to be of most relevance to the AONB and/or its Management Plan.

Introduction

Para 2: Planning permission must be determined in accordance with development plans unless there are material considerations etc [i.e. this would include the AONB Management Plan]

Planning law requires that applications for planning permission must be determined in accordance with the development plan, unless material considerations indicate otherwise. The National Planning Policy Framework must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions. Planning policies and decisions must reflect and, where appropriate, promote national planning policy and statutory requirements.

Achieving sustainable development

There are three interdependent and overarching objectives that need to be pursued in mutually supportive ways:

- a) Economic objective
- b) Social objective
- c) Environmental objective

Para 11: Presumption in favour of sustainable development applies to both plan making and decision-taking. However, **footnote 6** provides exceptions for, inter alia, Areas of Outstanding Natural Beauty and National Parks. That means for plan making being in an AONB provides a strong reason for restricting the overall scale, type or distribution of development. For decision making, being in an AONB the application of NPPF policies that protect such areas and their assets provides a clear reasons for refusing the development proposed.

Neighbourhood Plans should support the delivery of strategic policies and can be a reason, subject to four criteria, for outweighing the benefits of housing proposals.

Plan-making

Plans should be positive, deliverable, and unambiguous. **Chapter 3** sets out the processes and distinguishes between strategic and non-strategic policies. The scope of neighbourhood plans, their status, and how they come into force are outlined in **paras 28 to 30 and 37**.



Decision-making

Chapter 4 focuses on ‘pre-application engagement and front-loading’ to seek to improve the efficiency of the process. It provides guidance on the weight to be given to emerging plans, tailoring planning conditions and obligations, and enforcement.

Delivering a sufficient supply of homes

This is an issue of wide spread concern and chapter 5 provides detailed guidance. **Para 62** gives attention to affordable housing and **para 63** indicates that within AONBs and certain other rural areas the threshold for the provision of affordable dwellings is 5 units. **Para 77** relates to rural exception sites for affordable housing, and **paras 78 and 79** address the tricky questions of village extensions and isolated homes in the countryside.

Building a strong, competitive economy

Supporting businesses in rural areas is tempered by respect for the countryside and enabling the retention of local services and community facilities.

Ensuring the vitality of town centres

This is particularly relevant to the towns that are on the edge of this AONB, and the focus is on retaining the vitality of the centres of towns in the face of competition from retail and leisure developments outside those centre.

Promoting healthy and safe communities

In addition to encouraging healthy lifestyles, the retention of valued services and facilities, **chapter 8** provides guidance on open space and recreation. The provision of Local Green Spaces is retained.

Promoting sustainable transport

Transport issues should be considered from the earliest stages of plan-making, including the impacts of development on transport networks, opportunities to promote walking, cycling, and public transport, and the environmental impacts of transport. Railways are not mentioned!

Supporting high quality communications

Use of existing structures and capabilities should be encouraged, and ‘equipment should be sympathetically designed and camouflaged where appropriate.’ Applications from communications development should be supported by the necessary evidence to justify the proposals.

Making effective use of land

Chapter 11 tackles the issues of promoting the effective use of land whilst safeguarding and improving the environment and the provision of safe and healthy living conditions. Planning policies and decisions should encourage multiple benefits and take opportunities to achieve net environmental gains [**para 118**]. That includes using suitable brownfield land and the ‘airspace’ above existing premises for new homes. Different types of housing should be considered, along with the capacity of local infrastructure and an area’s prevailing character and setting in securing well-designed, attractive and healthy places. Planning authorities are encouraged to refuse applications which they consider fail to make efficient use of land.



Achieving well-designed places

Chapter 12 considers layout, landscape, and architecture in supporting and creating local character and a strong sense of place. Support is given to design review panels, and great weight should be given to outstanding or innovative designs which promote high levels of sustainability.

Protecting Green Belt land

Government attaches great importance to this designation which aims to prevent urban sprawl by keeping land permanently open. Part of the South East Dorset Green Belt overlaps the Cranborne Chase AONB designation. Generally speaking, the construction of new buildings is inappropriate in a Green Belt.

Meeting the challenge of climate change, flooding and coastal change

Plans should support the transition to a low carbon future, taking account of flood risk, coastal change, water supply, biodiversity, landscapes and rising temperatures. With these criteria in mind, new development should take account of landform, layout, building orientation, massing and landscaping to minimise energy consumption, and avoid areas of flood risk. Integrated Coastal Zone Management should be pursued across boundaries.

Conserving and enhancing the natural environment

Para 170 is clear that planning policies and decisions should contribute to and enhance the natural and local environment. This can be by protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils in a manner commensurate with their statutory status. The intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services, should be recognised. Providing net gains for biodiversity, preventing all types of pollution, and remediating all kinds of degraded land are all encouraged.

Plans should distinguish between the hierarchy of international, national, and locally designated sites whilst taking a strategic approach to maintaining and enhancing networks of habitat and green infrastructure at a catchment or landscape scale across local authority boundaries [**para 171**].

Para 172 is particularly relevant to AONBs and National Parks where great weight should be given to conserving and enhancing landscape and scenic beauty. The conservation and enhancement of wildlife and cultural heritage are also important considerations.

This paragraph is clear that the scale and extent of development within these designated areas should be limited, and that planning permission should be refused for major development other than in exceptional circumstances.

Protecting and enhancing biodiversity and geodiversity in plans and decision-making are guided by **paras 174 to 177**.

Reducing and mitigating impacts of noise, protecting tranquillity, and limiting light pollution on intrinsically dark landscapes is covered in **para 180**. Air quality guidance is in **para 181**. New development should integrate with existing businesses and community facilities, not the other way round, **para 182**.



Conserving and enhancing the historic environment

Chapter 16 sets out in considerable detail the desirability of sustaining and enhancing the significance of heritage assets, whether designated or not. Significance and harm are considered at length in **paras 193 to 202**, including the great weight to be given to the conservation of a designated heritage asset, and the situations when a development permission may be granted.

Facilitating the sustainable use of minerals

Chapter 17 sets out criteria for ensuring a sufficient supply of minerals is available to meet the country's needs. Mineral working in the Cranborne Chase AONB is mainly small scale and for traditional building stone to maintain historic buildings and to construct a few infill developments.

Annex 1 sets out the time frame for full implementation of the revised NPPF following its publication in July 2018.

Annex 2 is a useful Glossary of planning terms ranging from affordable housing and ancient of veteran tree to wildlife corridor and windfall sites.



Appendix 8:

Neighbourhood Planning

Neighbourhood planning was introduced through the Localism Act 2011. The legislation came into effect in April 2012.

Neighbourhood planning gives communities the power to:

- make a neighbourhood development plan;
- make a neighbourhood development order;
- make a Community Right to Build order.

Neighbourhood development plans

These enable a local group representing a local area, authorised by the Local Planning Authority, to establish general planning policies for the development and use of land in a neighbourhood, such as:

- where new homes and offices should be built;
- what they should look like.

The plan can be detailed or general, depending what local people want.

Neighbourhood plans allow local people to take a lead on getting the right type of development for their community, but the plans must comply with the adopted Local Plan or Core Strategy.

Before a Neighbourhood Plan becomes part of the adopted Development Plan it has to undergo a formal consultation process, and Examination by an inspector, and then a local Referendum.

The production of neighbourhood plans is supported by the National Planning Policy Framework (NPPF) and they effectively supersede Village Plans and Village Design Statement. Where they have been prepared, those documents are often incorporated into a neighbourhood plan.

Communities need support in putting neighbourhood plans together and they need the help of their local planning authorities to ensure plans contain relevant proposals and meet statutory requirements.

Neighbourhood development orders

A neighbourhood development order allows the community to grant planning permission for development that complies with the order. This removes the need for a planning application to be submitted to the local authority.

Community Right to Build orders

A Community Right to Build order gives permission for small-scale, site-specific developments by a community group.

Neighbourhood forums

Neighbourhood planning is led by the local parish or town council. In areas without a parish or town council, new neighbourhood forums will take the lead.



Community Infrastructure Levy

Parishes with a made Neighbourhood Plan will receive 25% of any Community Infrastructure Levy arising from developments in their area compared to parishes without a neighbourhood plan who will receive up to 15%.

The Localism Act 2011

The Localism Act was introduced in November 2011. The aim is to devolve more decision making powers from central government back into the hands of individuals, communities and councils. The act covers a wide range of issues related to local public services, with a particularly focus on the general power of competence, community rights, neighbourhood planning and housing. The key measures of the act are grouped under four main headings;

- new freedoms and flexibilities for local government;
- new rights and powers for communities and individuals;
- reform to make the planning system more democratic and more effective;
- reform to ensure that decisions about housing are taken locally.

Taken together, the Act intended to:

- give local authorities the formal legal ability and confidence to get on with the job of responding to what local people want;
- cut red tape to enable councillors to play a full and active part in local life without fear of legal challenge;
- encourage a new generation of powerful leaders with the potential to raise the profile of English cities, strengthen local democracy and boost economic growth;
- reform the governance of London so that more power lies in the hands of elected representatives who are democratically accountable to London's citizens;
- make it easier for local people to take over local amenities and keep them part of local life;
- ensure that local social enterprises, volunteers and community groups with a bright idea for get a chance to improve local services;
- give people a new way to voice their opinions on any local issue;
- enable local residents to call local authorities to account;
- provide appropriate support and recognition to communities who welcome new development;
- enable local authorities to adapt housing provision to local needs;
- give local authorities more control over the funding of social housing;
- give people who live in social housing new ways of holding their landlords to account, and make it easier for them to move.

The Department of Communities and Local government published a Plain English Guide to Localism Act. <https://www.gov.uk/government/publications/localism-act-2011-overview>



Appendix 9: Climate Change

Background

The AONB Management Plan 2009-14 identified climate change as a key issue influencing the AONB, requiring the need both to adapt to the inevitable changes that will occur, but also to contribute to efforts to mitigate further climate change by reducing emissions of greenhouse gases. This remains a key issue for this 2019-24 Management Plan.

Since 2009 increased scientific understanding and real-world events associated with climate change have raised further concerns over the potential impacts on societies and ecosystems.

The Fifth Assessment Report from the Intergovernmental Panel on Climate Change (IPCC) in 2014 said that “Warming of the climate system is unequivocal, and since the 1950s, many of the observed changes are unprecedented over decades to millennia. The atmosphere and ocean have warmed, the amounts of snow and ice have diminished, and sea level has risen”.¹ Recent climate changes have had widespread impacts on human and natural systems.

The Committee on Climate Change: Adaptation Sub-committee, states that “If global greenhouse gas emissions continue to increase at their current rate, average temperatures are expected to rise by more than two degrees above preindustrial levels by around the middle of this century, and by four degrees by the end of this century”.² Two degrees is the point above which scientists consider to be dangerous runaway warming, which will result in irreversible changes to the earth and bring major challenges for public wellbeing and the economy.

Although current global temperature rise is only approximately 1oC above pre-industrial levels, there is already evidence from recent events of the early impacts of climate change:

- Seventeen of the 18 warmest years in the 136-year record all have occurred since 2001, with the exception of 1998.
- The year 2016 ranks as the warmest on record.
- Extensive bush fires and catastrophic flooding.
- An all-time record summer melt of the Arctic ice sheet. The Arctic Ocean is now expected to be ice free by summer of 2020 for the first time in 130,000 years.

In the UK, the most significant early impacts of climate change are likely to be increases in the frequency and severity of extreme weather – heatwaves and flooding, and possibly storms and drought. Around two thousand people across the UK died as a result of the 2003 heatwave. Insured losses from flooding and severe weather events have cost an average £1.5 billion per year over the past twenty years. In 2007 widespread flooding affected 55,000 homes, killed 13 people and cost the economy £3.2 billion. The drought followed by flooding in 2012, which led to a 14% reduction in wheat yield in the UK relative to 2011³ and hundreds of plant and animal species are feeling the onset of spring and summer, on average, 11 days earlier than in the 1970s.

1 Climate Change 2014 Synthesis Report, ipcc

2 Managing climate risks to well-being and the economy: Adaptation Sub Committee (ASC) progress report 2014, Committee on Climate Change

3 NFU Key Statistics: monthly update, April 2013



Land and the ecosystem services it provides are already under pressure. Many of these existing pressures will continue to grow in the future. A larger, wealthier population will increase demand for food, timber, energy crops and land for urban development. Climate change will alter the ability of the land to supply ecosystem services and meet these growing demands.

Ecosystems in good condition are more likely to cope with the additional pressures from climate change. The plants and animals that make up ecosystems, and the underlying flows of materials and energy, all depend on factors such as local temperatures, rainfall patterns and soil moisture conditions. This makes them highly sensitive to changes in climate. In recent decades there has been a decline nationally in the abundance and distribution of 60% of species, with nearly a third experiencing a particularly steep decline of more than 50%.⁴

There is a broad consensus on the likely changes to the climate of Southern England, and therefore the Cranborne Chase AONB, over the next few decades. These changes will be gradual and may not be noticeable within the life of this plan but strategies are needed now because of the long lead-in time for actions to be effective.

The likely changes are:

- summers will become warmer and drier.
- winters will become milder and wetter.
- extreme weather conditions will become more frequent.

The UKCP09 climate projections

These future climate projections, known as UK Climate Predictions 09⁵ or UKCP09, are the result of over seven years work by the Met Office's Hadley Centre and over thirty other contributing organisations. Following the historic Paris Agreement on Climate Change in December 2015, the UK Climate Projections will have a major upgrade. UKCP18 will be available in December 2018.

Summary of changes in temperature and precipitation in Wiltshire

The summaries below show the likely changes in temperature and precipitation in Wiltshire for the 2020s under the medium emissions scenario. The figures given represent the 'likely range' (probability levels of 33% to 67%), and changes are relative to the 1961-1990 baseline.

Temperature

- Increase in annual mean temperature by between 1.2 and 1.7°C.
- Increase in summer mean temperature by between 1.2 and 2.0°C.
- Increase in winter mean temperature by between 1.0 and 1.6°C.
- Increase in temperature of warmest summer day by between 0 and 2.7°C.

Precipitation

- Annual precipitation stays roughly the same.
- Decrease in summer mean precipitation by between 1 and 15%.
- Increase in winter mean precipitation by between 2 and 10%.
- Increase in precipitation on the wettest winter day by between 2 and 11%.

⁴ Managing the land in a changing climate: Adaptation Sub Committee (ASC) progress report 2013, Committee on Climate Change (CCC)

⁵ UK Climate Predictions <http://ukclimateprojections.metoffice.gov.uk/24125>



Summary of likely trends in Wiltshire over the period up until the end of the century are summarised below:

Long-term/seasonal changes:

- Increase in annual average temperature.
- Hotter, drier summers.
- Milder, wetter winters.

Extreme events

- More hot days.
- Fewer frost days.
- More dry spells.
- Increase in temperature of warmest day.
- Increase in precipitation on wettest day.

Impacts on the AONB

Using national and local expertise, the impacts of climate change on the significant environmental assets have been assessed. The most significant impacts of climate change on the AONB⁶ will be:

- Changes in species and communities that make up habitats.
- Loss of aquatic species in ephemeral stream headwaters.
- More frequent droughts and higher soil moisture deficit which could severely affect beech woodland and veteran trees.
- High winds affecting veteran trees and isolated parkland trees.
- An increase in popularity of woodland recreation.
- Increased flooding and water logging risk to agricultural land.
- An increase in soil erosion in winter, resulting in more nutrients and organic matter being washed into rivers – leading to increased reliance on fertilisers.
- Historic buildings and archaeological remains at risk from water damage and flooding.
- Deterioration of air quality.
- Heat stroke and exhaustion.
- Increased risks from invasive species, pests and diseases.
- An increase in midges and mosquitoes in wetland areas.
- Significant landscape change – it is possible that by the end of the 21st century, the area will resemble the southern Mediterranean of today.
- An increase in fire-risk.
- Reduction in water resources available for agriculture, recreation, potable water supply and wildlife.

It is important to remember that climate will not be the only change over the coming century. Changes in the economy, population and cultural values will also affect the natural environment of the area. These changes have the potential to affect the landscapes, wildlife and communities of the AONB.

⁶ Dorset Downs and Cranborne Chase (Wiltshire) Character Area, Climate Change Impact Assessment and Response Strategy, Natural England July 2008



Woodlands may be dominated by oak and ash which cope better than beech with the likely changes in climate. The range of crops grown by farmers will change and there may be more growing of biofuels. Water flows in rivers and streams could become more erratic. Habitats may expand, contract or migrate. New species may enter the area, some bringing disease or pests that 'native' species are not immune to. Tourism pressures could increase as more people decide to holiday in the UK. All of these factors would affect which flora and fauna can flourish in the area.

Addressing climate change will require the need to both mitigate further climate change by reducing emissions of greenhouse gases and to adapt to the inevitable changes that will occur. The AONB has an important part to play in both mitigating and adapting to climate change particularly in regards to species and habitat conservation, local food, low carbon farming and production of sustainable local wood fuel.

Mitigation for climate change in the AONB

Mitigation requires the reduction of greenhouse gas emissions, such as carbon dioxide, nitrous oxide and methane, from whatever source that can be managed. Mitigation measures include:

- Better on-farm management of fertiliser and animal waste.
- Increased reliance on renewable energies, biomass heating from local fuel stocks and appropriately scaled renewable energy generation.
- Enhanced domestic and commercial energy efficiency.
- Greater availability of alternative fuels for cars, commercial vehicles and plant machinery e.g. batteries, LPG, bio-fuels.
- Improved availability and accessibility of sustainable modes of transport (bus services, cycling).
- Greater use of timber in construction from sustainable woodland.
- Carbon capture as an objective of habitat creation and management of woodlands.

Adaptation to climate change in the AONB

Changing our behaviour to respond to the impacts of climate change is known as 'adaptation'. There are many reasons, including financial, social and environmental benefits, why we need to adapt to changes that may arise from climate change.

Adaptation responses⁷ that could be employed include:

- Improve the condition of existing habitats.
- Maintain and create variety in habitats and the landscape.
- Extend the existing habitat network.
- Apply learning from past extreme weather events that may occur more frequently as a result of climate change.
- Use of habitat creation in strategic locations to reduce the risk of soil erosion.
- Provide shade and drinking water at tourist attractions.
- Implement a tiered fire warning system.
- Implement a two pronged approach to fire prevention; hazard management and risk management.

⁷ Dorset Downs and Cranborne Chase (Wiltshire) Character Area, Climate Change Impact Assessment and Response Strategy Natural England July 2008



- In areas of public access, monitor tree health and carry out tree surgery to reduce the risk of trees or branches falling.
- Link recreation and biodiversity networks in rural and urban areas.
- Plant locally native replacements for existing mature trees, avoiding those susceptible to drought.
- Re-establish pollard regimes to reduce susceptibility to storm damage and provide wood fuel.
- Regularly monitor and manage important geological sites to ensure that rock exposures remain visible.
- Employ good husbandry to protect water and soil resources e.g. vegetated buffers around fields, not leaving fields bare in autumn/winter, not over grazing.
- Use Sustainable Urban Drainage Systems and other methods to intercept and store water at a farm level.
- Manage the spread of invasive and undesirable species.
- Use the spatial planning system to maintain adequate land for the natural environment.
- Identify research needs and commission appropriate studies to build adaptive capacity.
- Tie rural payments to the provision of ecosystem services.
- Assess heritage assets at risk within flood zones and integrate results into the Local Flood Risk Management Strategy.

Monitoring progress

The Adaptation Sub-Committee (ASC) provides advice to the Government on climate change risks and opportunities for the UK, and evaluates progress on adaptation. The ASC's first report to Parliament on the National Adaptation Programme was published in June 2015. The key findings of the ASC's evaluation were:

- There are plans in place and action is being taken to address the risk of future water scarcity.
- Flooding remains one of the most serious current and future risks to the UK from climate change.
- Impacts on health from higher temperatures are likely to increase in the future due to climate change combined with a growing, ageing population.
- Key indicators of environmental quality continue to move in the wrong direction, putting at risk vital ecosystem goods and services such as clean air, clean water, and carbon storage. Harmful land management practices still persist. Some of the most productive agricultural land in England is at risk of becoming unprofitable within a generation due to soil erosion and the loss of organic carbon. Without further action, farmers may not benefit from the opportunities of longer growing seasons, and the natural environment will be severely harmed by climate change.

Coping with climate change is likely to be one of the greatest challenges of the 21st century as global warming makes its impact.



Legislative drivers

The Climate Change Act 2008 requires a five yearly Climate Change Risk Assessment (CCRA), to understand the level of risk and opportunities for the UK arising from climate change and setting out the main priorities for adaptation. The first CCRA Evidence Report (2012) indicated that the greatest need for early adaptation action (i.e. within the next 5 years) is in the following areas:

- Flooding.
- Impacts on natural capital and agriculture.
- Managing water scarcity.
- Overheating of buildings and infrastructure in the urban environment.
- Health risks associated with heatwaves and other risks that may affect the NHS Opportunities for the UK economy.

National Planning Policy Framework and Planning Practice guidance – climate change is one of the core land use planning principles which the National Planning Policy Framework expects to address.

What are the councils doing?

Dorset

In Dorset there has, and continues to be significant activity to mitigate climate change which is coordinated through the delivery of three key strategies promoting energy efficiency, renewable energy and sustainable transport.

- The Bournemouth, Poole and Dorset Renewable Energy Strategy to 2020 (2013) <https://www.dorsetforyou.gov.uk/countryside-coast-parks/countryside-management/green-dorset/dorsets-renewable-energy-strategy.aspx> which sets out how to realise the renewable heat and electricity potential in the county.
- The Local Transport Plan 3 2011-2026 (2011) <https://www.dorsetforyou.gov.uk/roads-highways-maintenance/roads-and-pavements/transport-planning/local-transport-plan/view-the-local-transport-plan.aspx> provides the strategic framework for delivering sustainable transport locally.

Wiltshire

The Wiltshire Core Strategy 2015 -2026 <https://pages.wiltshire.gov.uk/adopted-local-plan-jan16-low-res.pdf> identifies addressing climate change as a key strategic objective, including policies which will deliver; sustainable growth, build resilient communities, provide a network of green infrastructure, ensure more sustainable transport and reduce the risk of flooding.

