

# PEOPLE WITH A STAKE IN THE LANDSCAPE



CHASE & CHALKE  
LANDSCAPE PARTNERSHIP



# People with a Stake in the Landscape

## The People Who Live in the Cranborne Chase and Chalke Valley Area

The social-economic context of the Landscape Partnership area is summarized below:

### Population

The population of the Landscape Partnership Area (2017 Mid Year Population Estimate) for the area is 5,591. This is a slight decrease on the 2011 Census. The area is sparsely populated with a low population density. The majority of people in the Cranborne Chase and Chalke Valley Landscape Partnership (CCCV LP) area are within the 45 – 70 age band. When compared to the UK as a whole, there appear to be fewer people in the LPS Area in the age bracket 18 – 45.

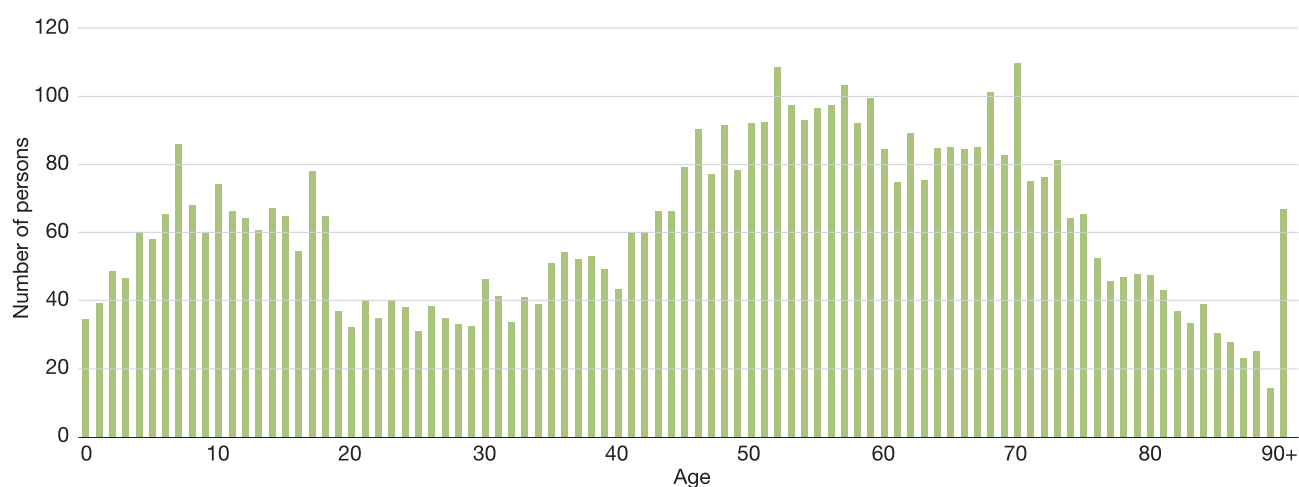


Figure 3 - Age Breakdown Source: 2011 Census

### Health

In the 2011 Census those listed as suffering from a limiting long term illness (day-to-day activities limited a lot) is 346 people (6%) this is compared to a national figure of 8.5%. 2,795 people in the 2011 census reported their health as being 'Very Good' (49%) and 48 persons described their health as being 'Very Bad' (under 1%) This is compared to the national average of 47% (Very Good) and 1.2% (Very Bad).

### Transport

175 Households in CCCV LP area have no car or van (7.5%) while 944 households have two cars (40%) Only 124 people use public transport to get to work (2.2%).

### Education

837 persons had no qualifications. Of the total working population of 4,637, 18% aged '16 and Over' have no qualifications. This is significantly poorer than the Wiltshire figure, and also below the national figure of 10.8%. 21% of working population has a degree this is below the national average of 32.7%.