Wiltshire Council's Energy Change and Opportunity Strategy 2011-2020 www.wiltshire.gov.uk/downloads/4321 is a framework strategy which sets out the council's ambitions for reducing its carbon emissions as an organisation and preparing for unavoidable climate change. It links to other council strategies to ensure its objectives are embedded across the entire organisation. It will be supplemented by detailed action plans to set out more specifically how we are going to deliver our climate change ambitions, including:

- Carbon Management Plan for the council's emissions
- Climate Change Adaptation Plan for Wiltshire
- Low Carbon Transition Plan for Wiltshire
- Renewable Energy Action Plan for Wiltshire



Together, the strategy and the action plans will enable the council to deliver against the key themes of waste, transport, water, purchasing and procurement, biodiversity and natural environment, energy, planning and communicating environmental issues.

Hampshire

Hampshire County Council has been engaged with climate change issues since the late 1990s, developing its role as a community leader on climate change. The Council's climate change programme is delivered through working in partnership and building relationships between the public, private and voluntary sectors.

Hampshire County Council has taken a lead role in working with other partners to conduct comprehensive risk assessments of services and responsibilities, and to work out how vulnerable these are to the impacts of climate change in the short, medium and long term. The risk assessments, as well as a number of other sources of information, have been used to develop an Adaptation Action Plan, which includes around 25 strategic actions, and is currently in draft form.

Carbon reduction – In July 2010 Cabinet set a carbon reduction strategy to make Hampshire County Council a carbon neutral authority by 2050. In the short term, from 2010-2015, a 20% reduction in carbon emissions has been set. By 2025, carbon emissions will reduce by a further 40%, leading to carbon neutrality by 2050.

<http://www3.hants.gov.uk/carbonmanagement/carbon-plan.htm>

Hampshire County Council's Energy Strategy – Hampshire County Council agreed an Energy Strategy at a meeting of Cabinet on 29 October 2012.

The Energy Strategy Energy Strategy sets out the County Council's response to the three key energy risks to Hampshire:

- Security of supply
- Affordability
- Carbon emissions

Hampshire County Council's Energy Strategy Action Plan 2014 -2-18 – The Executive Member for Income and Capital Receipts approved the implementation of the Energy Strategy Action Plan on 18 March 2014. The Plan spans a four year period and progress will be reviewed in 2018. The purpose of the Plan is to deliver high quality and cost effective projects which will reduce the energy consumption and carbon footprint of Hampshire County Council and the wider community and establish the foundation for further progress in future years.

[Energy Strategy Action Plan](#)

[Energy Strategy Action Plan - Appendix 1](#)



Appendix 10:

Dark Night Skies

The Cranborne Chase Area of Outstanding Natural Beauty derives much of its beauty from its qualities of tranquillity, remoteness and cultural heritage. Light pollution has the potential to erode and destroy that tranquillity and sense of remoteness. The Council for the Protection of Rural England recently produced ‘Night Blight’ maps, produced using satellite imaging, showing the areas both most and least affected by light pollution in England. The AONB is shown to have the darkest skies in southern England, but the increasing pressure from light pollution and development means we cannot be complacent.

Chapter 11 of this Management Plan sets out the AONB’s commitments to preserving our dark night skies, and our achievements and objectives in this regard.

We are aiming for formal recognition of the quality of our night skies through our application for International Dark Sky Reserve (IDSR) status, a prestigious award made by the International Dark-sky Association (IDA)¹. More generally, we are mindful that light pollution in the UK (and globally) is increasingly an issue. It affects not just our view of the night skies, but also human health, wildlife, and energy costs. For example, the circadian rhythms of humans and wildlife are known through research to be disturbed by artificial light at night (ALAN). This and other effects of ALAN have a bearing on AONB policies contained within the Management Plan, in particular the following:

Outstanding Landscapes

- Landscape
- Natural Environment

Living and Working Landscapes

- Planning and Transport

Special Landscapes to Enjoy

- Wellbeing, Involvement and Learning

In practical terms, the commitment to preserving and enhancing our dark night skies, carries the following specific implications and required actions to support the objectives and policies set out in chapter 11. These are outcomes that we aim to achieve within the lifetime of this Management Plan (2019 to 2024). They require partnership working, in particular with our partner local planning authorities.



Action	Requirements	Reference documentation
<p>Work with local authorities to embed good practice lighting conditions in planning decisions.</p>	<p>All planning decisions with potential implications for light pollution should reference the requirements of the Institute of Lighting Professionals (ILP), the AONB's.</p> <p>Position Statement and Good Practice Note, and the Commission for Dark Skies Report on Lighting. The ILP note sets out lighting design recommendations for five different environmental zones (from E0 – protected, to E4 - urban). The AONB is classified as E1 (natural), signifying an intrinsically dark landscape. The different zones are described below². Good practice lighting conditions on all planning permissions should include the requirement of explicit approval by the planning authority. In practice, this means that no external lights should be erected or installed in, or within the setting of, the AONB unless:</p> <ol style="list-style-type: none"> They can be shown to be essential for security or safety, and the minimum necessary to achieve it; They are directed downwards and designed or shielded to prevent upward, sideways, and outward spillage; They give a light whose colour and intensity are appropriate for the wider setting (generally $\leq 40W / 3000K$); They do not highlight a structure or feature that would have an adverse visual impact on the surrounding landscape; and They utilize the most energy- and pollution-efficient equipment that is reasonably available. <p>At its meeting on 7th February 2008, the AONB Partnership Panel endorsed the following: “The Partnership Panel encourages all Local Authorities to make use of the Statement [AONB Position Statement 1: Light Pollution] when dealing with matters concerning lighting within the AONB.</p>	<ul style="list-style-type: none"> Guidance Notes for the Reduction of Obtrusive Light (ILP). AONB Position Statement 1: Light Pollution. AONB Good Practice Note 7: Good External Lighting. Commission for Dark Skies: Lighting Types, Qualities and Impacts.
<p>Actively work with parish and town councils and businesses to promote good practice lighting.</p>	<p>We will pursue the Dark Sky Friendly Parish and Accreditation schemes irrespective of whether we attain IDSR status. We will particularly consider engagement with town councils on the edge of or just outside the AONB boundary, who are most impacted by potential larger-scale developments.</p> <p>In particular, though education and targeted campaigns, there is a need to engage with local communities to promote good quality lighting design. This includes encouraging the use of:</p> <ul style="list-style-type: none"> Fully shielded and/or dipped external lights and floodlights, that direct illumination where it is needed Lights of appropriate lumens (≤ 500) or colour temperature ($\leq 3000K$) Motion sensors or timed ('curfew') lighting. <p>These measures not only promote reduction of light pollution, but also prevent energy wastage (and therefore decrease energy costs).</p>	



Action	Requirements	Reference documentation
Work with other UK 'Dark Sky Places' and related organisations to improve awareness and understanding across the country of the need to reduce light pollution.	The AONB is already actively participating in a newly established partnership of IDA accredited reserves and those seeking to apply. This involves sharing of ideas, promotional opportunities, and experience.	
Promoting dark skies education and tourism.	<p>The AONB will continue a programme of events and engagement with residents and visitors, as well as schools and other educational establishments. The Chasing Stars website will continue to be promoted as our main source of information and news on dark skies and light pollution.</p> <p>The benefits for tourism have been noted in areas that have Dark Sky status (either as a Dark Sky Reserve, or Discovery site). The Annual Report from Snowdonia National Park describes astrotourism initiatives that have happened since achieving Dark Sky Reserve, as an example.</p>	<p>www.chasingstars.org.uk http://darksky.org/wp-content/uploads/2015/12/Snowdonia-IDSR-2017-Annual-Report.pdf</p>

Application for International Dark Sky Reserve status¹

The AONB is aiming to apply for International Dark Sky Reserve (IDSr) status, an award made by the International Dark-sky Association (IDA). An IDSr protects an area possessing exceptional stary nights and nocturnal environment for its scientific, natural, educational, cultural, heritage and/ or public enjoyment. Reserves consist of a core area meeting minimum criteria for sky quality and natural darkness, and a peripheral area that supports dark sky preservation in the core. Formation of reserves is through partnerships that recognize the value of the natural night time environment through regulations and long-term planning.

The IDA (<http://darksky.org/>) is based in the USA. Its mission is to preserve and protect the night-time environment and our heritage of dark skies through environmentally responsible outdoor lighting. In the UK, The Commission for Dark Skies (<https://www.britastro.org/dark-skies/>), a group within the British Astronomical Association, has similar aims, and the AONB works closely with both organisations.

¹ Council for the Protection of Rural England: England's Light Pollution and Dark Skies (the 'Night Blight' maps). <https://www.nightblight.cpre.org.uk/maps/>



Environmental Zones ²

Zone	Surrounding	Lighting Environment	Examples
E0	Protected	Dark	UNESCO Starlight Reserves, IDA Dark Sky Parks
E1	Natural	Intrinsically dark	National Parks, Areas of Outstanding Natural Beauty etc
E2	Rural	Low district brightness	Village or relatively dark outer suburban locations
E3	Suburban	Medium district brightness	Small town centres or suburban locations
E4	Urban	High district brightness	Town/city centres with high levels of night-time activity

Source: *Guidance Notes for the Reduction of Obtrusive Light GN01:2011*



² Chasing Stars web site: www.chasingstars.org.uk



Appendix 11:

Natural Capital

Natural Capital can be defined as:

“Natural capital refers to the elements of nature that produce value (directly and indirectly) to people, such as the stock of forests, rivers, land, minerals and oceans”. It includes the living aspects of nature (such as fish stocks) as well as the non-living aspects (such as minerals and energy resources). Natural capital underpins all other types of capital (man-made, human and social) and is the foundation on which our economy, society and prosperity is built. By combining different forms of capital, we are able to enjoy a huge variety of benefits; ranging from the food we eat and water we consume in our homes to outdoor experiences and improved health to name but a few.”

Examples of natural capital are all around us, from urban parks to fields in the countryside, from fish stocks to bees. For inhabitants and visitors, it might seem as if England’s natural capital, its parks, countryside and lakes, are beyond price, but in reality natural capital is not being properly valued. In economic terms, the market is failing to allocate resources efficiently. Decisions, like where to build housing or whether land is more valuable as a park or as a car park, are made without the full set of information and values. The Government is hoping to resolve these problems through a variety of approaches.

The Natural Capital Committee

The Natural Environment White Paper, *the Natural Choice: Securing the Value of Nature*, announced the creation of the Natural Capital Committee.

The Natural Capital Committee (NCC) is an independent advisory committee.

It provides advice to the government on the sustainable use of natural capital - that is, our natural assets including forests, rivers, land, minerals and oceans.

The committee’s broad remit also covers the benefits we derive from natural assets, such as food, recreation, clean water, hazard protection and clean air.

The second term of the committee runs from 2016 to 2020. Professor Dieter Helm continues to chair the committee, which will focus primarily on helping the government develop its 25 year environment plan. This Committee will report to the Economic Affairs Committee (chaired by the Chancellor of the Exchequer) and aims to provide independent expert advice on the state of English natural capital.

<https://www.gov.uk/government/groups/natural-capital-committee>



Appendix 12:

Green Infrastructure (GI)

Green Infrastructure (GI) is a network of high quality green and blue spaces and other environmental features working at a landscape scale. It needs to be planned and delivered at all spatial scales from national to neighbourhood levels. The greatest benefits will be gained when it is designed and managed as a multifunctional resource capable of delivering a wide range of environmental and quality of life benefits for local communities. Green Infrastructure does not have to be publically accessible and includes parks, open spaces, playing fields, woodlands, wetlands, grasslands, river and canal corridors allotments and private gardens.

Why is Green Infrastructure important?

Green Infrastructure can provide many social, economic and environmental benefits close to where people live and work including:

- Space and habitat for wildlife with access to nature for people.
- Places for outdoor relaxation and play.
- Climate change adaptation – for example flood alleviation and cooling urban heat islands.
- Environmental education.
- Local food production – in allotments, gardens and through agriculture.
- Improved health and well-being – lowering stress levels and providing opportunities for exercise.

Many local authorities involved in the AONB are developing or have developed GI strategies and policies. The overarching, cross-cutting nature of GI encompasses the access and wellbeing agenda as well as other relevant aspects of the Management Plan. These include biodiversity, landscape character, economic growth, and flood risk management. The AONB is a significant deliverer of GI in its wider context providing multiple benefits to people and wildlife. Green infrastructure can include areas not accessible to the public.

The AONB, being predominantly undeveloped countryside, is a significant element in the nation's high level GI. Furthermore it has an extensive GI network of its own including:

- Access land (including registered commons);
- Rights of way network (particularly long distance routes / green lanes);
- Cycle Routes and bridleways;
- National Trust and English Heritage land;
- Forestry Commission and Woodland Trust woodland;
- River corridors;
- National Nature Reserves;
- Sites designated for their nature conservation value;
- Parks and green spaces within and on the edge of the AONB;
- 'Green' corridor elements of the strategic road and rail network;
- Strategic wildlife corridors created as part of the landscape scale conservation projects.



Appendix 13:

Ecosystem Approach

The Ecosystem Approach is a concept based on the inter-relationships of natural resources, a recognition that they comprise interconnected biological, geological, and meteorological systems, and a need for humans to recognise their place in this grand scheme of things. The systems approach integrates the management of land, water and living resources and aims to reach a balance between three objectives: conservation of biodiversity; its sustainable use; and equitable sharing of benefits arising from the utilisation of natural resources. It is the primary implementation framework of the Convention on Biological Diversity (CBD).

At a high, strategic, level government is focussing on Natural Capital, see Appendix 11, for the countryside as a whole. Natural Capital is a key element in the government's 25 year Environment Plan. Probably due to its name, and being promoted by the Joint Nature Conservation Committee, ecosystem approaches seem more relevant to wildlife conservation and the management of nature reserves.

An Ecosystem Approach takes into account that humans and cultural diversity are an integral element of most ecosystems. It applies appropriate scientific methodologies, focused on various levels of biological organisation, which encompass the fundamental structure, processes, functions and interactions amongst and between organisms and their environment.

The Ecosystem Approach is not a formula, but a framework that can be adapted to suit various issues and situations. The definition of an Ecosystem Approach does not specify any particular spatial unit or scale; therefore it can refer to any ecological unit at any scale.

It is important to recognise that the Ecosystem Approach does not provide an all-encompassing solution as its application depends upon local, provincial, national, regional or global conditions. It should not be regarded as a strategy that supplants other techniques and tools; where ever possible existing strategies and methodologies should be used in conjunction to address complex problems and issues.

The Ecosystem Approach is an adaptive management strategy that can be employed to deal with the complex and dynamic nature of ecosystems and counteract the lack of knowledge or comprehension of their functioning. Ecosystem processes are often non-linear, fluctuate spatially and temporally and frequently show time-lags; these discontinuities can create a high level of uncertainty which the Ecosystem Approach can help overcome.

Adopting this balanced approach ensures that natural resources and society as a whole are positioned in the centre of the decision making process, ensuring a more equitable and long-term future is tenable.

Joint Nature Conservation Committee <http://jncc.defra.gov.uk/default.aspx?page=6276>



Appendix 14: Policy Influence

The implementation of the 109 plan policies will have multiple effects across a wide range of topics.

Areas of Influence

Policies	Landscape	Natural Environment	Historic and Cultural Environment	Dark Night Skies	Rural Land Management	Planning and Transportation	Sustaining Rural Communities	Awareness and Understanding	Wellbeing, Involvement and Learning	The AONB Partnership
PT 7	●	●	●	●			●	●	●	
PT 8	●	●	●	●		●	●	●	●	
PT 9	●	●	●	●		●	●	●	●	
PT 10		●				●		●		
PT 11	●					●		●		●
PT 12	●					●		●		
PT 13	●					●		●		
PT 14	●					●		●		
PT 15	●					●		●		
PT 16	●					●		●		
PT 17	●					●	●	●		
PT 18	●				●	●	●			
PT 19	●				●	●	●			
PT 20	●				●	●	●			
PT 21	●					●				●
PT 22	●					●				●
PT 23	●					●				
PT 24	●					●				
PT 25	●					●	●			
PT 26	●					●	●			
PT 27	●					●	●		●	
PT 28	●					●	●		●	
PT 29	●					●	●		●	



Policies	Landscape	Natural Environment	Historic and Cultural Environment	Dark Night Skies	Rural Land Management	Planning and Transportation	Sustaining Rural Communities	Awareness and Understanding	Wellbeing, Involvement and Learning	The AONB Partnership
SRC 1							●			
SRC 2					●		●			
SRC 3							●			
SRC 4							●	●		
SRC 5								●	●	
SRC 6					●			●		
SRC 7							●	●	●	
SRC 8							●			
SRC 9	●					●				
SRC 10					●					
SRC 11						●				

AU 1	●	●	●	●	●		●	●	●	
AU 2	●					●		●		
AU 3	●					●	●	●	●	
AU 4	●							●		
AU 5	●							●	●	
AU 6	●							●	●	
AU 7	●	●	●	●	●			●	●	

WIL 1	●	●	●	●	●			●	●	
WIL 2							●		●	
WIL 3								●	●	
WIL 4								●	●	
WIL 5								●	●	
WIL 6	●	●	●	●	●			●	●	
WIL 7								●	●	
WIL 8								●	●	

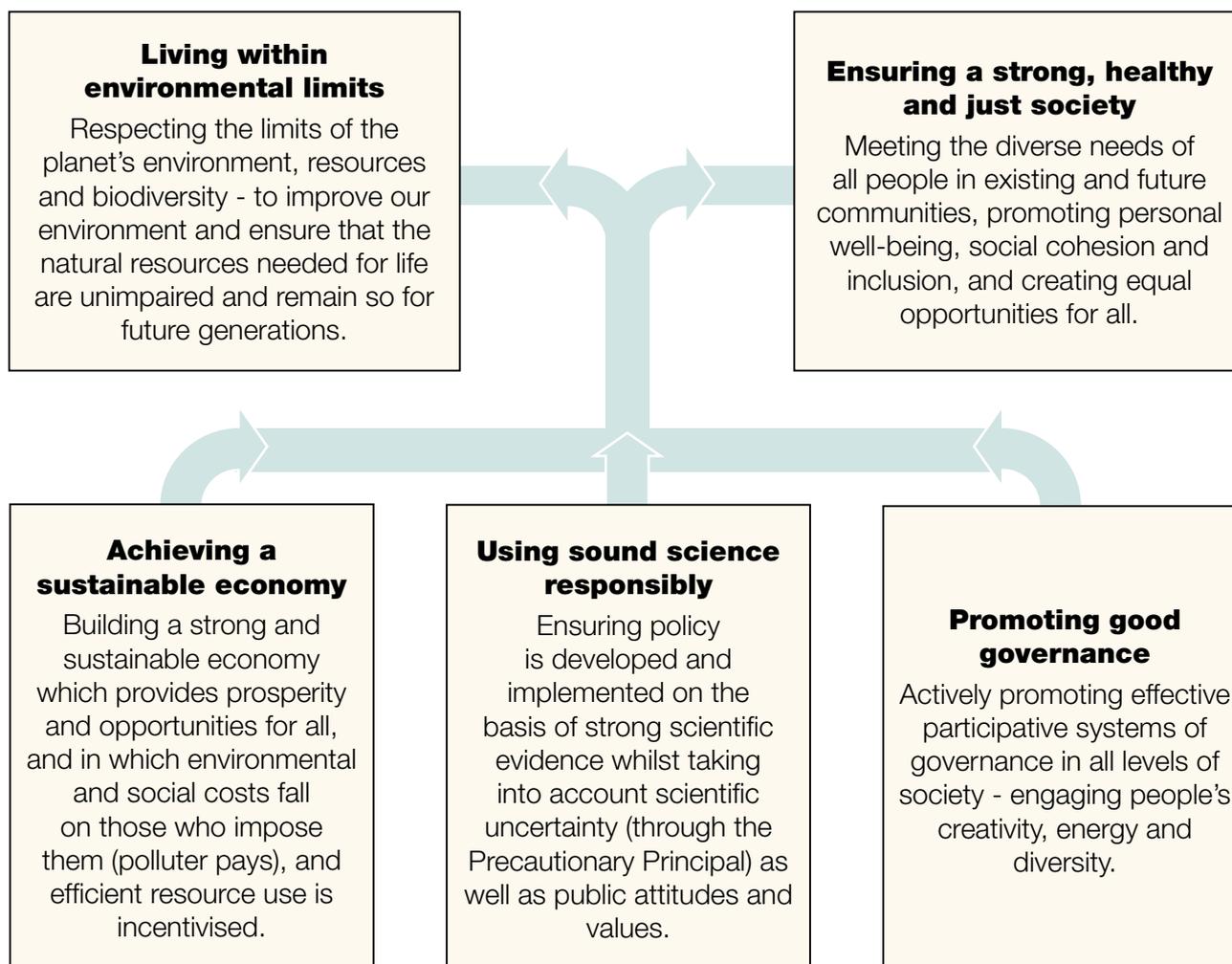


Policies	Landscape	Natural Environment	Historic and Cultural Environment	Dark Night Skies	Rural Land Management	Planning and Transportation	Sustaining Rural Communities	Awareness and Understanding	Wellbeing, Involvement and Learning	The AONB Partnership
P 1										●
P 2	●	●	●	●	●	●	●	●	●	●
P 3						●		●		●
P 4						●		●		●
F 1	●	●	●	●	●	●	●	●	●	●
F 2	●	●	●	●	●	●	●	●	●	●
F 3	●	●	●	●	●	●	●	●	●	●
F 4	●	●	●	●	●	●	●	●	●	●
F 5	●	●	●	●	●	●	●	●	●	●
i 1	●	●	●	●	●	●	●	●	●	●
i 2	●	●	●	●	●	●	●	●	●	●
i 3	●	●	●	●	●	●	●	●	●	●
i 4	●	●	●	●	●	●	●	●	●	●
i 5	●	●	●	●	●	●	●	●	●	●



Appendix 15: Sustainable Development

The goal of living within environmental limits and a just society will be achieved by means of a sustainable economy, good governance, and sound science.



This set of shared principles forms the basis for sustainable development in the UK and devolved administrations. Sustainable policy must respect all five of these principles, though some policies, while underpinned by all five, will place more emphasis on certain principles than others.

http://www.sd-commission.org.uk/pages/the_principles.html



Appendix 16:

Cranborne Chase Farm Conservation Project

Project Adviser, Tracy Adams, was employed by the Cranborne Chase Area of Outstanding Natural Beauty (AONB) in July 2009 as project adviser of the South Wiltshire Farmland Bird Initiative (SWFBI). The project ran until 2015 and involved working closely with farmers to stabilise and increase the numbers of farmland birds including tree sparrow and lapwing and rare arable plants such as prickly poppy and cornflower.

Following a successful bid to the Wessex Water Biodiversity Partner's Programme, the Farmland Bird Project broadened its horizons to become the Cranborne Chase Farm Conservation Project. The intention was to maintain and build on the relationships made during the six years where 147 farms received one to one advice covering an area of 24,000ha. Wessex Water fund the post one day a week, with AONB funding for the remaining two days.

About the project

The Farm Conservation Project involves bringing together groups of neighbouring farmers in groups or 'clusters' to work more effectively to undertake outcome –focused landscape-scale conservation of soil, water and biodiversity, and potentially much more. This environmental work is at a much larger scale than previously, when it focused on individual farms. There is opportunity for expert input from outside, but essentially the farmers decide what will happen on their land and then they carry out the work.

This gives total ownership of the environmental improvements on the farm to the farmer. Training forms an important part of the approach as does wildlife surveying to enable progress to be monitored. Groups have a facilitator who runs each cluster, either paid for by the farmers themselves or through the Countryside Stewardship Scheme (CSS) Facilitation Fund which offered grants until 2020 in years 2015-2017.

The experience of pilot clusters trialled by the Game & Wildlife Conservation Trust (GWCT) has been highly positive and at the time of writing this plan, there are currently over 100 farmer groups across England involving 1200 farmers and covering half a million hectares.



Corn Bunting



Grey Partridge



Lapwing



Farmer groups in the AONB

In Cranborne Chase AONB there are three established farmer clusters, (priorities listed below), one new cluster and a fourth in the pipeline.

Priorities	Martin Down Farmer Cluster 2016	Allenford 2013	Chalke Valley 2015
	3600ha 11 members	6700ha 10 members	20,000ha 20 members

Conservation action now

Grey Partridge	✓	✓	✓
Turtle Dove	✓	✓	✓
Corn Bunting	✓	✓	✓
Barn Owl	✓	✓	

Survey prior to action

Lapwing	✓	✓	
Woodcock (br.)	✓	✓	
Hedgehog	✓	✓	✓
Harvest Mouse	✓	✓	✓
Adder	✓	✓	
Dark Green Fritillary Duke of Burgundy Small Blue	✓	✓	✓
Bumblebees	✓	✓	✓
Orchids	✓		
Arable Plants	✓	✓	✓
Soil & earthworms	✓	✓	✓

Mapping

Chalk Grassland	✓	✓	✓
Habitat links	✓		✓
Arable habitats			✓

The **Allenford Cluster** was set up by the GWCT in 2013 as one of five pilot groups nationally, part-funded by Natural England. Remaining funding came from a private source and members pay a subscription of £1/ha/year.



The Chalke Valley Cluster was set up by the AONB in late 2015 with considerable assistance from independent adviser Simon Smart who successfully applied for CSS facilitation funding in 2016.

The **Martin Down Farmer Cluster** formed in late 2016 and members pay a subscription similar to that of Allenford towards survey costs, equipment and training. They have a full time facilitator employed by GWCT with some NE funding. Considerable time has been spent on baseline surveys during 2017.

All the above form a 'super cluster' surrounding and bordering Martin Down National Nature Reserve (NNR), a Site of Special Scientific Interest (figure 1). They are a successful demonstration of how the objectives of Professor Sir John Lawton's 2010 report 'Making Space for Nature' could work in the wider countryside meeting his key aim of achieving "bigger, better and joined" wildlife habitats.

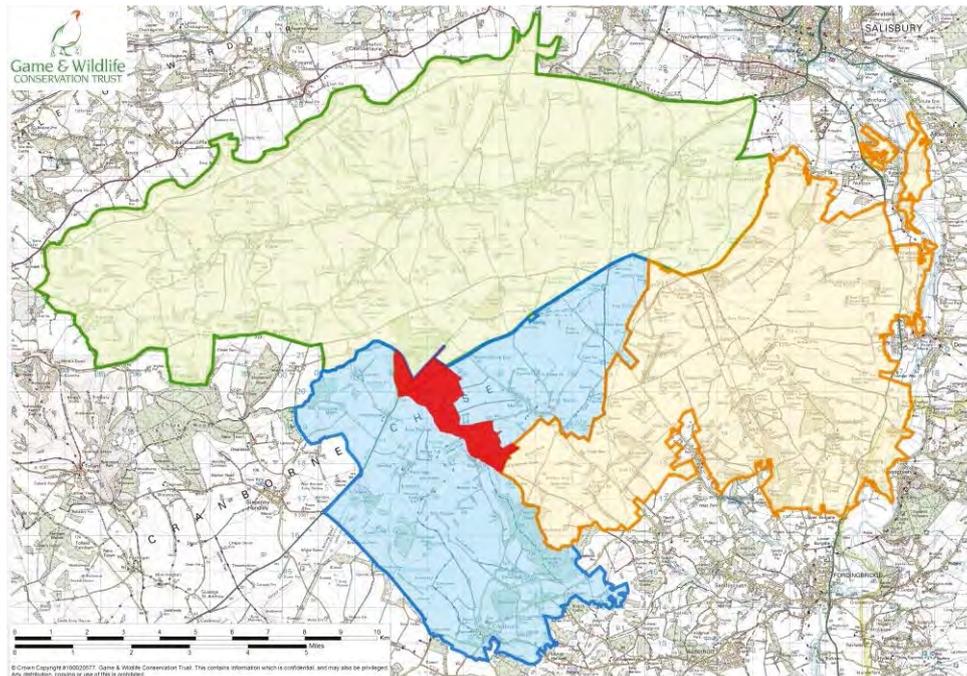


Figure 1: Map showing Farmer Clusters (Allenford in orange, Chalke Valley in green and Martin Down in blue) surrounding Martin Down NNR in the centre (red)

The **Wylde Valley Farm Cluster** held its first meeting in 2018. Currently there are 19 farmers signed up representing 13 farm holdings covering an area of 8000ha from Sutton Veny in the north west to Steeple Langford in the east. This group is being funded by member subscriptions of £1/ha/year and are looking for sponsorship. The AONB is providing 5 days IT support to help with baseline GIS mapping plus some time from the Farm Conservation Adviser.

How can the Cranborne Chase Farm Conservation Project help you?

Within the target area the project offers free one-to-one advice on:

- Forming a new farmer group or joining an existing one.
- New Countryside Stewardship Scheme agreements to provide habitat for farmland birds and conditions for arable plants.
- Management of arable options in existing stewardship agreements.
- Adapting farming methods for better bird and plant habitats and improving soil structure and reducing diffuse pollution without compromising farm profitability.



Appendix 17:

Designation by Historic England

Designation is a way of marking that a building, monument or landscape is of ‘special architectural or historic interest’ in a national context, and that is made on the recommendation of Historic England.

Heritage assets are afforded protection in a number of ways.

Statutory protection through national designation is one mechanism that achieves this.

- Buildings and structures may be ‘listed’ under the Planning (Listed Buildings and Conservation Areas) Act 1990.
- Archaeological remains may be ‘scheduled’ under the Ancient Monuments and Archaeological Areas Act 1979.
- These different designated assets are on the National Heritage List for England, a record of all nationally designated heritage assets (including Registered Parks and Gardens, and Registered Battlefields).

Designation identifies a site as being architecturally or historically important and obviously influences decisions and actions that may impact on its future.

The NPPF provides guidance on the protection and enhancement of the designated and undesignated heritage assets when development is proposed.

Historic England has a suite of guidance documents for owners and consultants that provide detailed advice on the conservation and management of heritage assets.

Historic sites that are owned by the nation are now maintained and managed by Historic England, which has charity status.



Old Waldour Castle



Knowlton Church and Earthworks



Appendix 18:

EU LEADER Funding



LEADER is a community-led European funding programme that supports rural community development. The planning, decision making and implementation is done at a local level, carried out by a Local Action Group (LAG). The LAG is made up of private, public and community sector volunteers with a wide range of experience and knowledge of local rural issues.

It aims to address lagging economic performance, and the resultant social and environmental problems that this causes, in rural areas. Businesses and not for profit groups can identify and develop projects to address these issues and apply for grant funding to support them.

This round of funds (November 2015 – September 2019) is strongly focused on economic growth and jobs. Each LAG decided which projects it would fund in its area, based on its Local Development Strategy, but all projects had to support one or more of the 6 national LEADER priorities. These are to:

1. Support to increase farm productivity.
2. Support for micro and small business and farm diversification.
3. Support for rural tourism.
4. Provision of rural services.
5. Support for cultural and heritage activity.
6. Support for increasing forestry productivity.

The Cranborne Chase AONB had full LEADER coverage by three Local Action Groups, namely:

- **The Heart of Wessex (HoW) LAG** was a partnership between the Cranborne Chase (AONB), Wiltshire Council, South Somerset District Council, Frome Town Council and Wincanton Community Venture (The Balsam Centre). The HoW covered the Wiltshire part of the AONB.
- **The Northern Dorset LAG** – which covered North Dorset, East Dorset, West Dorset and Christchurch Council areas. Northern Dorset LAG covered the North and East Dorset areas of the AONB.
- **The New Forest LEADER** area is based around the New Forest National Park and includes the rural areas of New Forest District Council (NFDC) together with a number of adjacent rural parts of Wiltshire Council, Test Valley Borough Council and Burton Parish, part of Christchurch Borough Council. The New Forest LAG covered the Hampshire part of the AONB.

The 15 projects in the AONB funded through this round of LEADER totalled £615k and are listed below:

East Knoyle Community Shop Association Ltd, known locally as Wrens Shop, were awarded **£23,170.78** of LEADER grant funding to help finance an extension to the existing shop, install a new chiller unit and make internal improvements including new shelving units and counters.

Nunton Farm received a grant of **£17,167.67** to support the installation of a new Milk Vending Machine. The aim of this project is to sell whole milk produced at Nunton Farm through a milk vending machine at the farm gate. Milk vending machines are a relatively recent innovation that enable farms to sell milk directly to the consumer thus incurring minimal processing costs.



Church Farm Dairy based in Semley were the recipients of a LEADER grant totalling **£20,872.33** to support their project “Church Farm Dairy Milk”. The grant will be used to assist costs for building works, a pasteuriser, bulk tank, bottle dispenser and vending machine. Again, consumers will be able to purchase their milk directly from the vending machine located on the farm.

T.K. Jeans & Sons based in Broad Chalke are another farm taking advantage of new drilling technology. T.K. Jeans & Sons run a mixed 780 hectare, arable and dairy family farming business in the Cranborne Chase AONB and received a grant of **£28,144.80** at a 40% grant intervention rate to purchase a Horsch Sprinter 6ST; a one pass, low disturbance seed drill. The drill will allow the farm to take a longer term, more sustainable approach to the soil health and therefore the productivity of the family farm so that it can still be a viable business for future generations.

Downlands Tree Surgery are tree surgeons in Wiltshire who have been looking after trees at residential and commercial properties since 1997. Their work involves all types of felling, surgery works, stump removal and hedge maintenance. They applied to the Heart of Wessex LAG for a grant of **£19,080** to aid the purchase of a specialist Flail Mower capable of cutting various types of tall grass, reeds, brambles and invasive woody scrub

Callen-Lenz Associates Ltd specialises in the design, development and provision of unmanned autonomous system technology for commercial use by unmanned air vehicle (UAV) manufacturers and operators. They applied to the Heart of Wessex for grant funding towards the cost of equipping a new workshop with specialised rapid prototyping and manufacturing machines and purchasing a test support van which in turn will make the business more competitive, enabling it to create two new engineering jobs. The company based in Chilmark were successfully awarded a grant of **£22,556.02** at a 40% grant intervention rate.

Dineley Farming Company Ltd started as a farming partnership with 300 ewes 20 years ago and is located in Berwick St John. In 2011 it became a limited company and stock numbers have since steadily increased to 3000 ewes and 1000 replacements. The farm is 728 hectares and is a combination of natural chalk downland and a rotational arable forage system. 200 hectares is contracted out to an arable contractor on a rotational basis with the sheep. Dineley Farming applied to the Heart of Wessex for a LEADER grant to aid the purchase of a 5 way mobile sheep autodrafter and were successfully granted **£5,683.20** at a 40% intervention rate.

Rookhaye Estate in Bowerchalke have successfully been awarded a LEADER grant of **£10,351.60** to support the purchase and installation of an auto identification, activity and rumination herd management system to be added to existing farm equipment. This in turn will improve the welfare and productivity of the dairy herd. Rookhaye Estate is a family farming business with three enterprises; dairy farming, arable farming and property rentals.

Discover Adventure Ltd based in Coombe Bissett organises charity fundraising challenges, school expeditions and company team building challenges. They applied to the Heart of Wessex LAG for LEADER funding to refurbish a former garage workshop to provide a workshop and store for business vehicles and equipment. The business was successfully awarded the full grant request of **£17,716** at a 40% grant intervention rate.

Time Traveller App on the Chase received a **£132K** grant to develop a phone and tablet app which is expected to greatly increase the number of visitors to the Shaftesbury area.



The Springhead Trust Ltd of Fontmell Magna were granted **£57,557** for to improve visitor facilities at Springhead. This will extend the revenue-generating season: providing quality accommodation for many new and repeat day and residential visitors; access to a unique painted room; and improved facilities for performances staged in a Rotunda Open Air Theatre. This project will create 2 new full time jobs.

Launceston Farm, Tarrant Launceston received **£46K** to purchase a System Cameleon Drill - innovative robotic machinery

Manor Farm, Tarrant Monkton were granted **£42K** grant to purchase innovative farm equipment - Strip-till drill

Cranborne Chase Cider were awarded **£21K** grant to extend their processing facility

Wessex Internet Ltd a received a **£140K** grant to build new office and data centre

James Selby Joinery, Farnham received a grant of **£8,800** to purchase new equipment to expand a joinery business

Martin Community Shop were awarded **£3,014** for an expansion to the shop

At the time of writing this Management Plan it is unclear what, if anything, will replace LEADER funding in the future.



Appendix 19:

Planning Protocol for the Cranborne Chase Area of Outstanding Natural Beauty

This is the protocol agreed in 2005 and 2006; it should, of course, be read in the context of current planning terminology where we no longer have Structure Plans and Development Frameworks but do have Core Strategies, Local Plans, and the National Planning Policy Framework.

West Wiltshire and Salisbury Districts transferred to Wiltshire Council in 2009, and East Dorset and North Dorset Districts transferred to Dorset Council in 2019.

1. Purpose

This Protocol sets out how the AONB Partnership and local authorities will consider planning matters affecting the AONB.

2. Background

The Cranborne Chase AONB Partnership's primary task is taking forward the objective of conserving the natural beauty of the landscape. AONB's are regarded as equivalent to National Parks in terms of their landscape quality, scenic beauty and their planning status. All public bodies and statutory undertakers must have regard to the purposes of AONBs in performing their statutory functions.

In 2004 the AONB Partnership produced a Management Plan for the AONB which sets out the overall vision, objectives and action plans for the area up to 2009. The Planning Protocol should be implemented having regard to the objectives and policies of the Management Plan.

3. Local Authority Planning Responsibilities

In summary the planning responsibilities of the local authorities are as follow;

County Councils

1. Preparation of Minerals and Waste Local Development Frameworks.
2. Preparation of Structure Plans under the transitional arrangements of the Planning and Compulsory Purchase Act.
3. Determining planning applications for mineral extraction and related development, waste management.
4. Determining planning applications for the County Council's own development | (e.g. roads, schools etc).
5. Provision of monitoring and survey information and advice to the Regional Planning Body on strategic issues and the conformity of Local Development Documents with the Regional Spatial Strategy.

County Councils are also responsible for the preparation of Local Transport Plans.



District Councils

1. 1. Establishing planning policies and strategies through the preparation of Local Development Frameworks and supporting documents
2. 2. Determination of the majority of planning applications for:
 - House extensions and alterations.
 - Residential development.
 - Employment, leisure and shopping development.
 - Engineering operations.
 - Telecommunication and energy schemes.
 - Agricultural buildings.
 - Change of use of land or a building.
3. Raising objection/no objection on circular 18/84 applications (Crown Lands - includes Duchy of Cornwall development).
4. Also determining whether prior notification of design and siting is required for;
 - Telecommunication schemes under part 24 of the GPDO;
 - Agricultural buildings under part 6 of the GPDO.

4. The Planning Authority's role

The planning authority will;

- Invite comments or contributions in respect of all consultations on relevant planning policy documents which impact on the AONB. This will include inviting an appropriate representative of the AONB Partnership to be involved in relevant consultation events or Forum meetings which may be arranged. A list of planning policy documents is included within Appendix A1.
- Make available a copy of the weekly planning application list for the AONB Manager within 7 days of publication.
- Send a standard consultation to the AONB Manager inviting comments on all major1 applications within the AONB or those which are likely to impact significantly on the AONB landscape character. A schedule of major applications is provided in Appendix A1.
- Where appropriate, will consult the AONB team during pre-application discussions or in the preparation of development briefs.
- Take account of AONB matters and, where appropriate, will liaise with the AONB team regarding Planning Appeals and seek contributions on significant planning matters affecting the AONB.



5. The AONB Partnership's role

The AONB Partnership will;

1. As defined in the General Development Procedure Order 1995; Definition of 'major' development is still current and is as defined on the Planning Portal [deriving from the T&CP Order 2012
 - Review and consider consultation documents prepared as part of the Local Development Framework preparation and other relevant documents. Where appropriate undertake further consultation with relevant Local Authority and AONB officers and prepare and submit written comments to the Local Planning Authority within the given timescales.
 - Scan weekly planning applications lists and identify any relevant applications for comments. Where the AONB Partnership wish to comment on an application, such request should be made to the local authority within 7 days of the weekly list becoming available.
 - In consultation with appropriate case officers, landscape architects and urban designers, arrange site visits and submit comments on planning applications or consultations received from Planning Authorities that may have a significant impact on the character of the AONB within 21 days of the date of consultation (unless otherwise specified or agreed with the Local Planning Authority). The AONB Partnership understand that where responses are not submitted to the local authority within the specified time limit then they may not be taken account of in determining the planning application.
 - Where appropriate, will provide contributions towards Planning Appeals, where there are significant planning issues for the AONB.
 - Operate a scheme of delegation for providing comments on planning matters as set out in Appendix A2.
 - Work with local planning authorities to raise the profile of the AONB and develop tools which will aid policy formulation and decision making, such as landscape sensitivity/capacity, policy statements, and design guidance.



6. AONB Criteria

In considering planning matters the AONB Partnership will ensure that the primary concern of responses to the local authorities is the purpose of statutory designation of the AONB - the conservation and enhancement of the natural beauty of the landscape. In forming a view it will, however, also take account of the economic and social needs of local communities, where these are compatible with the conservation and enhancement of the landscape.

The Partnership will only concern itself with applications, or aspects of applications, which it considers are likely to raise significant planning issues for the AONB as set out above. These will mainly relate to major applications or those which would set an unacceptable precedent within the AONB.

The AONB unit will not generally respond to requests by members of the public or other organisations to comment on minor applications, unless they raise significant planning issues for the AONB.

The Cranborne Chase AONB Partnership comprises a wide range of agencies from private sector to local government. As such, whilst comments made on behalf of the AONB Partnership are representative of the Partnership's view as a whole, the comments made will not necessarily be consistent with the views of individual organisations represented on the Partnership. Any individual organisation on the AONB Partnership may reserve the right to disassociate themselves from any particular comments put forward on behalf of the AONB Partnership from time to time, subject to their declared interests.



7. Agreement

This Protocol has been endorsed by the AONB Partnership Panel on 11th May 2005 and minor amendments agreed by the Planning Topic Group on 7th October 2005.

Signed on behalf of the constituent Authorities: Wiltshire Council, Dorset County Council, Hampshire County Council, Somerset County Council, East Dorset District Council, North Dorset District Council, New Forest District Council, Mendip District Council, South Somerset District Council.

Appendix A.1 - Scope of consultations

Planning Policy

A. The protocol includes the following documents prepared in relation to Local Development Frameworks

Development Plan documents including;

- Core strategies
- Proposals Maps
- Generic Policies
- Area Action Plans
- Other topic based Development Plan Documents
- Structure Plans/Local Plans and modifications relating to them (prepared under the transitional arrangements)
- Supplementary Planning Documents where these provide guidance relevant to part or all of the AONB (e.g. rural design)
- Statements of Community Involvement
- Sustainability Appraisals/Strategic Environmental Assessments (where there is considered by the local authority to be significant issues relating to the AONB)

B. The protocol covers related planning policy documents

- Landscape Character Assessments
- Village Design Statements
- Planning Concept Statements and Development Briefs
- Other Planning guidance produced which is of relevance to the AONB
- Local Transport Plans

Planning Applications

The protocol will cover the following types of “major” planning applications (see Appendix 22) received by local authorities;

- **Residential Development** – applications involving 10 or more dwellings (or where the number of dwellings is not indicated) or where the site is more than 0.5 Ha.
- **Other Development** – where the floor space proposed is more than 1000 square metres or where the site is more than 1 Ha.
- **Minerals and Waste Management** – All applications involving new or extended mineral extraction areas, or the restoration of old or existing sites, or any site used for the management of waste (including Review of Mineral Permissions (ROMPs)).



- Consultation should also take place on other applications which are likely to have a significant impact on the AONB Landscape Character.

Appendix A.2 - Scheme of Delegation

The AONB Partnership Forum delegates to the AONB Team;

Responsibility for deciding whether a consultation warrants a response on behalf of the Partnership.

- Responsibility for deciding if a consultation should be referred to the Planning Topic Working Group. In general only consultations which give rise to significant issue(s) of principle or policy for the AONB or have a significant impact on the landscape character of the AONB should be referred.
- Responsibility for providing a response on consultations not referred to the Planning Topic Working Group

Planning & Transportation Topic Group - 19th September 2006

The Planning Protocol: Review and Refinement

1. Purpose: To review and refine the operation of the Planning Protocol.

Review

2. Background: The initial eight months of operation of the Protocol was discussed at the June 2006 Topic Group meeting. The Protocol was circulated, after endorsement by the Partnership Panel, for formal signature by the individual Planning Authorities on 18th October 2005. All have been returned signed except those from North Dorset, South Somerset, and Mendip District Councils.
3. Activity to Date: After an initial batch of Transportation policy documents and Statements of Community Involvement much of the activity has related to planning applications. There have, however, been substantial policy documents relating to Minerals and Waste strategies and development control policies to digest and provide responses during the past three months.
4. That has also coincided with a review and response to the South West Draft Regional Spatial Strategy, both jointly with the South West Protected Landscapes Forum on matters relating to all protected landscapes and separately on matters that appear to be specific to this AONB. Time constraints have meant that I have had to rely on a generic response from the South East AONBs Planning Officers Meeting as our input to the South East Draft RSS.
5. In addition, a couple of the constituent LPAs have put forward Local Development Documents for consideration, I have been invited to contribute to a policy review for a particular locality, and I have recently received a draft development brief to comment upon. The planning policy administrative arrangements mean that generally there is an acknowledgement of a contribution / response, and often that includes an invitation to a discussion / forum session.
6. Planning Applications: A small number are identified from weekly lists and newspaper advertisements whilst most of the major ones are sent directly from the DC teams. Some of the proposals sent through fall well below the threshold but in most of these cases I sense the Case Officer is seeking landscape information, guidance, and comment to assist with the assessment of a proposal that is not quite as straight forward as it might initially appear.
7. There have been a couple of significant applications that have been picked up from weekly lists, however only one LPA regularly forwards the weekly list by e-mail so others may have been missed. In discussions with individual Case Officers there is a general awareness of the AONB but knowledge of the details of the Protocol is relatively sparse.



8. Requests for comments on applications are almost invariably open-ended with no indication whether or not there are specific areas or topics where the Case Officer would particularly like some assistance or AONB view, assessment, or opinion.
9. Responses to applications are frequently discussed within the AONB team, particularly to ensure wider Management Plan matters are not overlooked. Nevertheless, consultation responses generally focus on landscape issues and tend to fall into four categories:
 - i. Matters for the case officer to consider
 - ii. Suggesting that the application needs professional landscape input
 - iii. Specific advice in relation to AONB or landscape matters
 - iv. Recommendations
10. Although many of the responses offer advice regarding additional information to aid the decision making process or potential conditions to help improve the integration of the development in the local environment there are occasions when refusal has been unequivocally recommended. Some applications have been supported where, on balance, a use or development meets aims of the AONB Management Plan and does not prejudice the reasons for the AONB designation. Possibly the most taxing applications are those on the borders or in the setting of the AONB.
11. Feedback: Where a Case Officer has passed the AONB comments to the applicant there have generally been two responses:
 - I. commissioning of a landscape appraisal
 - II. office / site meeting
12. Generally, however, there is no indication to what extent the response has been helpful or incorporated in the decision on the application. The assumption that all comments have been taken on board is unlikely to be well founded! Only one notification of the decision has been received. The team is, therefore, unable to assess the usefulness or effectiveness of its contributions.
13. Matters that are of particular concern to the AONB team are the lack of acknowledgement or response to:
 - I. a specific recommendation [e.g. to seek specified amendments to a scheme, to require landscape assessments and proposals prior to making a decision, to impose conditions, or to refuse the application as submitted
 - II. an offer / request to put the AONB view to the Planning Committee.
14. In the latter situation the AONB seems not to have been afforded the opportunity to address the Committee given to applicants and other third parties.
15. Furthermore, there has been no reference back to the AONB team when the Case Officer has advised the Planning Committee / Chief Officer contrary to the AONB position / recommendation. In this context the authority could be perceived to be in breach of its duty under section 85 of the Countryside and Rights of Way Act 2000: *"In exercising or performing any functions in relation to, or so as to effect, land in an area of outstanding natural beauty, a relevant authority shall have regard to the purpose of conserving and enhancing the natural beauty of the area of outstanding natural beauty."*



16. There has also been a case where the local Planning Committee went against the Case Officer's advice [which included the AONB advice against approval on a number of grounds], but as the AONB were not made aware of the Committee date we were not able to present the AONB position in person in support of the Case Officer.

Refinement

17. Established policy consultation procedures appear to be working effectively.

18. However, in connection with planning applications there seem to be a number of areas where the parties could undertake mutually beneficial actions:

- I. provision of information
- II. greater focus on areas of uncertainty or concern
- III. interaction immediately prior to the decision making

19. **AONB actions:** The AONB team can provide the following to Case Officers / Development Control Team administrators:

- I. individual copies of the Protocol
- II. individual copies of 'Sustaining Landscape Character'
- III. a mail back card to show comments have been received by the Case Officer and the target date for the decision

20. The responses from the AONB could be structured to reflect the differing levels of importance from the AONB point of view:

- I. observations on matters that the Case Officer may or may not be already aware of
- II. relevant information [e.g. in relation to landscape character, the appropriateness of landscape treatments, etc]
- III. advice on specific issues and topics relating the AONB or the AONB staff expertise
- IV. recommendations from the AONB or the special professional experience of the AONB staff

21. **LPA actions:** The Local Planning Authorities could provide:

- I. an AONB tick box on application forms, application descriptions, and the planning register [in the way that is done for applications in Conservation Areas]
- II. an indication on application descriptions and reports that the AONB has provided comments and / or recommendations
- III. quarterly lists of Planning Committee dates, times, and meeting places to the AONB office
- IV. e-mail weekly lists of applications to the AONB office
- V. copies of decision notices on applications where the AONB has provided comments

22. Applications sent to the AONB could identify the matters where the Case Officer would most appreciate information, advice, and [if appropriate] recommendations.

23. On the occasions when the Case Officer is inclined not to adopt the AONB advice and recommendations contact is made with the AONB team prior to finalising the report to Chief Officer / Committee to seek to obtain a shared understanding.

24. The LPAs afford the AONB a 'right to be heard' at planning committees in connection with applications where the AONB has provided a written or e-mail response.



Conclusions

25. There are a number of relatively simple refinements to the Protocol that can make the operation of it, particularly in relation to Development Control, much more focussed and effective.
26. Recommendation: The Topic Group endorses the review and the refinement proposals to enhance the operation of the Protocol in connection with development



Appendix 20:

Position Statements; Fact Sheets & Good Practice Notes

Position Statements

The AONB positions statements set out the Partnership's position on a variety of topics. These include light pollution, historic parks and gardens, the relevance of the setting for the AONB and Historic Landscape Characterisation.

Position Statement 1	Light Pollution
Position Statement 2	Historic Parks & Gardens
Position Statement 3	Relevance of the Setting for AONB
Position Statement 4	Historic Landscape Characterisation
Position Statement 5	Renewable Energy
Position Statement 6	Good enough to approve in an AONB
Position Statement 7	Affordable Parking
Position Statement 8	Farm Diversification
Position Statement 9	Field scale photovoltaic panels
Position Statement 10	Housing within the CCAONB

Fact Sheets & Good Practice Notes

The AONB fact sheets and good practice notes provide information on topics of relevance to landscape and planning within the AONB. These documents provide information on Section 85 duties, the New Agricultural Buildings, the European Landscape Convention, and Historic Landscape Characterisation.

Fact Sheet 1	Section 85 Factsheet & Good Practice
Fact Sheet 2	Local Plan, LDF & Good Practice
Fact Sheet 3	European Landscape Convention Fact Sheet & Good Practice
Fact Sheet 4	Historic Landscape Characterisation Fact Sheet & Good Practice
Good Practice 6	Colour and Integrating Developments into the Landscape
Good Practice 7	Good External Lighting
Good Practice 7a	Recommendations for Dark-Sky compliant lighting on new builds & refurbishments - a Developers' Guide
Good Practice 7b	Examples of Dark-Sky compliant lighting units
Good Practice 8	New Agricultural Buildings
Good Practice 9	Using Landscape Character Assessments in Neighbourhood Planning

Plus: Helping you to keep our AONB beautiful – an illustrated overview of the documents produced by the AONB Partnership.



Appendix 21:

Protection of the Designated Landscape

Development will be expected to ensure the conservation and enhancement of the Cranborne Chase Area of Outstanding Natural Beauty, together with its setting, in accordance with the relevant statutory requirements:

- The scale and extent of development within these designated areas should be limited.
- Every 'major' development proposal should be accompanied by at least an objective assessment of any impacts upon the visual amenity, local landscape character, and its setting (including historic landscape character having regard to the status and significance of any heritage assets affected).
- The assessment should be informed by an appropriate Landscape Character Appraisal as a minimum. Where the proposed development is situated within or in proximity to this Area of Outstanding Natural Beauty, it must be explicitly demonstrated that its Management Plan and Landscape Character Assessment have been taken into account.
- Development which affects the landscape of the AONB or its setting should only be permitted if it can be demonstrated that any adverse impacts can be:
 - avoided; or
 - where an adverse impact cannot be avoided, the impact will be adequately mitigated; or
 - where adverse impacts cannot be avoided or adequately mitigated, compensatory environmental enhancements or other compensation will be made to offset the residual landscape and visual impacts.



Minerals and Waste

Major minerals and waste development should not be permitted in the Cranborne Chase Area of Outstanding Natural Beauty (AONB), except in exceptional circumstances.

In this respect, consideration will be given to:

- a. the need for the development, including in terms of any national considerations;
- b. the impact of permitting, or refusing the development upon the local economy;
- c. the cost and scope for meeting the need outside the designated area, or meeting the need in some other way; and
- d. whether any detrimental effects on the environment, landscape and / or recreational opportunities can be satisfactorily mitigated

Minerals and waste development should reflect and where appropriate enhance the character of the surrounding landscape and natural beauty, wildlife, and cultural heritage of the designated area.

Any minerals and waste development should also be subject to a requirement that it is restored in the event it is no longer needed for minerals and waste uses.

At its meeting on 26th October 2016 the Partnership for the Cranborne Chase AONB agreed 'the principle that the nation's finest landscapes, which have the highest status of protection in relation to landscape and scenic beauty, are not places for the importation of waste for treatment, processing, or disposal.'

Small-scale waste management facilities for local needs should not be precluded from the AONB, provided that they can be accommodated without undermining the objectives of the designation, namely conserving and enhancing natural beauty.



Appendix 22:

Major Development

This definition, drawn from the Planning Portal in November 2013, relates closely to the Planning Protocol between this AONB and its Partner Local Planning Authorities.

<http://www.planningportal.gov.uk/planning/planninginspectorate/majorapplications>

‘Major Development’ is development involving any one or more of the following:

- a. the winning and working of minerals or the use of land for mineral-working deposits
- b. waste development;
- c. the provision of dwelling houses where:
 - i. the number of dwelling houses to be provided is 10 or more; or
 - ii. the development is to be carried out on a site having an area of 0.5 hectares or more and it is not known whether the development falls within sub paragraph (c) (i);
- d. the provision of a building or buildings where the floor space to be created by the development is 1,000 square metres or more; or
- e. development carried out on a site having an area of 1 hectare or more.

The revised NPPF July 2018 includes a similar definition of Major Development, and provided a reference to the Town and Country Planning (Development Management Procedure) (England) Order 2015.

However, footnote 55 of the NPPF states that in relation to National Parks, AONBs, and Heritage Coasts ‘whether a proposal is ‘major development’ is a matter for the decision maker, taking into account its nature, scale and setting, and whether it could have a significant adverse impact on the purposes for which the area has been designated or defined.’

There is, therefore, the implication that development of a smaller scale than that defined above can be considered ‘major’ in the sensitive landscapes of National Parks, AONBs, and Heritage Coasts.



Appendix 23:

Permitted Development

The Town and Country Planning Act (General Permitted Development) (England) Order 2015 allows a range of developments, usually of a defined scale and within less sensitive locations, without the need to seek formal planning permission. The Order also covers changes between Use Classes. These 'permitted development rights' are more restricted in a

- Conservation Area
- Area of Outstanding Natural Beauty
- World Heritage Site
- National Park or the Broads

For example, the permitted development right to install up to 1 Megawatt of solar photovoltaic panels on roofs of non-domestic buildings does not apply in those areas.

A Local Planning Authority can remove some of these rights by issuing an 'Article 4 direction', which means a planning application needs to be submitted. These Article 4 directions are made when the character of an area of acknowledged importance would be threatened.

The 2015 Order also provides for some changes of use, mainly to residential, for a limited period of time from a limited range of Use Classes.

There are also permitted development rights for agricultural buildings, again within defined sizes and locations, and also time-limited rights for conversions of agricultural buildings in less sensitive locations.

Whilst the laudable aim of permitted development rights is to reduce the burden of planning applications the variety of restrictions on the range of rights means that virtually every situation needs to be carefully checked to ensure the proposed development really is permitted and that any requirements, such as notifying that the work has been completed, are complied with.

Reference can be made to the Planning Portal

https://www.planningportal.co.uk/info/200187/your_responsibilities/37/planning_permission/2

and / or

Government's Planning Practice Guidance – when is permission required <https://www.gov.uk/guidance/when-is-permission-required#What-are-permitted-development-rights>

Some changes between categories within the Use Classes benefit from permitted development rights but, again, they may be subject to restrictions in sensitive areas.

https://www.planningportal.co.uk/info/200130/common_projects/9/change_of_use/2



From	To
A1 (shops.)	<p>A2</p> <p>A3 up to 150m² and subject to Prior Approval.</p> <p>D2 up to 200m² and subject to Prior Approval and only if the premises was in A1 use on 5th December 2013.</p> <p>A mixed use comprising an A1 or A2 use and up to 2 flats may also be permitted subject to meeting certain conditions.</p> <p>C3 up to 150m² and subject to Prior Approval.</p>
A2 (professional and financial services) when premises have a display window at ground level, but excluding betting offices or pay day loan shops.	<p>A1</p> <p>A3 up to 150m² and subject to Prior Approval.</p> <p>D2 subject to Prior Approval and only if the premises was in A2 use on 5th December 2013.</p> <p>A mixed use comprising an A1 or A2 use and up to 2 flats may also be permitted subject to meeting certain conditions.</p> <p>C3 up to 150m² and subject to Prior Approval.</p>
A3 (restaurants and cafes.)	A1 or A2
A4 (drinking establishments.)	A4 drinking establishment with A3 (restaurants and cafes.)
A5 (hot food takeaways.)	A1 or A2 or A3
A4 drinking establishment with A3 (restaurants and cafes.)	A4 (drinking establishments.)
B1 (business.)	Up to 500m ² B8
B2 (general industrial.)	B1
B2 (general industrial.)	Up to 500m ² B8
B8 (storage and distribution.)	Up to 500m ² B1 C3 (subject to prior approval.)
C3 (dwelling houses.)	C4 (small houses in multiple occupation.)
C4 (small houses in multiple occupation.)	C3 (dwelling houses.)
Sui Generis (casinos.)	<p>D2</p> <p>A3 only if existing building is under 150m² and subject to Prior Approval.</p> <p>C3 up to 150m² and subject to Prior Approval.</p>



From	To
<p>Sui Generis (betting offices and pay day loan shops.)</p>	<p>A1</p> <p>A2</p> <p>C3 up to 150m² and subject to Prior Approval.</p> <p>A mixed use comprising a betting office or a pay day loan shop, or an A1 or A2 use and up to 2 flats may also be permitted subject to meeting certain conditions.</p> <p>D2</p>
<p>Sui Generis (agricultural buildings.)</p>	<p>A1, A2, A3, B1, B8, C1, C3, D2, all subject to meeting relevant criteria and Prior Approval. See notes.</p>



Appendix 24:

Community Infrastructure Levy – An Overview

What is the Community Infrastructure Levy?

Local authorities can choose to charge the Community Infrastructure Levy (CIL) on new developments in their area. It is different from ‘developer contributions’ that are directly related to a particular development. The CIL money can be used to fund a wide range of infrastructure that is needed as a result of development. This includes new or safer road schemes, flood defences, schools, hospitals and other health and social care facilities, park improvements, green spaces and leisure centres. This concept has been subject to a variety of adjustments and updates so the current regulations and criteria should be checked on the Government’s web site.

How much will the levy raise?

The introduction of the levy has the potential to raise an estimated additional £1bn a year of funding for local infrastructure by 2016 (the impact assessment on the Community Infrastructure Levy published on 31 January 2011 sets out further details).

The benefits of CIL

The benefits of the levy are increased:

- certainty for the funding and delivery of infrastructure projects
- certainty for developers regarding what they will need to contribute
- transparency for local people

Who may charge the levy?

In order to become a CIL charging authority (under the Planning Act 2008 and Community Infrastructure Regulations 2010) Local Authorities must produce and consult on a charging schedule which sets out the rate(s) to be applied to new development in the borough. These rates need to be supported by:

- an adopted development plan
- an assessment of area infrastructure requirements and funding gap analysis
- an assessment of the economic viability of new development.

Infrastructure spending outside a charging area

Charging authorities may pass money to bodies outside their area to deliver infrastructure which will benefit the development of their area, such as the Environment Agency for flood defence or, in two tier areas, the county council, for education infrastructure.

If they wish, charging authorities will also be able to collaborate and pool their funds from their respective levies to support the delivery of ‘sub-regional infrastructure’, for example, a larger transport project where they are satisfied that this would support the development of their own area.



What development is liable to pay the levy?

Most buildings that people normally use will be liable to pay the levy, but Planning Authorities can decide that some buildings, or buildings in particular locations, are exempt.

How is the levy charged?

The levy is charged in pounds per square metre on the net additional increase in floorspace of any given development. This will ensure that charging the levy does not discourage the redevelopment of sites. Any new build - that is a new building or an extension - is only liable for the levy if it has 100 square metres, or more, of gross internal floor space, or involves the creation of additional dwellings, even when that is below 100 square metres.

Charging authorities are required to apply an annually updated index of inflation to keep the levy responsive to market conditions.

How does the levy relate to planning permission?

The levy is charged on new builds permitted through planning permission. The planning permission identifies the buildings that will be liable for a Community Infrastructure Levy charge: the 'chargeable development'. The planning permission also defines the land on which the chargeable buildings will stand, the 'relevant land'.

How is the levy collected?

The levy's charges become due from the date that a chargeable development is commenced in accordance with the terms of the relevant planning permission. The collecting authority issues a liability notice setting out the amount of the levy due for payment, the payment procedure, and the possible consequences of not following this procedure.

Who is liable to pay the levy?

The responsibility to pay the levy runs with the ownership of land on which the liable development will be situated. This is in keeping with the principle that those who benefit financially when planning permission is given should share some of that gain with the community.

Exceptional circumstances

A charging authority wishing to offer exceptional circumstances relief in its area must first give notice publicly of its intention to do so. A charging authority can then consider claims for relief on chargeable developments from landowners on a case by case basis, provided the certain conditions are met.

In-kind payments

The regulations also provides for charging authorities to accept transfers of land as a payment 'in kind' for the whole or a part of a the levy, but only if this is done with the intention of using the land to provide, or facilitate the provision of, infrastructure to support the development of the charging authority's area.



How will payment of the levy be enforced?

To ensure payment, the regulations provide for a range of proportionate enforcement measures, such as surcharges on late payments, Stop Notices, and resort to the courts.

The relationship between the Community Infrastructure Levy and planning obligations

The levy is intended to provide infrastructure to support the development of an area rather than to make individual planning applications acceptable in planning terms. As a result, there may still be some site specific impact mitigation requirements without which a development should not be granted planning permission. Some of these needs may be provided for through the levy but others may not, particularly if they are very local in their impact. Therefore, the Government considers there is still a legitimate role for development specific planning obligations to enable a local planning authority to be confident that the specific consequences of development can be mitigated.

The relationship between CIL and AONB

Projects within the AONB could qualify for CIL and they should, ideally, be included in the LPAs' Infrastructure Delivery Plans. Where a Neighbourhood Plan exists, the community benefits from 25% of the CIL revenues arising from development in their area. Neighbourhoods are advised to publish their spending priorities. It is recognised that housing development in this AONB benefits by a price increase in the order of 26% over equivalent housing outside the AONB. It is, therefore, not unreasonable for a proportion of that benefit to be returned to the AONB to sustain the environment that creates the benefit.



Appendix 25:

Sustainable Development Fund for AONBs

In the late spring of 2005, Defra, through the Countryside Agency, introduced a Sustainable Development Fund for AONBs. The Fund was intended to support the purposes of AONBs and the delivery of the Countryside and Rights of Way Act 2000 Management Plans, support Defra's objectives of sustainable development, partnership and social inclusion; and support Natural England in working towards a sustainably managed countryside, improved environment and integrated delivery of rural services.

The Cranborne Chase and West Wiltshire Downs Sustainable Development Fund supports projects that bring social, environmental and economic benefits to the AONB. It aims to develop and test new methods of achieving a more sustainable way of life.

Examples of the type of projects which have received awards are:

- Local products such as Cranborne Chase Cider. In addition to supporting the local economy, the production of cider helps to preserve the tradition of cider making in the area and ensures the maintenance of old orchards and apple species
- Restoration of locally distinctive features such as historic black and white wooden finger posts
- Repurposing heritage street furniture such as the archetypal red telephone boxes to create information points for walks or book exchanges
- Understanding and recording farmsteads in Wiltshire
- The establishment a community pub - The Drovers Inn, Gussage All Saints community owned pub re-opened July 2016 and was a finalist in the Plunkett Foundation's Rural Communities Co-operative Awards 2017 and a Taste of Dorset Awards finalist 2017
- First World War commemorations including its impact locally, the creation of a memorial garden and the reinstatement of military cap badges cut into the chalk on Sutton Down
- Creatives arts projects including Deverills Performing Arts, Bird Henge – a henge of giant Wiltshire birds and Ashscape -a celebration of the ash tree
- Projects that work with disadvantaged young people.
- Fund raising events for community action; so that the funds raised are not used in putting on the event.
- Projects to develop sustainable technologies such as renewable energy schemes.



Appendix 26: Publications on the AONB Website¹

AONB Studies and Seminars

Publication	Details
<p>Raising Our Game</p>	<p>Raising Our Game is the report generated by a Game Conservation Survey undertaken between 2005-2007, and the final report released in 2011. The Game Conservation Survey was born out of the need to gain greater understanding of all aspects of game management within the AONB combined with the advent of the Sustainable Development Fund (SDF).</p> <ul style="list-style-type: none"> • Raising Our Game - 2011 Final Report (PDF, 2Mb) • Raising Our Game - 2007 Research (PDF, 2Mb) 
<p>The Chase, the Hart and the Park</p>	<p>An exploration of the historic landscapes of the Cranborne Chase Area of Outstanding Natural Beauty</p> <ul style="list-style-type: none"> • The Chase, The Hart and the Park - Information (PDF, 260kB) • The Chase, The Hart and the Park - Edited by Katherine Barker and based on papers given at a one-day seminar held in Sixpenny Handley in November 2006 (PDF, 2Mb) • The Medieval Deer Parks of the Cranborne and West Wiltshire Downs AONB - Embracing areas of Dorset, Wiltshire and Hampshire and Somerset by Katherine Barker - May 2006 (PDF 0.7Mb) 
<p>Climate Change Seminar 22 September 2010</p>	<p>Documentation from the Climate Change Seminar</p> <ul style="list-style-type: none"> • Q & A's, Group Discussions and Comments (PDF, 104kb) • Feed-in Tariffs and the Renewable Heat Incentive (PDF, 450kb) Pete West, Renewable Energy Development Officer, Dorset County Council • Climate Change Policy & Activity in Wiltshire (PDF, 1.1Mb) • Tackling climate change in Dorset (PDF, 900kb) • Climate Change: what is happening in Hampshire County Council? (PDF, 1.3Mb) 
<p>Landscape Character Assessment</p>	<p>Assessment which moves beyond the level of detail provided by the 1995 AONB assessment. This document presents a fully integrated view of the landscape incorporating all the features and attributes that contribute to the special and distinctive character of the AONB</p> <ul style="list-style-type: none"> • Landscape Character Assessment (PDF, 2.8Mb) <p>Please note, this is a low resolution version - for further information see the Landscape Character Assessment page.</p> 
<p>Planning and Landscapes Booklet</p>	<p>This booklet is an abbreviated, easy to read, version of the Integrated Landscape Character Assessment 2003. It was prepared for the 2006 Planning seminar and summarises the key landscape characteristics of the 8 Landscape Types and 15 Landscape Areas, focussing particularly on the character of the settlements.</p> <ul style="list-style-type: none"> • Planning and the AONB - Sustaining Landscape Character (PDF, 1.5Mb)

¹ www.ccwwdaonb.org.uk



Publication	Details
Historic Landscape Characterisation	<p>Exploring the history and archaeology of the fascinating landscape of the AONB. It also provides an introduction to historic landscape characterisation and explores how the AONB is conserving and enhancing this special heritage through Historic Environment Action Plans.</p> <ul style="list-style-type: none"> Historic Landscape Characterisation (PDF, 4.6Mb) <p>For more information visit the AONB Historic Landscapes Website</p> 
Landscape Sensitivity	<p>This study explores the innate fragility and robustness of the landscapes of this AONB.</p> <ul style="list-style-type: none"> Landscape Sensitivity Full Report - May 2007 (PDF, 500kB) Figure 1 - Landscape Character Sensitivity (PDF, 700kB) Figure 2 - Visual Sensitivity (PDF, 700kB) Figure 3 - Overall Landscape Sensitivity (PDF, 700kB) Figure 4 - Sensitivity Mapping Key (PDF, 700kB) 
Tranquillity	<p>In 2006 the CPRE (Campaign for the Protection of Rural England) published a new tranquillity map of England. In order to help direct efforts towards sustaining tranquillity - a key attribute of this AONB identified by many of you who contributed to the Management Plan - we obtained the original data and carried out further investigative work to apply it to the AONB.</p> <ul style="list-style-type: none"> Tranquillity Mapping Report July 2010 - Ground Truthing Methodology and Interim Report (PDF, 2.1Mb). Tranquillity Mapping - Investigative Study 2008 (PDF, 2.2Mb). 
B3081 Landscape Character Appraisal	<ul style="list-style-type: none"> B3081 Landscape Character Appraisal Report (PDF 3.64MB) The following study provides an appraisal of the historic and archaeological characteristics of the B3081 - B3081 Historic Landscape Appraisal (PDF 1MB) 

Other AONB Publications

Publication	Details
Enhancing the visitor economy	<p>Encouraging a sustainable approach to the visitor economy of the Cranborne Chase AONB (PDF 800Kb) - 19th January 2012</p>
Rural Highways	<p>A Guide to Conserving and Enhancing the Landscape Settings of our Rural Highways (PDF 2.2Mb) - April 2016</p>
Archaeology on Your Farm	<p>Cranborne Chase Area of Outstanding Natural Beauty is world famous for the range and quality of its archaeological remains. Looking after archaeology brings benefits for farmers and land managers, while enriching the landscape for everyone.</p> <ul style="list-style-type: none"> Archaeology on your Farm: Gaining from History (PDF, 900Kb)
Leaflets	<p>Leaflet of producers in the AONB, and a map and guide for visitors. If you would like copies of these leaflets sent to you, please contact us.</p> <ul style="list-style-type: none"> 2 page guide to local producers in the AONB (PDF, 1MB) 2 page map and information guide for visitors (PDF, 1MB)



Publication	Details
The Legal Record of Rights of Way Leaflet	<p>County Councils have the responsibility for managing Rights Of Way (RoW). Each county has a team of RoW officers who carry out maintenance of the Legal Record of Public Rights of Way.</p> <p>This booklet contains information relating to Rights of Way, the legal record and the definitive map modification process. It also contains information relating to the AONB Access Group</p> <ul style="list-style-type: none"> • Rights of Way Leaflet (PDF, 963kB)
Guidance and Advice for Statutory Bodies	<p>England's statutory landscape designations: a practical guide to your duty of regard (PDF, 1Mb).</p> <ul style="list-style-type: none"> • Guidance and Advice for Statutory Bodies (PDF, 600Kb).
Annual Reports	<p>Annual Report 2016/2017 (PDF 1.1Mb)</p>
Woodfuel & Woodlands	<ul style="list-style-type: none"> • A Guide to Small Scale Biomass Heating Projects (PDF, 700Kb). • Woodland Project Methodology (PDF, 1Mb) <p>Our publication 'A landscape view of trees and woodlands' provides a description of our woodlands that is more complete and is at a greater resolution than has ever been achieved before. It gives guidelines to woodland owners, land managers and advisers that are intended to provide a broad basis for management decisions, rather than site-specific advice.</p> <ul style="list-style-type: none"> • A landscape view of trees and woodlands (PDF, 7.3Mb)
South Wiltshire Farmland Bird Project Documents	<ul style="list-style-type: none"> • Archive page from website (PDF 1Mb) • Project Summary (PDF 1.2Mb) • Final Project Report (PDF 3.3Mb)



Planning Related Publications

Publication	Details
Cranborne Chase & Chalke Valley Landscape Character Assessment	<p>This Landscape Character Assessment was commissioned in 2017 by the Cranborne Chase & Chalke Valley Landscape Partnership to support a bid to the Heritage Lottery Fund's Landscape Partnership programme, which provides grants for the conservation and enjoyment of areas of distinctive landscape character.</p> <p>The study was prepared by Chris Blandford Associates (CBA).</p> <p>The overall aim of the Cranborne Chase & Chalke Valley Landscape Partnership Scheme is to enable a wide range of people to engage in the conservation and enjoyment of the area's historic, natural and cultural landscapes.</p> <p>The purpose of this study is to provide a Landscape Character Assessment (LCA) of the area to inform the Partnership's Landscape Conservation Action Plan to be submitted in support of the HLF bid.</p> <ul style="list-style-type: none"> • Cranborne Chase & Chalke Valley Landscape Character Assessment (Optimised PDF, 16Mb) • Cranborne Chase & Chalke Valley Landscape Character Assessment (Full Resolution PDF, 36Mb)



Publication	Details	
Planning and the AONB	<p>Landscape Character Assessment helps identify key characteristics, local distinctiveness, and sense of place. This booklet seeks to provide both an introduction and sufficient details to identify, and work with, the landscapes of this AONB.</p> <ul style="list-style-type: none"> • Planning and the AONB - Sustaining Landscape Character (PDF, 1.5Mb) 	
Planning Protocol	<p>This Protocol sets out how the AONB Partnership and local authorities will consider planning matters affecting the AONB. The document contains the October 2005 document as well as the September 2006 Review and Refinement document.</p> <ul style="list-style-type: none"> • Planning Protocol Document (PDF, 102Kb) 	
Planning Reports	<ul style="list-style-type: none"> • Light Pollution Study Final June 2007 (PDF, 7Mb) • Market Towns Growth - Figure One (PDF, 568Kb) • Market Towns Growth - Figure Two (PDF, 524Kb) • Market Towns Growth - Figure Three (PDF, 1.7Mb) • Market Towns Growth - Figure Four (PDF, 1.5Mb) • Market Towns Growth - Figure Five (PDF, 1.4Mb) • Roads and Planning Report (PDF, 4.8Mb) • Guide to Permitted Development Rights 2006 (PDF, 260Kb) • Market Towns Growth - Main Report (PDF, 268Kb) • Roads and Planning - Figure One (PDF, 1.7Mb) 	
Landscape and Rural Highways	<p>A Guide to Conserving and Enhancing the Landscape Settings of our Rural Highways (PDF 2.2Mb)</p>	
Position Statements	<p>The AONB position statements set out its current position on a variety of topics. These include light pollution, historic parks and gardens, the relevance of the setting for the AONB and Historic Landscape Characterisation.</p> <ul style="list-style-type: none"> • Download Lighting: types, qualities and impacts (1.2Mb) - Paper by Bob Mizon - Commission for Dark Skies (CfDS) • Position Statement 1 - Light Pollution (PDF, 75Kb) • Position Statement 2 - Historic Parks & Gardens (PDF, 90Kb) • Position Statement 3 - Relevance of the Setting for AONB (PDF, 89Kb) • Position Statement 4 - Historic Landscape Characterisation (PDF, 30Kb) • Position Statement 5 - Renewable Energy (PDF, 75Kb) • Position Statement 6 - Good enough to approve in an AONB (PDF 79Kb) • Position Statement 7 - Affordable Parking (PDF 70Kb) • Position Statement 8 - Farm Diversification (PDF 74Kb) • Position Statement 9 - Field scale photovoltaic panels (PDF 173Kb) • Position Statement 10 – Housing within the AONB (PDF 209Kb) 	



Publication	Details
<p>Fact Sheets and Good Practice Notes</p>	<p>The AONB fact sheets and good practice notes provide information on topics of relevance to landscape and planning within the AONB. Current documents provide information on Section 85 duties, the Local Development Framework, the European Landscape Convention and Historic Landscape Characterisation.</p> <ul style="list-style-type: none"> • Fact Sheet 1 - Section 85 Factsheet & Good Practice (PDF, 26Kb) • Fact Sheet 2 - Local Plan, LDF & Good Practice (PDF, 29Kb) • Fact Sheet 3 - European Landscape Convention Fact Sheet & Good Practice (PDF, 33Kb) • Fact Sheet 4 - Historic Landscape Characterisation Fact Sheet & Good Practice (PDF, 21Kb) • Fact Sheet 6 - Colour and Integrating developments into the Landscape (PDF, 60Kb) • Fact Sheet 7 - Good External Lighting (PDF 70Kb) • Fact Sheet 7a - Recommendations for Dark-Sky compliant lighting on new builds & refurbishments - a Developers' Guide (PDF 500kb) • Fact Sheet 8 - New Agricultural Buildings (PDF 70Kb) • Fact Sheet 9 - Using Landscape Character Assessments in Neighbourhood Planning (PDF 1Mb) • South West Protected Landscapes - A Guide to Keeping Horses in Protected Landscapes (PDF, 1Mb) 



Appendix 27:

The National Association for Areas of Outstanding Natural Beauty

The National Association for Areas of Outstanding Natural Beauty (NAAONB) is the voice of the AONB partnerships and conservation boards, and represents the AONB Family on national issues including policy and advocacy, communications, training and securing resources.

The Association's vision is that the natural beauty of AONBs is valued and secure.

Its mission is to support and develop a network of ambitious AONB partnerships with a strong collective voice.

The NAAONB achieved charitable status in October 2015 and it is now a Charitable Company limited by guarantee. The Charity has three objects:

- a. to promote the conservation and enhancement of natural beauty including the physical, natural, cultural and built environment in and around Areas of Outstanding Natural Beauty, other Protected Areas, and those areas for which such designation might be pursued,
- b. to advance the education, understanding and appreciation of the public in relation to the conservation and enhancement of natural beauty including the physical, natural, cultural and built environment of Areas of Outstanding Natural Beauty (AONB), other Protected Areas and those areas for which such designation might be pursued, and
- c. to promote the efficiency and effectiveness of those organisations promoting or representing Areas of Outstanding Natural Beauty, other Protected Areas and those areas for which such designation might be pursued.

Its current Strategic and Business Plans can be accessed via <http://www.landscapesforlife.org.uk/about-us/the-naaonb/>



Appendix 28:

Additional Information - Landscape

Overview

The European Landscape Convention has defined Landscape as “*an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors*”. This definition reflects the understanding that landscapes evolve through time, as a result of being acted upon by natural forces and human beings. It also underlines that the natural and cultural components of a landscape are taken together, as a whole, and not separately.

Landscapes change daily and seasonally, they respond to the weather, some have a greater proportion of hard and constructed elements whilst in others the soft and semi-natural predominate. They are perceived and valued in different ways by individuals and communities. It is with this definition in mind that the Cranborne Chase AONB Partnership approaches the tasks of conserving and enhancing the landscapes of the AONB.

Geology and Geomorphology

This part of Southern and Central England was covered by the sea between 200 million years ago until the end of the Chalk period (around 65 million years ago). The oldest rocks in the AONB are a small outcrop of Corallian Beds at Zeals (150 million years ago) and a wide outcrop of the Kimmeridge Clay (140 million years ago) across the western half of the Vale of Wardour. Farther east the Kimmeridge Clay is overlain by the sandy limestones of the Portland beds, and overlying them are the clays and limestones of the Purbeck beds. North and south of the Vale these older rocks are covered by the Gault Clay, then the Upper Greensand and finally the Chalk (these latter formations forming the sides and eastern end of the Vale).

Chalk is formed out of microscopic remains of marine plankton that gradually accumulated on a slowly subsiding sea floor over a period of 20 million years, finally reaching a thickness of around 250 metres. The purer Upper Chalk contains layers and nodules of flint (pure silica) derived from the accumulation of siliceous organisms on the sea floor. Around 65 million years ago, the Chalk was uplifted above sea level and suffered a degree of erosion before being covered by the sands and clays of the Tertiary Period, which have now been completely removed from the area of the AONB but are still present farther east. Around 20 million years ago another period of uplift created the folding and faulting of the rocks which started the development of the present landscape. Most dramatically, an east-west trending elongated dome split and, with further erosion, gave rise to the Vale of Wardour. The Mere Fault, a particularly important structure in Wiltshire, developed on the northern edge of the dome. (Map 4: Underlying geology.)



During successive glaciations of the last 2 million years, when the porous chalk was frozen into an impermeable state, rivers followed faults in the rock and eroded the valleys and steep scarp slopes. The dry valleys and folded landform of the Downs we see today date from this period. The rivers cut down through the chalk to expose the Greensand and Kimmeridge Clay of the Vale of Wardour. The Chilmark Stone that was used to build Salisbury Cathedral was also exposed at this time.



The building materials derived from the rocks give a local character to various areas; notably the stone villages built of the famous Chilmark and Tisbury freestones from the Portland strata; the sandstones in the Upper Greensand; flints in the chalk areas; and bricks from the local clays. One of the most important features of the landscape of the AONB is the underlying influence of the chalk, not only on the topography, flora and fauna, but also on the pattern of human activity and settlement.

Landscape Character Assessment

An 'Integrated Landscape Character Assessment' for the AONB was completed in 2003. It built upon earlier work from 1995 and helps produce a more complete picture of what makes the area so 'outstanding'. It is more refined and detailed than the broad and extensive character areas described in the national character areas project by Natural England. The recent (2018) 'Landscape Character Assessment for Cranborne Chase and the Chalke Valley' provides further analysis and refinement for that area.

Landscape Character Assessment (LCA) brings together geology, topography, land cover, and land uses. It identifies local landscape features, the broad character of a locality, indigenous materials and all the other elements that contribute to the particular sense of place. LCA therefore presents an integrated view of the landscape and includes all the features which contribute to the special and distinctive character of the AONB. The AONB Landscape Character Assessment brings together a number of different studies including the land uses, settlement patterns, and human activities of the AONB, along with the agricultural character, an historical overview, recreational features, ecological characteristics, and visual information based on survey work conducted in the field. It plays a crucial part in enabling the AONB Partnership to conserve and enhance the AONB.

Cranborne Chase and West Wiltshire Downs is an area of great diversity and contrast, represented by the definition of eight generic **Landscape Types**. These range from the high open remote downlands, the woodland and ancient forests of the Chase, and the dramatic steep escarpment slopes to the more intimate and secluded chalk river valleys with their distinctive pattern of settlement. Each of these landscape types have been further sub-divided into fifteen geographically specific **Landscape Character Areas** (Map 5). Details are posted on the AONB web site and a summary booklet is available. The publication of the Historic Landscape Characterisation in 2008 gives us an even greater understanding of the landscapes of the AONB, and the issues and trends highlighted in the 1995 LCA now need to be re-assessed.



Appendix 29:

Additional Information - Natural Environment

The natural world touches our lives every day. Whether we live in one of the surrounding market towns, Tisbury, or the countryside, we rely on the natural systems that support us. Our natural environment underpins our health, wealth and happiness and gives us a sense of place, pride and identity. (see *Further Information - Natural Environment White Paper*.)

Natural services and materials provided by the environment are as important for businesses as for everyday life. Our best businesses understand the value to be gained from managing supply chain impacts on our stock of natural capital. They also know the risks to their brand image, security of resources and their bottom line if they do not.

The landscapes and wildlife heritage of the AONB have been shaped by the decisions of land managers over thousands of years. Today, nearly 90% of the landscape is farmed. The decisions that farmers and land managers take determine, to a great extent, whether society's ambitions for water, wildlife, healthy soil and food production can be achieved.

The AONB lies within two of Natural England's defined 'Natural Areas': Wessex Vales and South Wessex Downs. The Wessex Vales Natural Area covers the north-west corner of the AONB and supports a variety of habitats from wet woodland and acid woodland to calcareous and neutral meadows. The South Wessex Downs Natural Area covers the vast majority of the remaining area and is strongly characterised by the underlying chalk.

This AONB supports a variety of habitats ranging from ancient semi-natural woodland to internationally renowned chalk streams and some of the best, last remaining, chalk grasslands in Europe. These uncommon habitats hold a huge diversity of plant, animal and invertebrate species. The chalk streams are biologically rich and also support an established sport fishing industry. The River Avon and its tributaries comprise the most biologically rich river system in the UK. (EA (2006) Hampshire Avon Catchment Abstraction Management Strategy.)

A significant proportion of the woodland is of ancient origin and the area contains some of the best aggregations of ancient trees in Europe <https://ati.woodlandtrust.org.uk/>, supporting internationally rare species of bryophytes, invertebrates and fungi.

Map 6: Chalk Grasslands

Map 8: Ancient Woodland

The greatest proportion of farmed land is arable, typically interspersed with small woodlands. Rare arable plants and several declining bird species occur in the arable habitats. The most significant change to agriculture has been the intensification of production in recent decades, resulting in a reduction of wild arable plants and a decline in several bird species.

Many species of wildlife still suffer from the technological improvements in arable farming that took place during 1945-1984. The wild flora of cereals experienced a combined loss of abundance and diversity of 82%, with many rare species lost. Plant bugs, grass sawflies, grasshoppers, Lepidoptera and many other insects decreased accordingly, causing, in turn, a shortage of food for the grey partridge, corn bunting, skylark, lapwing and several other species. UK research shows how these adverse effects can be overcome by unsprayed conservation headlands and beetle banks with



associated wild bird seed mixtures, measures that are all now supported by government grants and known as ‘in-field options’. However, research commissioned by this AONB¹ in 2008 showed that 40% of Environmental Stewardship expenditure in the AONB (£669,000) was linked to options associated with hedgerow and grassland management, while only 12% of the agri-environment scheme expenditure was on arable farmland (by far the majority of the AONB). The most effective biodiversity options are the least popular with farmers. In order to address this imbalance and increase wildlife associated with arable farmland, the AONB hosted the South Wiltshire Farmland Bird Project from 2009 to 2015. Early research into the impacts of providing approximately 1000ha of new farmland bird habitat across the AONB have shown promising increases in a number of species.

<http://www.ccwdaonb.org.uk/our-work/farmland-conservation-project>

The Countryside Stewardship Scheme which replaced Environmental Stewardship in 2014, has considerable more emphasis on the in-field management options needed by birds and insects as part of the Wild Pollinator and Farm Wildlife Package.

Biodiversity 2020

A new Strategy for Nature has been promised in the Government’s policy paper *A Green Future: Our 25 Year Plan to Improve the Environment*². It also states the ambition to develop a Nature Recovery Network that aims to provide an additional 500,000 hectares of wildlife habitat.

Biodiversity 2020, the current government’s strategy for England’s wildlife is still valid at the time of writing. The Strategy states four outcomes that are necessary to achieve the vision, that by 2050 our land and seas will be rich in wildlife, our biodiversity will be valued, conserved, restored, managed sustainably and be more resilient and able to adapt to change, providing essential services and delivering benefits for everyone.

Outcome 1

By 2020 we will have put in place measures so that biodiversity is maintained and enhanced, further degradation has been halted and where possible, restoration is underway, helping deliver more resilient and coherent ecological networks, healthy and well-functioning ecosystems, which deliver multiple benefits for wildlife and people, including:

1A.	Better wildlife habitats;
1B.	More, bigger and less fragmented areas for wildlife;
1C.	By 2020, at least 17% of land and inland water conserved through effective, integrated and joined up approaches;
1D.	Restoring at least 15% of degraded ecosystems.

1 ‘Strengthening Landscape Character through Entry Level Stewardship’, Dr Jemma Batten, Black Sheep Countryside Management August 2008

2 *A Green Future: Our 25 Year Plan to Improve the Environment* Defra 1st February 2018



Outcome 2

By 2020 we will have put in place measures so that biodiversity is maintained, further degradation has been halted and where possible, restoration is underway, helping deliver good environmental status and our vision of clean, healthy, safe productive and biologically diverse oceans and seas. This will be underpinned by the following:

2A.	By the end of 2016 in excess of 25% of English waters will be contained in a well-managed Marine Protected Area network;
2B.	By 2020 we will be managing and harvesting fish sustainably;
2C.	By 2022 we will have marine plans in place covering the whole of England's marine area.

Outcome 3

By 2020, we will see an overall improvement in the status of our wildlife and will have prevented further human-induced extinctions of known threatened species.

Outcome 4

By 2020, significantly more people will be engaged in biodiversity issues, aware of its value and taking positive action.

Examples of the decline in bird and butterfly populations:

- Butterflies³ are one of the most threatened wildlife group in the UK; more than three-quarters of Britain's 57 resident species are declining and over 40% are listed as Priorities for Conservation. More than 80 moth species are also at risk of extinction in the UK. Most threatened species are now confined to small patches of habitat that have been left isolated within the modern intensively managed countryside. In 2011, a significant decrease in the total numbers of wider countryside butterflies was recorded for the first time. The abundance of these common, 'garden' butterflies dropped by 24% over 10 years. Many habitat specialist species have continued to decline too such as Duke of Burgundy and Pearl-bordered Fritillary, placing them at greater risk of extinction.
- Some of our bird species⁴ that were common or characteristic of the AONB have declined nationally by more than 50%; species such as Grey Partridge, Lapwing, Woodcock, Turtle Dove, Cuckoo, Lesser Spotted Woodpecker, Skylark, Mistle Thrush, Whitethroat, Willow Warbler, Spotted Flycatcher, House Sparrow, Tree Sparrow, Linnet, Yellowhammer and Corn Bunting. Other familiar species are also experiencing worrying declines of over 25%, such as Common Sandpiper, Tawny Owl, Meadow Pipit, Dunnock, Song Thrush and Bullfinch. If these trends continue then.

3 The State of Britain's Butterflies 2011, Butterfly Conservation

4 Bird data based on the findings of British Trust for Ornithology in Bird Trends <http://www.bto.org/about-birds/birdtrends/2011> our ponds will have no Little Grebes (down by 40% since 1975) and we will no longer hear the screaming of Swifts in the summer (down 31%).



Corn bunting	Water vole	Greater horseshoe bat
Grey partridge	Early gentian	Ancient Semi-natural Woodlands
Skylark	Adonis blue butterfly	Lowland calcareous grasslands
Tree sparrow	Duke of Burgundy butterfly	Chalk rivers
Turtle dove	Brown hare	

Figure 5: Examples of priority species and habitats within the AONB

In 2018, Defra published a report entitled 'UK Biodiversity Indicators' assessing changes in the 24 indicators set to measure progress.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/729713/UKBI_2018v2.pdf

Between 2012 and 2017 it was reported that the areas of land in agri-environment schemes had fallen but areas of forestry land certified as sustainably managed has not changed over the same period.

AONB Projects

The AONB is a major partner in the Cranborne Chase Farm Conservation Project (Appendix 16), a significant initiative that seeks to create groups of neighbouring farmers working together for the benefit of wildlife at a landscape rather than local scale. Funding comes from Wessex Water and this AONB.

Currently the four farm clusters in the AONB cover an area of 38,300ha and involve 60 farmers and landowners.

- International and national nature conservation designations within the AONB (Map 7):
- Five Special Areas of Conservation (SACs);
- Three National Nature Reserves (NNRs); and
- Fifty seven Sites of Special Scientific Interest (SSSIs) (including eight geological sites).



These designations cover 3,413.2 hectares, or 3.5% of the AONB. Natural England reports that 41% of the SSSI land is in favourable condition for wildlife and that a further 36.4% of the land is recovering following the introduction of focused management prescriptions (Figure 6).

<i>SSSI CONDITION</i>	<i>AREA (hectares)</i>
Favourable	1528
Unfavourable (Recovering)	1802
Unfavourable (No Change)	66
Unfavourable (Declining)	20
Destroyed	1

Figure 6: Condition of Sites of Special Scientific Interest in the AONB (2017)



Map 7: Statutory Designations

Local non-statutory nature conservation sites within the AONB:

- Sites of Nature Conservation Importance (Dorset);
- Sites of Interest for Nature Conservation (Hampshire);
- County Wildlife Sites (Wiltshire and Somerset); or
- Regionally Important Geological Sites.

The AONB contains 519 of these sites, amounting to 9,155 hectares of land locally important for nature conservation (just over 9% of the AONB).

A rich diversity of woodland types is represented within the AONB and the most ecologically diverse are the ancient semi-natural woodlands, of which there is a significant proportion in the Cranborne Chase Landscape Character Area 3A. Map 8: Ancient Woodland



Invasive non-native species

There are about 3,000 non-native species in the UK that can be invasive and pose a threat to our wildlife. Species such as Japanese Knotweed, Himalayan Balsam, Rhododendron, sika and muntjac deer and American signal crayfish are increasingly common in the AONB and are a real threat to our wildlife and environment. (data from GB Non-Native Species Secretariat <https://secure.fera.defra.gov.uk/nonnativespecies/home/index.cfm>)

New pests and pathogens

At the time of writing there are approximately 30 emerging pests and diseases affecting livestock and 15 affecting trees in the UK. The number affecting this AONB is currently unknown. These are having an increasing impact upon our landscape and our activities. A few examples are:

Ash dieback – a disease of ash trees caused by a fungus called *Chalara fraxinea*. The disease causes leaf loss and crown dieback in affected trees and it may lead to tree death. Ash is the most common tree species in the AONB, constituting about half the trees in many of our woodlands. This disease may permanently change the composition of our woodlands.

Schmallenberg virus – a disease carried by biting insects affecting sheep, cattle and goats, and possibly alpacas, llamas, and deer. It causes loss of condition in adults, late abortion in pregnant females and birth defects or death in new born lambs and calves. The livestock sector in the AONB is diverse and vital to the conservation of our landscapes. Rising costs and erratic market conditions have put the sector under enormous strain. This disease could reduce even further the profitability of our livestock enterprises.

Phytophthora ramorum, or Sudden Oak Death – causes disease in rhododendrons and *Viburnum* species, but has switched to infecting Japanese larch. Many larch stands in the AONB have been felled in attempts to control the disease. Larch may no longer be a viable commercial tree species in the AONB.

Asian Longhorn Beetle – the larvae bore into trees and can cause widespread damage.

Crayfish plague – the greatest threat to our native white-clawed crayfish comes from a fungal disease called crayfish plague. This is carried by the non-native signal crayfish that now dominates many of our rivers.



Within the AONB 'The Source to Sea Project' <http://www.wiltshirewildlife.org/what-we-do/The+Source+to+Sea+Project> <https://environmentagency.blog.gov.uk/2015/09/09/the-source-to-sea-project/> covers the whole of the River Avon catchment and aims to tackle nine non-native invasive species such as Himalayan balsam, Orange balsam, American skunk cabbage, Japanese knotweed, and Creeping water primrose. It is a partnership between the three county wildlife trusts for Dorset, Hampshire and Wiltshire and the Environment Agency.

Decline in livestock farming

Flower rich grasslands are not a natural state. Woodland species will grow and dominate the habitat unless they are regularly kept in check by cutting or grazing. Chalk grassland conservation relies on the availability of suitable grazing animals, especially traditional breeds of sheep and cattle, to maintain a low sward. Several farm clusters are working to address chalk grassland conservation and restoration at a landscape scale.

Funding for the natural environment

The Agriculture Bill published in September 2018, sets out a new agricultural policy once the United Kingdom leave the EU and Common Agricultural Policy in 2019. Payments to farmers will be made for provision of public goods rather than as a subsidy to food production. These will include, "delivery of environmental outcomes such as clean air, thriving plants and wildlife, and helping to mitigate climate change; and will support the delivery of enhanced animal health and welfare beyond the regulatory baseline, where enhancements are valued by the public but not sufficiently provided by the market". How much money will be available for habitat management and creation through agri-environment schemes is currently unknown.

Ref: <https://www.gov.uk/government/publications/the-future-for-food-farming-and-the-environment-policy-statement-2018/health-and-harmony-the-future-for-food-farming-and-the-environment-in-a-green-brexite-policy-statement>



Appendix 30: Additional Information - Historic and Cultural Environment

Overview

The countryside we see today is an expression of the interaction between people and the landscape over the millennia. Every part of the landscape has a history and this is a major component that contributes to the special landscapes of the Cranborne Chase AONB. The landscapes of the AONB bear the imprint of successive eras of human activity and settlement. This is one of the richest and most closely studied parts of prehistoric Wessex, the haunt of General Pitt-Rivers, Heywood Sumner, Richard Bradley and Martin Green

Celebrated by artists, archaeologists, scholars and writers, the name AONB evokes an ancient mysterious landscape with a rich patina of stunning interrelated natural and cultural assets.

Historical evolution of the landscape

The AONB is associated with important Mesolithic features but it is its Neolithic, Bronze Age and Iron Age archaeology for which it is most well known. The Cranborne Chase especially is synonymous with a dense concentration of Neolithic ‘monuments’. These consist of areas in the landscape which were the foci of burial or symbolic activity and which includes features such as the great Dorset Cursus. The Bronze Age archaeology in the AONB is characterised by a shift to sedentism marked by extensive field systems and clearly defined settlements. Notable Iron Age archaeology includes multiple hillforts and the banjo enclosures and settlements of the West Wiltshire Downs.

Traces of later historic landscapes are also important and include juxtaposed fragmented areas of unimproved chalk grassland, ancient woodland and important remnants of medieval landscape which has disappeared elsewhere. These are intimately related to the former medieval hunting areas of Selwood, Cranborne Chase and Grovely Forest. The medieval hunting grounds of Cranborne Chase and the wealth of deer parks, such as Harbin’s Park, were set within a medieval world of commons strip fields, and ancient woodlands, the last cut into by tiny assarts. Many of the former Medieval Deer parks which are scattered across the area were transformed into the nationally important conglomeration of designed landscapes in the AONB such as Stourhead.

Post medieval planned enclosure and the creation of new large scale fields in the 20th century have reduced the extent of the surviving ancient landscapes transforming some areas of the AONB. The 18th and 19th century, for example, saw the dominance of the sheep-corn system of agriculture in Wessex, when vast flocks of sheep grazed on the high downland. Many parishes were newly enclosed and the chalk river valleys were dominated by water meadows along their lengths.

Historic route ways can still be seen in the landscape, with sections of Roman roads still providing the foundation for modern day roads. Other drove routes and tracks between villages and farmsteads are treasured Public Rights of Way.

The landscape continues to change: agriculture intensifies, infrastructures are upgraded, and the make-up of rural society and settlement adjusts to regional and national pressures. The landscape is susceptible to a range of forces for change, many of which will impact on the historic environment. Our understanding of the historic aspects of the landscapes of the AONB is also continually



developing, just as there are also unknown, unexplored and unrecorded archaeological sites in the AONB waiting to be discovered.

Literary, artistic and cultural associations

The landscapes of the AONB hold a special place in the origins and development of archaeology. The antiquarian Richard Colt Hoare resided at Stourhead, laid out the gardens there and studied the ancient monuments of Wiltshire publishing his work in the 1820s. General Pitt-Rivers' excavations and findings on Cranborne Chase in the late 19th century marked a new systematic approach to archaeological excavations. An approach also followed by Heywood Sumner, archaeologist, artist and writer, when he undertook a survey of the archaeology of Cranborne Chase between 1911 and 1913.

Important literary figures associated with the area include poet and barrister Sir John Davies (1569-1626), antiquarian and writer John Aubrey (1626-1697), naturalist and writer W H Hudson (1841-1922), author and surgeon Sir Frederick Treves (1853-1923), poet Siegfried Sassoon (1886-1967) and author and broadcaster Desmond Hawkins (1908-1999).

Other artistic and cultural connections include the architect Sir Christopher Wren (1632-1723) Prime Minister Anthony Eden (1897-1977), photographer Sir Cecil Beaton (1904-1980), conductor Sir John Eliot Gardiner, and classical guitarist Julian Bream.

Just one event celebrating the artistic and cultural connections with this AONB was held in 2012 at Salisbury and West Wiltshire Museum. An exhibition was held 'Circles and Tangents' - Art in the Shadow of Cranborne Chase.

It featured the work of Augustus John, Henry Lamb, Ben Nicholson, John Craxton, Lucian Freud, Stanley Spencer, Elisabeth Frink, William Nicholson and over 25 other artists connected with Cranborne Chase.

The Museum explained that "*Artists in the exhibition from the earlier generation include the Nicholson family (William, Ben, Winifred and E.Q.), John Craxton, Lucian Freud, Augustus John, Henry Lamb, Frances Hodgkins and Katharine Church (Kitty West) as well as less familiar names - fine painters who lived on Cranborne Chase but never actively sought recognition for their work.*"

They continued "*Contemporary artists in Circles and Tangents include Ursula Leach who explores the new 'face of agriculture', and Brian Rice, who studies ancient sites on the Chase for his inspiration. There are sculptures in the exhibition by Elisabeth Frink, Peter Thursby, John Hitchens, Jay Battle, Tim Harrisson and Ian Middleton.*"

The AONB Partnership intends to develop closer affiliations with the diverse and numerous individuals, groups and networks that focus on the cultural elements of these special landscapes, to help develop much increased awareness, understanding and appreciation of this nationally protected landscape.



Foundations of Archaeology

Greater community understanding and appreciation of the historic environment has been achieved through the HLF funded Foundations of Archaeology. This project linked volunteers with ancient sites, expert surveyors, and local museums, helping them to learn surveying and conservation techniques whilst, at the same time, adding data to the store of information at these centres.

The project successfully working with over 90 volunteers to help further investigate and evaluate archaeological sites associated with these pioneers in South Wiltshire and North East Dorset. A range of opportunities to volunteer were provided including practical conservation on ancient sites; learning to undertake archaeological surveys; and following in the footsteps of the first archaeologists.

A wider audience of over a 1,000 people were engaged through outreach programmes at Chalke Valley History Festival, and Salisbury Festival of Archaeology. The project has provided an ongoing legacy of engagement with a travelling exhibition being created which will be at Salisbury Museum in 2018 before moving to new venues in the Cranborne Chase AONB.

The volunteer group is still active and is working at Pertwood on the West Wiltshire Downs and will be further engaged through the Cranborne Chase Landscape Partnership starting in early 2019. This will enable the volunteer group to be expanded to a more diverse group of people.



Appendix 31:

Additional Information - Rural Land Management

Overview

Land ownership in the Cranborne Chase AONB is diverse being owned by public bodies, companies, trusts, family partnerships and private individuals. Much of the land is down to agriculture, woodland and forestry (Map 12). The AONB has a higher proportion of farmland than would be expected in either the South West or South East Regions. In 2007, just over 82% (80,700 ha) of the AONB (981 square kilometres)¹ was under agriculture and over 14,700 hectares under forestry. Within the AONB, there is a total of 844 hectares of Forestry Commission managed land in seven properties. The vast majority of woodland within the area is in private ownership.

The rich ecological diversity, wealth of archaeological treasures and distinct landscape of different character areas is due, in part, to the stewardship of land managers over past generations and to the commitment of many today.

Arable farming covers just over half of the AONB with another third under grassland. This has remained stable for some years. Livestock farming is in decline, with falling stocking levels. Diversification, re-connecting with local markets and promoting local food and produce are a means by which some are adapting to change. However, viable livestock systems must be maintained as grazing is a means to conserve flower rich chalk grasslands and the open landscape. Farmers markets, cooperatives and local branding are all relevant and have been developed to some extent throughout the AONB.

The AONB supports the continuance of ancient/veteran trees and significant woodland cover, from ancient semi-natural broadleaved through to coniferous shelterbelts associated with the arable landscapes. Particularly well-wooded areas are found around Cranborne Chase, on the Pen Selwood and Longleat Hills and on the plateau areas of the West Wiltshire Downs. There are substantial tracts of ancient woodland (over 7,000 h) high in ecological value. These include areas of existing ancient semi-natural woodland (ASNW) and ancient woodland where the broadleaves have been removed and the site replanted with non-native species (known as planted ancient woodland sites (PAWS)). Whilst ASNW is a habitat that currently adds significantly to ecological biodiversity, PAWS present a key opportunity for habitat restoration (Map 8).



Interest in woodlands is nurtured in the AONB by the Cranborne Chase Woodfair. Inaugurated in 2007 by the AONB team, it attracted 6,000 - 7,000 people; involved 120 local businesses; and opened up a new shop window for woodland and other local products from this area.

Woodland management

During the 16th and 17th centuries, vast flocks of sheep were folded onto arable land overnight. This required large tracts of hazel coppice to be maintained for hurdle making and fuel. The 18th and 19th centuries, and the World Wars, saw massive national woodland clearances, including clear fell within the AONB. There then followed rapid and extensive afforestation, sometimes with unsuitable species or in unsuitable areas, from the 1940s to the 1990s. There are also many woodlands created as game

¹ DEFRA state that estimates are based on a sample survey and are therefore subject to a degree of sampling error.



coverts. These are often poorly designed or planted in unsuitable locations. However, game shooting is one of the main reasons for woodland management in the AONB and sensitive management of game shoots can contribute positively to species and habitat conservation².

The national approach to sustainable forestry is set out in A Strategy for England's Trees, Woods and Forests, published in 2007. The South West Regional Woodland and Forestry Framework 2005 identified how the region can benefit more from its woodlands. At the county level, the Dorset Trees, Woods and Forest Strategy provides a framework for action through the Woodlink initiative in the southern two thirds of the AONB.

In 2009, this AONB plans to continue research into the woodlands of the area, in order to publish detailed guidance for AONB woodland policy and management.

Agri-environment schemes

The agri-environment schemes represent an excellent way to achieve landscape scale improvements in all aspects of land management. They are the largest single public investment in this area, generating some £3.5 million of grant aid per year.

The AONB commissioned a research project Strengthening Landscape Character through Entry Level Environmental Stewardship in 2008³ which fed into the Review of Progress for the Scheme 2007 / 2008. This indicates that uptake of environmental stewardship within the AONB is above the national average (see Table 11).

	National Target	England		Cranborne Chase AONB	
	Proportion of total area of farmed land in England	Area (ha)	% of farmed area (9,200,000 ha)	Area (ha)	% of farmed area (87,317 ha)
ELS	60%	4,394,466	48%	44,768	51%
OELS	4%	268,898	3%	5,491	6%

Table 11: Uptake of Environmental Stewardship in the AONB

Common Agricultural Policy

At the time of writing this plan the full impact of the Common Agricultural Policy reform is not known, other than the government's intention to transfer support to the provision of 'public goods' – which is interpreted as environmental enhancements – and a phasing down of land / production based support by 2027.

² Blake, D. 2007 Raising Our Game - a survey of game management in the Cranborne Chase AONB.

³ 'Strengthening Landscape Character through Entry Level Stewardship', Dr Jemma Batten, Black Sheep Countryside Management August 2008



Appendix 32:

The Cranborne Chase and Chalke Valley Landscape Partnership Scheme

The AONB team submitted a successful first stage application to the HLF in 2016 for a Landscape Partnership Scheme covering the chalklands that comprise the historic core of Cranborne Chase and the valley of the River Ebble, known locally as the Chalke Valley. Since August 2017 a full time project development officer has been working with the team to bring together the package of projects that will enhance the landscape, improve knowledge and understanding of the heritage and environment of the area, and embed a legacy to sustain the conservation and appreciation of the area into the future. Implementation would be over the five year period of this AONB Management Plan.

A number of specialist reports have been commissioned to inform the preparation of the integrated suite of projects, and engagement with communities and events has progressed at a pace. A dedicated web site has been established and key reports, such as the CCCV Landscape Character Assessment, can be found there, along with the hugely valuable resource, the Heritage Compendium.

The Landscape Partnership scheme is aiming to improve access and understanding of the historic and cultural heritage of the area via a group of on-site interpretation and facilitated access activities under the umbrella of ‘Ancient Ways’. ‘Chase Champions’ seeks to advance knowledge and comprehension of the natural and cultural wealth of the area through hi-tec recording and research, wildlife monitoring and habitat enhancement, and community, school cluster, and volunteer recruitment and engagement. Enhancing the natural resources of the downlands, woods, and the River Ebble through sensitive management informed by local experience is at the heart of the ‘Number 1 for Nature’ theme.

Details of the CCCV LPS, the background studies, and the variety of activities envisaged can be found on the dedicated web site: <http://www.cccvlps.org.uk/>

An overview of the range and scope of projects envisioned for the LPS is set out below.

The vision for a £2.5M Landscape Partnership Scheme over 5 years:

“A healthier and better functioning landscape for people and wildlife, nationally recognised for its beauty, it’s extraordinary historic links to the past. A place where everyone can make a true connection with their environment, a living landscape where opportunities exist for present and future generations to appreciate and enjoy nature and heritage”

We will:

- Orchestrate practical work to conserve, enhance & restore key features of natural and cultural heritage
- Work in partnership to promote and aid sustainable management of the landscape;
- Provide opportunities for individuals and communities to care for, and make decisions about local heritage
- Foster a pride in the unique and rich heritage and quality of naturalness of the landscape – amongst the local population, businesses and gateway communities;
- Promote opportunities for people to develop knowledge and skills to increase the sustainability of the landscape and provide a legacy for the future.



Nurturing Nature (Biodiversity programme – engaging communities, volunteer training, work & landowner grants)

375ha of habitat improved or better managed as a result of practical volunteer work, grants and biological surveying (mainly Chalk Grassland). 130 people trained in species identification or practical conservation skills. 5,000 people engaged. 1,740 volunteer recording or practical conservation days (including youth champions). A legacy of 50 regular volunteer recorders inspired, trained and continuing to operate in the area. 30% of people in communities can name special species or habitats associated with this special landscape around them or on the doorstep.

Crystal Clear Ebbles (Protection, restoration, and improvement of this important chalk river)

22km of Ebbles in better quality, 15km of banks better managed, 12 species aided, 60 projects tackle run-off and alien species as a result of action by landowners, communities, volunteers and grants. 900 volunteer days, a booklet on good bank management, 92 people learning new practical survey and conservation skills.

Community ownership animated Ebbles film by young people in the valley celebrating how special the river is and what is being done to improve and care for it. A legacy of better land management throughout the valley and 4 volunteer river wardens.

Wonderful Woodlands (Bringing woodlands back to life, skills, education and jobs)

At least 115ha of the woodland key to the structure of our chalk downland landscape, people, wildlife & businesses created, brought back into management or improved for biodiversity value. 20 key heritage features or key woodland species safeguarded for the future. 90 people trained in key woodland skills & crafts (including 40 youth people). Resource pack, training, site advice and grants to landowners. 230 volunteer days and 4 new woodcraft businesses, individuals or communities managing local woodlands. 70 young people who have little contact with the landscape on their doorstep, economic or social barriers to participation through our 'Woodland Wild things' programme.

Greater Grazing (Martin Down)

Transforming grazing on the 3rd largest unbroken chalk grassland in the UK. 180 hectares of chalk grassland improved or safeguarded. At least 15 key species benefiting. 10 ancient monuments cleared and protected. 1250 people attending events, 240 volunteer days conservation work.

Starry, Starry Nights (Dark Skies training and events)

Baseline monitoring of dark skies to aid Dark Sky Reserve Status, a recruitment and training programme resulting in at least 6 new Dark Sky champions monitoring and working to influence lighting in their communities and 8 new Dark Sky event leaders to run starry night sessions and walks. More than 200 young people receiving workshops and 150 people attending events. A pop-up planetarium, plus training and resources for local tourism businesses to promote the quality of our dark skies in the area.



Champions for the past (Archaeological engagement and action programme)

Communities of Shaftesbury, Salisbury, Blandford, Wimborne and Fordingbridge engaged with 'History Hunters' roadshow to inspire interest in the historic landscape on their doorstep. More than 4000 children (5-11) will receive outreach dig box, artefact, stories & skills sessions from museum volunteers and actors playing local archaeologists.

Roadshow climax public evening event 'Horrible histories style' in each town to inspire interest and sign up as volunteers for the programme.

200 people then trained in a whole range of archaeological skills/activities. Big Dig and open events for more than 3000 people. LiDAR air survey of the area and on-line mapping provided for communities and volunteers to investigate. 200 new sites ground-truthed, recorded and many targeted for conservation and grant work to safeguard for future generations. At least 30 sites in better condition by the end of the project. 5 trench investigations and 5 research projects. New volunteer groups formed and group leaders/champions developed, 2 heritage traineeships per annum across our museum cluster, plus outcomes such as - Ph.D. projects, new interpretation & online resources

Heritage Schools Cluster

Teacher network trained by Historic England in ways to incorporate heritage more broadly into the curriculum, online tools, and research skills. As a result of the project 24 local schools will have increased use of heritage in the curriculum, they'll be 20 school initiated local heritage projects, 4800 children benefiting, resources for other schools in the area providing ideas and guidance for making more of the history on their doorstep. The network will test landscape partnership products like interpretation for suitability. A film may be made to capture the journey during the project of schools connecting with their local heritage.

Bringing the landscape to life (Interpretation and Discovery Programme)

12 places will benefit from cutting-edge technology to bring the lumps, bumps, and stories of the landscape to life, allow people to time travel to see sites in the past and bring historical characters to life as virtual guides. 6 more traditional interpretation points will be provided at key locations.

Interpretation is intended to transform how local people, communities, and visitors understand or value this extraordinarily rich landscape. The imprint of man and stories of this landscape are truly inspirational, but unknown to most, man settled, farmed and undertook ceremonies here before and on a bigger scale than at Stonehenge! Treasure discovery trail app. across 30 sites for families.

Ancient Ways and footsteps on the Chalk (Access programme)

35km of rights of way improved, modest parking in a handful of locations, 75km of rights of way cleared and maintained by volunteers. 15 newly promoted walks and rides. 735 volunteer days involved in route development or practical work. 210 youth volunteer days. 7 new walking champions/walk leaders. 280 people signed up to 'Active Outdoors' swap shop, a new online resource for matching up individuals suffering from rural isolation with others to share the countryside with.



Communities caring for Heritage (Community grants)

7 communities assisted in planning their own projects to research, care for or celebrate the heritage that is important to them.

Community Arts-based Projects:

- **Words in the Landscape:** 150 pieces of poetry created/composed, writing competition & Festival of words.
We'll be encouraging prose and poetry amongst schoolchildren as part of community creative workshops and a professional poet will produce 5 new works to celebrate the distinctive qualities of the area.
- **Voices in the Landscape:** La Folia delivering 21 workshops, developing new songs of the chase and delivering performances and online songbook/performance video
- **Walking Festival and Celebration in Silk Flags:** 70 promoted walks over the 5 years. 32 walk leaders found and trained. Community involvement in the creation of silk flags depicting the special qualities of the area used at promotional events and workshops. The ambition is for a walking festival to grow in size each year, alongside an increasing number of silk flags accompanying walkers each time.
- **Characters of the Chase:** Community Theatre: Community actors will appear during the walking festival to join the participants, connecting them to a range of inspiring characters and stories connected to the Cranborne Chase and Chalke Valley area. There will be a large play planned and delivered to celebrate the characters of the chase, filmed to share with a wider audience. Workshops involving communities and delivered at end of scheme celebrations.
- **Artist residencies:** 135 new pieces of art inspired by the landscape as new artists are mentored by professionals through 9 workshops. These will be exhibited online and at the scheme celebration event.
- **Memories captured (Oral history project):** Traditional land management skills and craftsmanship, such as coppicing, making hurdles and water meadow management were being lost with the older generation. This project will capture 40 people's oral stories and involve 15 people being trained in undertaking recorded interviews.

Roman Rally and Living History Events

To heighten interest in the scheme, and the number of heritage features still obvious in today's landscape, a march of a Roman unit of 30+ soldiers will take place along the Ackling Dyke south of Broad Chalke. Those recreating the Roman unit will be joined by school junior Roman units following behind (with workshops in schools on Romans & making their own shields). This project is intended to capture media attention and coverage with additional 'Living History' activities on Romans and their links to the area visited by thousands at the Chalke Valley History Festival and Ancient Technology Centre over two successive weekends. The units march along Ackling Dyke, return over Pentbury Knoll and the living history activities at both events will be filmed and shared as an interpretative resource into the future.



Dorset Cursus Ceremony

The Dorset Cursus is the largest Neolithic site in the UK. It was a ceremonial causeway kept free of vegetation 10km long and over 80metres wide. We are planning to recreate the route with markers across the landscape and through a large scale event to recreate a winter solstice Neolithic/Bronze Age ceremony for many hundreds of people to watch, with a henge choir and landscape scale fire installation. More than 50 volunteers will help and they'll be museum tours, talks and Neolithic art workshops based at the Cursus in the run-up to the event.

Larmer Tree Victorian Scheme Celebration

In September during Year 4, the whole scheme will be celebrated as a festival day with performances, talks, displays, exhibitions, awards for volunteers under a themed recreation of the Edwardian education events held at Larmer Tree by Pitt-Rivers. It is hoped that thousands will attend to celebrate the successes of the scheme and as a spectacle in its own right. Presenters and guides on the day will all be dressed in period costume.



Appendix 33:

Additional Information - Planning and Transport

Overview

Since 2009 four County and five District Local Authorities have had responsibility for planning and development issues as the statutory local planning authorities. In April 2019 East Dorset and North Dorset districts are absorbed into a Unitary Dorset Council creating two Unitary, two County, and three District Authorities as the planning authorities for this AONB.

The County Councils, as highway authorities, are also responsible for the production of Local Transport Plans (LTPs) which set out the policies and proposals that drive their work programmes. Highways England is responsible for the trunk roads – A303 and A36. The A303, A30 and A354 are major strategic routes crossing the AONB. The A36 skirts the northern edge, whilst the A350 corridor, linking Poole northwards to the M4, follows the western side before continuing through the AONB from Shaftesbury to Warminster. These main arterial routes carry fast moving traffic and support the daily commuter traffic of the AONB population to the surrounding market towns and beyond. The freight route network map for Wiltshire is an example of how strategic and local routes interlink.

<http://www.wiltshire.gov.uk/highways-road-freight>

Access is important to a thriving economy but it can have serious environmental consequences and significant impacts on the landscape character and tranquillity. Car ownership in the AONB is well above the national average, reflecting the difficulties of providing effective and affordable public transport in such a large and relatively sparsely populated area.

There are two active railway lines through the AONB;

- the main line from London to the South West which has a well-used station at Tisbury and stations just outside the AONB; and
- the line from Warminster to Salisbury, which no longer stops within the AONB.

These rail routes could provide sustainable transport opportunities for people and goods within, to, and from the AONB. They will, however, need additional and affordable car parking to encourage more effective utilisation.

The responsibility for planning policy, transport policy and development control lies with the local authorities. The AONB Partnership has an important role to play in providing guidance, ensuring consistency in the application of planning policy across the AONB, and acting as a consultee on all development and land use change proposals that may have a significant impact and/or effect on the characteristics, special qualities or setting of the AONB. The constituent local planning authorities have all adopted the AONB Planning Protocol (Appendix 19) that sets out procedures for AONB input to policy establishment and those applications on which the AONB would expect to offer comment. The protocol is regularly reviewed and has generally worked well during the period of the last Management Plan.



Early in its existence the AONB Partnership commissioned the following planning related studies:

- Market Towns Development Proposals
- Light Pollution
- Permitted Development Rights
- Roads and Planning
- Farm Diversification

In 2007 the Landscape Sensitivity Study evaluated the inherent robustness or fragility of the landscapes of the AONB. The Partnership has specifically avoided capacity studies as these relate to specific types of development and therefore have limited applications.

The AONB Partnership has worked with the Dorset AONB and Dorset County Council in their 'Restoring our Rural Roads' initiative, which focuses on the means of removing urban-style highway artefacts, restoring the rural landscape character of the roads and influencing driver behaviour to reduce negative impacts on tranquillity and help protect vulnerable road users. The AONB has been part of the Steering Group for the North Dorset and North East Dorset Transportation Study, and links with other Highways initiatives such as those dealing with verge management.

This AONB team is very aware that most people experience, perceive and appreciate the nationally important landscapes of this area from the highways. Management to conserve and enhance the landscapes of highway corridors is, therefore, especially important. With the highway authorities we have, 2015, produced practical guidance on the landscape management of highway corridors, 'A Guide to Conserving and Enhancing the Landscape Settings of our Rural Highways'.

Nearly all the villages and hamlets in the AONB pre-date 1800 and many have Medieval or even Saxon roots. The historic elements of these villages remain highly visible and central to the character of these settlements. As stated previously, there are 2038 Listed Buildings, 63 Conservation Areas, 17 Listed Parks and Gardens and 400 Scheduled Ancient Monuments in the AONB. Their protection, restoration and maintenance are a matter of priority, as they lend distinctive character to the landscape. In addition, the more modest vernacular buildings found throughout the AONB, add to the distinctiveness of local settlements. Buildings of local historic character are not protected unless incorporated within a Conservation Area, so historic farms and other buildings sited away from settlements are especially vulnerable to change.

Tranquillity continues to be identified as a key attribute of this AONB. The team has worked to refine the national scale tranquillity analysis of the CPRE to help sustain tranquillity and counter potential losses. Details of the work can be found on our web site, and responses to planning and highway proposals will include tranquillity where appropriate.

Renewable energy proposals have been quite numerous during the last few years. The AONB encourages domestic and farmstead scale schemes that offset existing energy use. For example, solar panels on the roofs of contemporary farm buildings - where there are no Listed Building or Conservation Area issues - have proved to be effective. Depending on the scale, location, and local landscape issues community facilities to serve local energy needs might be able to be accommodated. However, industrial scale proposals often seem to underestimate their impacts and the importance of the landscapes and setting of the AONB. In those cases of major development, paragraph 172 of the NPPF applies, with the indication that proposals should be refused and only considered for approval in exceptional circumstances and where they are demonstrated to be in the public interest. The revision of the NPPF in July 2018 allows decision makers to conclude that



development below the defined threshold for 'major' should be treated as major owing to the likely impacts on the AONB. That NPPF revision has also provided an added focus on enhancing landscape and scenic beauty and enhancement of wildlife and cultural heritage in AONBs.

An issue associated with some renewable energy projects is their longevity. This seems to be related to the predicted lifespan of the technology and 25 years is often the period sought for a planning permission. It is often argued that any changes to the landscape would, therefore, be temporary and reversible, even though they may be significant. In many cases local residents, communities, and special interest groups have made the counter argument that 25 years is a significant period in anyone's life and effectively a long term change is being proposed¹

Minerals and waste are specifically identified as major development so unless a proposal is clearly small and capable of integrating with the landscape character such activities are unlikely to be acceptable in the AONB or its immediate setting. However, the AONB Partnership is sympathetic to the need for small scale supplies of building stone for conservation and restoration work. Similarly, whilst there are conflicts with the importation of waste for treatment or disposal, the AONB is also mindful that the treatment of waste material from a farm can provide a substitute for imported fertilizer or generate energy or both. In such circumstances, the AONB adopts a 'from the farm, on the farm, for the farm' approach when considering proposals.

Where visible from the AONB, the surrounding landscape, which is often of significant landscape value, is an important element of the AONB's natural beauty. Relevant local planning authorities must have regard for the landscape and visual impact of development adjacent to or within close proximity of the AONB's boundary.²

The principal land use planning role of the AONB is to ensure there are consistent and coherent policies in place to conserve and enhance the natural beauty of the area. If a conflict arises, the AONB Partnership will take the view that 'conserving and enhancing the natural beauty of the area' takes priority over other matters.

Position Statements, Good Practice Notes, and Fact Sheets are provided by the AONB to assist both those considering applying for planning permission and the planning authorities. The focus of AONB responses to consultations on policies and development proposals is on the impacts on the landscapes of the AONB and its setting, and how proposals could be better integrated with those landscapes. Landscape and Visual Impact Assessments [LVIA] are expected to be provided as part of the evidence base for policy proposals and as independent appraisals of significant development applications. Clearly avoiding impacts is the priority, followed by mitigation and offsetting of residual impacts, and compensation for those aspects that cannot be avoided, mitigated, or offset.

1 A. Planning Inspector's appeal decision November 2008 - Land at part of Waterside Holiday Park, Bowleaze Cove, Weymouth "...given that the Secretary of State has now published the Proposed Changes to the South West Regional Spatial Strategy (RSS), I attach significant weight to RSS Policy ENV3, which requires particular care to be taken to ensure that no development is permitted outside AONBs which would damage their natural beauty, special character and special qualities - in other words to their setting. I conclude that the proposed development would have an adverse effect on the natural beauty of the AONB, either caused by the visibility of the static caravans themselves, or from the introduction of more alien tree planting, or by a combination of both. This would, in my view, conflict with national policy guidance, and in particular PPS7, and with Policy ENV3 in the emerging RSS". (appeal failed)

B. The concept and scope of the setting of AONB was a key factor in the appeal by public inquiry into the refusal of planning permission for four 120m high wind turbines near Silton, in North Dorset, about 2.5km outside the AONB.

In dismissing the appeal, the Inspector said [paragraph 46 of his decision, 8 11 2012]: 'I conclude on the first main issue [the effect on the character and appearance of the area, including the setting of the AONB] that the proposal would harm the character and appearance of the area and the setting of the AONB.' He also concluded that the harm arising from the proposal would not be outweighed by its benefits.

2 The Inspector, dismissing the proposed PV arrays at Hurlingpot Farm in December 2013, commented 'the period of 25 years is still a significant period and represents a long time in most people's memories.'



Appendix 34:

Sustaining Rural Communities

As a living, working countryside, the AONB might be expected to encourage sympathetic development to occur in response to local needs, in order to maintain viable, sustainable, communities. Rural regeneration initiatives may involve proposals for redevelopment or change of use. Increasing population growth, particularly at the southern periphery of the AONB, is projected to continue. This brings with it pressure for additional housing and associated employment development, whilst the continual rise in house prices results in an increasing demand for affordable and social housing to meet local needs, in most parts of the AONB.

The population of the Cranborne Chase AONB is just over 32,400, based on the 2011 Census. Spread over an area of 981 sq km, this gives a population density of 33 people per square kilometer. This is very low when compared to the average of 84.78 persons per square kilometer for rural England. (Source: 2011 census for England – All usual Residents – Rural (Table QS102EW – Population Density.)

The low population density, the absence of large settlements within the AONB and daily commuting to the larger settlements on the AONB's periphery, all threaten the viability of remaining local services such as post offices, pubs, doctor's surgeries, village shops and village halls.

Service provision and access to services and facilities

The proximity of AONB residents to a number of key services has deteriorated since 2000. These services include primary and secondary schools, banks and building societies, doctor's surgeries and post offices. There is evidence from the Rural Community Councils that there are isolated and significant pockets of deprivation.

Innovative solutions exist but these can be time limited due to ongoing lack of funding. Very successful community shops have been established in East Knoyle, Hindon, Broadchalke, Maiden Bradley and Martin. A new village shop and bakery opened in 2018, a year after the previous village shop closed down. The conversion of the old games room at the Penruddocke Arms, in Dinton near Salisbury was possible with the support of The Pub is the Hub. Two pubs that had been abandoned for a number of years have been given new life namely the Royal Oak at Swallowcliffe and The Greater Good at Fovant.

Public and community transport

Without a private car, accessing services, such as doctor's surgeries or hospital, is difficult. Local authority supported buses provide transport on either a daily or weekly basis, particularly to the surrounding market towns. Some are highly valued and appreciated by local people. However, due mainly to cost, frequency or destination, usage rates are low which leads to service withdrawal.

Examples of successful community transport initiatives are The Chalke Valley Link Scheme, Hindon Voluntary Car Scheme, Wilton Community Link Scheme and Tisbus. These are all examples of locally successful schemes. Demand responsive schemes such as North Dorset Nordcat, are best practice initiatives. More integrated transport options within the AONB could also help promote 'green tourism' initiatives as well as improving services for local communities.



Local governance

Some local people have high levels of engagement in the system of local government though many express a lack of involvement and a sense of isolation from decision makers, over recent years. There are now increased opportunities for local people to influence what happens in their areas through the development of Neighbourhood Plans.

The unitary authority for Wiltshire has created new and different opportunities for local people to be involved in the decision-making processes through the creation of Area Boards and Community Area Partnerships. Where sought, a number of services may be devolved to parish councils supported by appropriate budgets. Funding may also be available in the form of grants for parish, town councils and community groups to participate in partnerships and community activities.

WILTSHIRE STATISTICS

Wiltshire Council has defined 20 community areas within the county. These community areas generally include a market town and its surrounding villages.

The following Community Areas cover the AONB:

- Mere
- Southern Wiltshire
- Tisbury
- Warminster
- Wilton

The following information can be found on the intelligence network:

<http://www.intelligence-network.org.uk/local-area-profiles/>

KEY FACTS

Population

- Population growth in all Wiltshire Community Areas covering the AONB was lower than the Wiltshire average.
- Mere Community Area is the least populous community area in Wiltshire with Tisbury Community Area being the second least populous.
- Between 2001 and 2011, the Tisbury Community Area was the only community area to have experienced a decrease in total population.
- Tisbury has the least dense community area population in Wiltshire.
- Mere Community Area has the lowest percentage of its total population under the age of 15 years, the lowest percentage of its total population being of working age and the highest percentage of its total population being of retirement age and over.
- Three of the Community Areas namely Wilton, Mere and Warminster show a slightly higher percentage of households deprived in either three or four types of deprivation compared to the Wiltshire average.



Education

- For pupil achievement at Key Stage 2 (KS2) (pupils aged 4-11) the average results for Warminster and Wilton Community Areas are below local authority and statistical neighbour comparators. Those for Mere, South West Wiltshire and Tisbury are above average.

Childhood poverty

- There are pockets of relative affluence and pockets of deprivation within all of the community areas.

Employment

- Since 2011, Wiltshire as a whole has continued to exhibit economic resilience and has experienced sustained recovery. The level of employment in the public sector, however, has been identified as an issue and a key driver has been to broaden the employment base of Wiltshire.

Health

- 2,100 homes in the south of Wiltshire are fitted with telecare (assistive technology) systems, such as lifelines and pendant alarms, which allow people to remain in their own homes with the reassurance of knowing that if they have a problem there is someone at the end of a telephone able to provide assistance 24 hours a day.
- The cost of adult social care is known to rise significantly for persons over the age of 85 years. Tisbury, Mere and Wilton Community Areas have the smallest populations, aged 85 years and over, of all Wiltshire's community areas.
- Warminster and the Southern Wiltshire Community Areas however have above average numbers of those aged 85 and over, when compared to the rest of Wiltshire. This is an indication of an ageing population.

Housing

- The average house price is considerably higher, than Wiltshire as a whole, in all community areas, with the exception of Warminster. Demand for affordable housing remains high.

Homelessness

- Homelessness remains an issue. In 2012 the main causes of homelessness in Wiltshire were parental evictions, termination of assured short hold tenancies, and relationship breakdowns.

Volunteering

- Volunteering rates in Tisbury Community Area are the highest recorded across Wiltshire, with 63% of WMTY survey respondents saying that they participate at least once a month in unpaid voluntary activity compared to 42% in the wider county.
- The many of the current cultural offers within the Community Areas are predominantly reliant upon volunteers. This creates risks around the sustainability of the existing offer.

Transport

- Transport links to key services, for the elderly in particular, remain a significant issue within the many of the Community Area.
- The council continues to face challenges with regards to maintaining and improving public transport, particularly in terms of the tension between increasing passenger demands, rising tender costs for subsidised bus services and diminished funding.



- Mere & District operate a successful 'link' scheme that is run by volunteers for those who do not have their own transport or are housebound and need access to a variety of services. This scheme is funded predominantly by its users and is one of around 40 of its kind operating in Wiltshire. Supported by the charity Community First, the scheme's aim is to provide a 'good neighbour' service to residents in rural areas.
- Tisbus provides affordable door-to-door, wheelchair accessible, transport for everyone in the Tisbury and Nadder Valley region.
- A new train station at Wilton is on the list of major projects being considered by the Wiltshire and Swindon Local Economic Partnership. However, it could be some years before it obtains funding and it is not certain that the train companies would agree to stop trains there.
- The Salisbury & Wilton Town Cycle network shows where key routes will be investigated and if feasible delivered. Many of these routes are on the A36 which is the remit of the Highways Agency.
- Wiltshire Council plans to invest an extra £52M to clear the highway maintenance backlog between 2013 and 2019.
- The Southern Wiltshire Community Area residents raised footpaths as a key issue. Since October 2012, local residents have installed 50 kissing gates replacing stiles to improve access, and volunteers have dedicated more than 400 hours of time to footpath management.

Rural Services

- The number of rural Post Offices and general food stores declined from 1983 to 2008, in line with local and national trends, but this decline has halted from 2008 to 2012. Furthermore, the number of village halls recorded in 2012 was higher than that in 2008.

Environment

- Farming practices have a major environmental impact and majority of the AONB is farmland. The majority of farmland in the Wilton Community Area (88%) is within an established agri-environment scheme, which funds environmental management by farmers and other land managers; this is well above the average for Wiltshire (73%). However less farmland within the Mere and Tisbury Community areas is covered by an agri-environment scheme than Wiltshire as a whole.
- The River Avon system is at risk from a number of factors, including pollution, over-abstraction for water supply, non-native invasive species, modification and damage to river banks, and climate change.

Culture

- The Museums Association reports that just under half of all museums within the country have experienced significant cuts to their budgets and a similar percentage have increased their use of volunteers to replace lost capacity.
- The national Taking Part survey reports that there has been a rapid increase in the number of people accessing cultural activities on line and a steady increase in the number of people volunteering in the cultural sector.



DORSET STATISTICS

(As of 1st April 2019, Dorset County Council, East Dorset, and North Dorset, District Councils became the Unitary Authority: Dorset Council).

Information on North and East Dorset Area Profiles and Dorset wide topics can be found at:

<https://apps.geowessex.com/stats/>

North Dorset in Profile Key facts and figures about the area:

<https://www.dorsetforyou.gov.uk/planning-buildings-land/planning-policy/north-dorset/local-plan-part-1/submission/local-plan-evidence-base/pdfs/north-dorset-district-profile-updated-2010.pdf>

KEY FACTS

Population

- Compared to the rest of the Dorset population, North Dorset has a higher proportion of people aged 55 to 79, and a lower proportion of people aged 15 to 44.
- The proportion of the population aged 65 & over in North and East Dorset is higher than the national average. (25% compared with 17% for North Dorset and 31% for East Dorset.)
- The Mosaic Public Sector classifies 25% of households in North Dorset, as 'Residents of Isolated Rural Community' and 18.1% as 'Residents of small and mid-sized towns with strong local roots'.
- The Mosaic Public Sector classifies 28.7% of households in East Dorset as 'Successful Professionals living in suburban or semi-rural homes' and 23.9% as 'Active elderly people living in pleasant retirement locations'.
- Continued population growth is projected - East Dorset is expected to show a growth in population of 10.7% between 2011 and 2031, an increase of 9,300 persons.
- Declining numbers of young people.
- Small Black or Minority Ethnic population.
- There are no North Dorset areas that fall within the bottom quintile of deprivation. The highest levels of deprivation in North Dorset are found around Blandford. The highest levels of deprivation in East Dorset are found around Wimborne.

Education

- Pupils living in North Dorset perform below the south west and England in GCSEs.
- North Dorset has a low percentage of 16-18 years olds not in Employment, Education or Training (NEET).
- The number of adults with no qualifications has decreased by 35% over the past decade.
- Low levels of literacy and numeracy amongst the adult population.
- Over the past ten years the number of adults with degree level qualifications or higher has increased.



Housing

- Average house prices in North Dorset are below the Dorset average and slightly below the national figure.
- Housing affordability poor for local wage earners - house prices are 9.9 times higher than earnings in North Dorset compared with 6.59 in England.
- Very low proportion of second/holiday homes.
- High proportion of homes are owned outright significantly higher than the average for England & Wales.
- 22% of all houses built in 2012/13 were affordable compared with just 14% ten years ago.

Health

The main areas where the East Dorset locality has worse outcomes than the national average are the provision of informal care; self reported limiting long term illness, incidence of prostate cancer and hospital admissions for hip and knee replacements.

Transport

- High levels of car ownership.
- Being predominantly rural many households have limited access to facilities by regular public transport.
- Most villages have no general store.
- Continuing closure of rural facilities.



Appendix 35: Additional Information – Awareness and Understanding

In preparation for this AONB Management Plan review, online questionnaires were undertaken.

Two short online questionnaires were created using 'Survey Monkey' in April 2013; one for the general public and the second aimed at farmers and landowners. The questionnaires were designed primarily to find out the main issues people were concerned with.

These were advertised through the spring edition of the AONB newsletter 'The Hart', through the AONB website, social media channels and through the NFU weekly fax. The questionnaire for the general public generated 204 responses and the farmers and landowner's questionnaire created an additional 5 responses. A further 6 questionnaires were returned as hard copies.

The top three priorities coming from the responses were to:

- greatly increase awareness and understanding of the AONB from signage, publications, talks and working more closely with parishes;
- to encourage an increase in visitor numbers for walking, cycling and heritage visits to both improve understanding and enjoyment of the area whilst assisting local businesses;
- to harness latent volunteer interest in a wide variety of tasks within the AONB.

There appears, therefore, to be considerable support for increasing awareness and understanding of the AONB, the designation and its purpose. Objectives and policies within this Plan reflect that support.

Considerable work has taken place to raise awareness and understanding of this AONB but there is much still to do. This element of the Partnerships work can be seen as key to the potential success of all other objectives and policies contained in this Plan 2014-19.

If communities, visitors, parishes or organisations have ideas of how the Partnership can better raise awareness and understanding of its work please do contact the AONB team:

Email: info@cranbornechase.org.uk



Appendix 36: Additional Information – Wellbeing, Involvement and Learning

There is a significant evidence base for the range of individual and wider social health and well-being benefits that can be achieved through outdoor activity and contact with nature. During 2019-24 concerted efforts will focus on encouraging residents and visitors alike, of all ages and abilities, to explore and utilize the AONB to improve physical and mental health and wellbeing through partnership with relevant agencies and organisations.

Some attractions are consistently well visited, including Longleat House and Safari Park, Center Parc, and the National Trust properties of Stourhead and Kingston Lacy. The archaeological and historic wealth of the AONB also provides a focus for many visitors. Old Wardour Castle, the medieval village of Wyck, Knowlton Church, Cley Hill Fort and Badbury Rings are but a few of the numerous sites worthy of a visit. Many well attended events take place annually within the AONB, the largest of which is the Great Dorset Steam Fair.

With regards to involvement and life-long learning, Cranborne Chase was a renowned royal hunting ground until just 180 years ago. Many archaeological and historic features are still intact, with modern field archaeology being pioneered here through the excavations of General Pitt-Rivers in the 19th century. Examples of the majority of the different types of ancient monuments within the South of England are to be found within Cranborne Chase, making the area an unrivalled educational and recreational resource for both the specialist and the casually inquisitive.

This AONB offers outstanding resources for involvement and learning for volunteers, visitors, schools and other educational establishments and local communities. Working through, and encouraging, volunteer involvement in conserving and enhancing this AONB will take centre stage in AONB Delivery Plans during 2019-24.

The aim to develop a 'Living Landscape Centre' remains a high priority, providing a much needed base for the widest range of involvement and learning opportunities for the communities of this nationally protected area and beyond.



Appendix 37:

Acronyms

AONB	Area of Outstanding Natural Beauty
ASNW	Ancient Semi-Natural Woodland
CA	Conservation Area
CAA	Conservation Area Appraisal
CAP	Common Agricultural Policy
CfDS	Commission for Dark Skies
CIL	Community Infrastructure Levy
CLA	Country Land and Business Association
CPRE	Campaign to Protect Rural England
CRoW	Countryside and Rights of Way Act 2000
CSS	Countryside Stewardship Scheme
DAS	Design and Access Statement
DBIS	Department for Business, Innovation & Skills
DECC	Department for Energy and Climate Change
DEFRA	Department for Environment, Food and Rural Affairs
DNS	Dark Night Skies
DfT	Department for Transport
EA	Environment Agency
EH	English Heritage
EIA	Environmental Impact Assessment
ELC	European Landscape Convention
ELMS	Environmental Land Management Scheme
ELS	Entry Level Stewardship
ESA	Environmentally Sensitive Area
ESS	Environmental Stewardship Scheme
EqIA	Equality Impact Assessment
EU	European Union
EWGS	English Woodland Grant Scheme
FC	Forestry Commission
GIS	Geographical Information Systems
GPDO	General Permitted Development Order



GWCT	Game and Wildlife Conservation Trust
HE	Historic England / Highways England
HEAP	Historic Environmental Action Plan
HER	Historic Environment Records
HLC	Historic Landscape Characterisation
HLF	Heritage Lottery Fund
HLS	Higher Level Stewardship
HRA	Habitat Regulations Assessment
IDA	International Dark-Sky Association
IDSR	International Dark Sky Reserve
IT	Information Technology
IUCN	International Union for Conservation of Nature
JAC	Joint Advisory Committee
LA	Local Authority
LAG	Local Action Group
LCA	Landscape Character Assessment
LDF	Local Development Framework
LEP	Local Enterprise Partnership
LNP	Local Nature Partnership
LNR	Local Nature Reserve
LPA	Local Planning Authority
LPS	Landscape Partnership Scheme
LSP	Local Strategic Partnership
LTP	Local Transport Plan
LVIA	Landscape and Visual Impact Assessment
LWS	Local Wildlife Site
MHCLG	Ministry for Housing, Communities and Local Government
NAAONB	National Association for Areas of Outstanding Natural Beauty
NE	Natural England
NFU	National Farmers Union
NGO	Non-Governmental Organisation
NHS	National Health Service
NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance



NNR	National Nature Reserve
NP	Neighbourhood Plan
PAWS	Planted Ancient Woodland Site
PDP	Partnership Delivery Plan
RDPE	Rural Development Programme for England
RIGGS	Regionally Important Geological/Geomorphological Site
RoW	Right of Way
RoWIP	Rights of Way Improvement Plan
RSPB	Royal Society for the Protection of Birds
SAC	Special Area of Conservation
SAM	Scheduled Ancient Monument
SDF	Sustainable Development Fund
SEA	Strategic Environmental Assessment
SINC	Site of Importance for Nature Conservation
SMR	Sites and Monuments Register
SNCI	Site of Nature Conservation Interest
SPA	Special Protection Area
SPD	Supplementary Planning Document
SRT	Sustainable Rural Tourism
SSSI	Site of Special Scientific Interest
TCV	The Trust for Conservation Volunteers
UKCIP	United Kingdom Climate Impacts Programme
VDS	Village Design Statement
WGS	Woodland Grant Scheme



Appendix 38:

Explanation of Terms

Adapting	To climate change means the changing of behaviour to respond to the impacts of climate change.
Alien species	Non-native species, those that are considered invasive can contribute to biodiversity loss.
Habitat Regulations Assessment	(Formerly known as Appropriate Assessment) is required by the Birds and Habitats Directives of the European Union to assess the effects of a plan on a nature conservation site of European importance to enable a judgement to be made as to whether there will be an adverse effect on the site's integrity.
Agricultural land classification	Is the method of grading agricultural land used by the Department for Environment, Food and Rural Affairs (Defra) and Chartered Surveyors to describe the productive quality of farmland.
Agri-environment schemes	Refers to a range of schemes operated by Natural England which are designed to encourage environmentally friendly farming and public enjoyment of the countryside.
An Area of Outstanding Natural Beauty (AONB)	AONB is a statutory designation. It is an area designated under the National Parks and Access to the Countryside Act 1949, with the primary purpose of designation being to 'conserve and enhance the natural beauty of the area'. The legal framework for Areas of Outstanding Natural Beauty is provided by the Countryside and Rights of Way Act 2000.
Biodiversity	Means 'biological diversity' and includes the whole variety of life on earth in all its forms, or any part of it and its interaction.
Blog	Discrete entries posted on the web to inform and create discussion.
Carbon Capture and Storage	Is the process of trapping carbon dioxide produced by burning fossil fuels or other chemical or biological processes and storing it in such a way that it is unable to affect the atmosphere.
Catchment Sensitive Farming	Is a scheme to encourage farmers to work together throughout a river catchment to improve water quality, flow rates and wildlife habitat.
Category V Landscape	Refers to Category V (Protected: Landscape /Seascapes) of lived-in landscapes in the United Nations List of Protected Areas. These areas are characterised by their scenic beauty, for example, as mountain, hill, wetland and coastal scenery. Community Plans or Strategies are intended to reflect the needs and aspirations of local communities, and set out future visions for those communities. There is wide diversity in their form, arising from the fact that they are produced under non-statutory procedures and the processes by which they are prepared are still evolving.
Hymenoscyphus fraxineus	A virulent fungal pathogen of ash trees that causes 'chalara ash dieback'.
Climate Change	A significant and lasting change in the statistical distribution of weather patterns.
Community Infrastructure Levy	Is a standard charge to be levied on new developments. It used to be known as a Developer Contribution, and was linked to a Section 106 Agreement. Its purpose is to fund the provision of infrastructure and community facilities identified as being required to support the increase in development.
Conservation Area Appraisal	Prepared by the local authority, an audit or character appraisal of those buildings, structures and features which make the Area special.
Core Strategy	Key compulsory local development document outlining the strategic aims and objectives and spatial planning policies for the future.
Decoupling	Refers to breaking the direct link between the production of agricultural crops and the financial support for farming.
Ecosystem	Short for 'ecological system'. A dynamic complex of plant, animal and micro-organism communities and their non-living environment interacting as a functional unit.



Equality Impact Assessment	Is a tool that helps public authorities make sure their policies, and the ways they carry out their functions, do what they are intended to do and for everybody. It involves systematically assessing the likely (or actual) effects of policies on people in respect of disability, gender and racial equality.
Facebook	An online social networking service.
Fixed Point Photography	Involves taking a photograph, from exactly the same point, at intervals over a period of time. It is a tool that enables the recording and monitoring of visual changes within the landscape.
Geodiversity	Covers the variety of rocks, fossils, minerals and natural processes within an area.
Geomorphology	Is the study of landforms, or of the arrangement and forms of the earth's crust.
GIS	A geographic information system that captures, stores, manipulates, analyses, and manages geographical data.
Habitat	Provides the resources that any living thing requires to survive and sustain a population.
Habitat Regulations Assessment (HRA)	The European Union (EU) Habitats Directive protects certain species of plants and animals which are particularly vulnerable and specifically relates to Special Protection Areas (SPAs), Special Areas of Conservation (SACs) and Ramsar sites known as Natura 2000 sites. Any proposal, plan or strategy which may be capable of affecting a SPA/SAC must be considered, no matter how distant from the site. The process of HRA involves an initial 'Screening' stage followed by an Appropriate Assessment (AA) if proposals are likely to have a significant (adverse) impact.
Health and Wellbeing Boards	(The Health and Social Care Act 2012) a forum where key leaders from the health and care system work together to improve the health and wellbeing of their local population and reduce health inequalities.
Historic Environment Action Plans (HEAPs)	Provide a summary of the key characteristics of the historic environment of the AONB at a landscape scale, setting out the significance, condition and forces for change affecting the historic fabric and character of the landscape and identifying proactive actions to conserve and enhance them.
Heritage at Risk Register	Compiled by English Heritage (now Historic England) and contains information on the Scheduled Ancient Monuments, Listed Buildings, and other nationally designated heritage assets, that are at risk as a result of neglect, decay or inappropriate development, in England.
Historic Environment Record	Is a mainly local authority based service which contains information about historic buildings, archaeological sites and finds. These records were previously known as Sites and Monuments Records or SMRs: the name has changed to reflect the wider scope of the data they now contain.
Historic Landscape Characterisation	An archaeological method that studies the historic landscape character present in today's landscape.
Indicators	Ways of quantifying and measuring the impact of policy objectives.
International Dark Sky Association	Officially recognises large areas in countries around the world as Dark Sky Places for their low levels of light pollution and good public access.
The International Union for the Conservation of Nature	(IUCN) is the World Conservation Union, helping the world find pragmatic solutions to our most pressing environment and development challenges.
Landscape Character Assessment	Is a technique used to develop a consistent and comprehensive understanding of what gives the landscapes their special character. It uses a structured approach to describe and assess the character of landscapes, including features that are locally distinctive and those that contribute to the special sense of place of a locality. Landscape Character Assessments can be at broad national scales as well as more detailed at County, AONB, or District scale.
LEADER	A European delivery mechanism for funding under the Rural Development Programme for England (RDPE); implemented by Local Action Groups for community-led delivery. (Liaison Entre Actions de Développement de l'Économie Rurale').



Leisure Credits Young Enterprise Initiative	Involves young people in undertaking voluntary work and receiving Leisure Credits which are redeemed for reward trips or activities. The number of credits a young person receives is based on how hard they worked and how well they worked as part of a team.
Local Development Frameworks	Are carried out by the local planning authority. The LDF consists of a Core Strategy and range of Development Plan Documents that provide policy statements and guidance for development control decisions.
Local Enterprise Partnership	Decides what the priorities should be for investment in their area and are partnerships between local authorities and businesses.
Localism Act 2011	Sets out a series of measures with the potential to achieve a substantial and lasting shift in power away from central government and towards local people.
Local Nature Partnership	Brings together a broad range of local organisations, businesses and other interested people who aim to help bring about improvements in their local natural environment.
Local Strategic Partnership	Non-statutory body that aims to bring together local organisations from the public, private, voluntary and community sectors.
Local Transport Plan	Defines a five-year strategy for transport provision. County Councils and Unitary Authorities prepare them for their areas.
Mitigation for climate change	This is the reduction of greenhouse gas emissions, such as carbon dioxide, nitrous oxide and methane.
Natural beauty	Includes the landscape, flora and fauna, geological or physiographical features and heritage, including archaeology, historic environment and settlement character.
Natural capital	“The elements of nature that produce value (directly and indirectly) to people”. The Natural Capital Committee advises the government on natural capital, such as forests, rivers, minerals and oceans. The second term of the committee runs till 2020.
Neighbourhood Plan	Prepared by a neighbourhood this type of Plan, when approved by a local referendum, gives communities the power to set the priorities for local development.
Parish Plan	Unless formally adopted by the LPA, this sets out an informal vision of how local communities would like their town or village to be. They tend to be much more holistic or all encompassing, replacing the older ‘village appraisal’ approach.
Planning Protocol	Sets out how the AONB Partnership and local authorities will consider planning matters affecting the AONB.
Sense of Place	Those characteristics, attributes or qualities that make a place special, distinctive or unique.
Stepping Stones project	A type of project which aims to connect features. Often used in connection with high quality wildlife hotspots, such as County Wildlife Sites, SSSIs and National Nature Reserves and other appropriate areas, by creating habitat links and ‘stepping stones’ of habitat so that individual creatures and species can hop from one to the other, thereby expanding their range.
Strategic Environmental Assessment	Required by a European Directive intended to promote sustainable development, by ensuring that an environmental assessment is carried out for certain plans and programmes that are likely to have significant impacts upon the environment.
Superfast broadband	Connections enable users to download music and video and stream television at speeds higher than most internet users (38Mb or above).
A Supplementary Planning Document	Is prepared by local authorities to amplify and support policies in statutory development plans. It must link directly to a Local Authority policy, or policies, and be subject to adequate consultation.
Sustainability	Defined by the World Commission on Environment and Development as ‘development that meets the needs of the present, without compromising the ability of future generations to meet their own needs’.
The Sustainable Development Fund	Is the small grants scheme that the AONB uses to support innovative projects that have a positive impact on the community and environment of the locality.



Sustainable Rural Tourism Project	Working in partnership with a range of visitor related businesses and other key organisations to encourage sustainable tourism, benefitting rural businesses and the local economy as a whole.
Twitter	An online social networking and micro-blogging service that enables users to send and read “tweets” (text messages limited to 140 characters).
Village Design Statements	Are documents that describe the visual character of a village as seen through the eyes of its inhabitants. Village residents volunteer to undertake a study of their village and its environment through consultation and discussion.
A Village Plan	Collates local people’s views about the area they live in, and what needs to be changed or improved to make it a better place in which to live. This now tends to be part of the evidence base for a Neighbourhood Plan.





Credits:

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The AONB Partnership would also like to extend its sincere thanks once again to the many parish councils, local communities, farmers, landowners, managers, organisations and interest groups who contributed to this Plan or commented on draft versions. 187 different comments were received and taken into account. The involvement of so many groups and individuals has provided its foundation and substance. This Plan is for everyone who enjoys, lives or works in this nationally Protected Area.

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Post note to this Management Plan:

On April 3rd 2019, this AONB Partnership received confirmation from the National Lottery Heritage Fund, that the Cranborne Chase and Chalke Valley Landscape Partnership bid for £1.68m had been successful. The five year Landscape Partnership Scheme, with a total value of £2.7m will run 2019-2024, concurrently with the period of this Management Plan.

Credit for front cover illustration: Along the Lane - Clare Shepherd

Clare is a very highly regarded artist living in the Cranborne Chase AONB. She trained at The Slade School of Fine Art where she was awarded The Slade Prize. She's won many additional prizes since then and has painted and exhibited continuously since graduating.



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