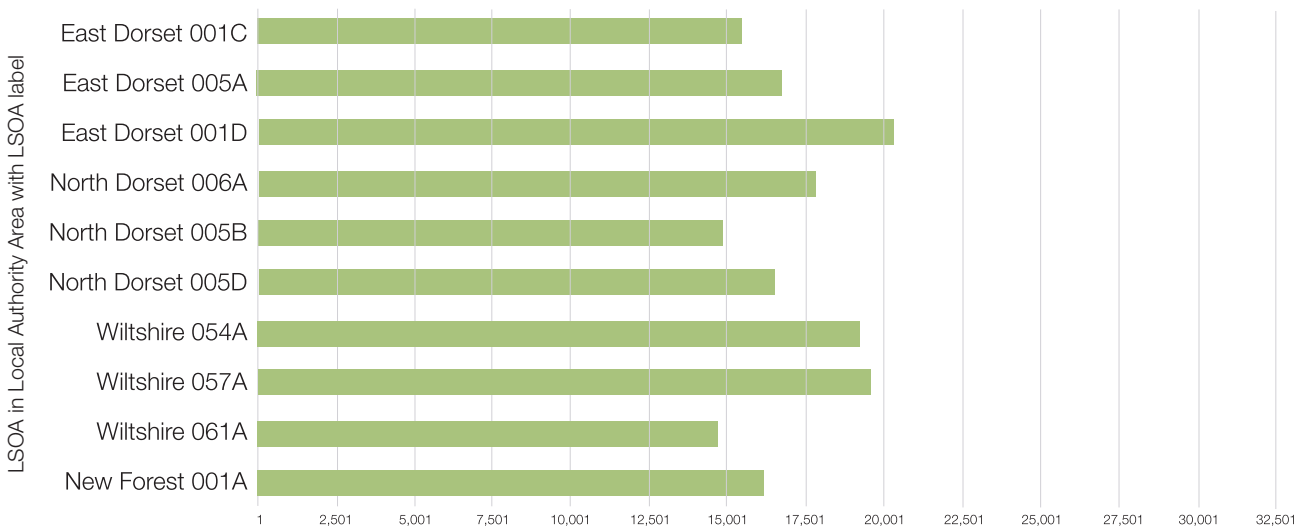
## Economic Commentary

Of the 2,884 Economically Active persons in the CCCV LP Area, 84 are listed as Unemployed (2.9%) and 791 persons are listed as self employed (Full & Part-Time) (27.4%). There are 1173 persons listed as 'Economically Inactive' (28.9% of all persons) – this includes retired, student (including full-time students), looking after home or family, long-term sick or disabled.

The percentage of the working population citing their main work in 2011 as a professional occupation was 19.8%.

The largest employment sector in 2011 was termed 'wholesale and retail trade' of which businesses involved in the repair of motor vehicles featured heavily; with 13.4% of the working population engaged in this area of employment. Manufacturing employment stood at 5.9%.

Human health and social work activities was the second largest employment sector (12.4%), with Education being the third highest industry (10.8%).



**Figure 4 - Deprivation Indicators**

In England, the LSOA with a rank of 1 is the most deprived and the LSOA with a rank of 32,844 is the least deprived.



## Summary

An analysis of the area points to the conclusions below:

1. The area is potentially going to see an increase in older people as a proportion of the settled community, with younger people moving out to find better paid employment and get greater access to services. The young and elderly can feel cut off due to the lack of services and transport.
2. Whilst the health of the population could be considered good at the moment this is likely to change as the population ages further.
3. There are a significant number of people who do not own a car or who will not have access to one during the day. Public transport is uneconomic and infrequent. Most are not within walking distance of the arterial bus routes on the A350 and A354.
4. The CCCV LP area has an outward looking economy with people commuting out to the neighbouring towns and the Poole/Bournemouth/Christchurch conurbation. Many of these commuters are professionals and are likely to consider themselves time poor.
5. The area has a wealth of educational assets but there is a lack of locally available educational resources and opportunities to undertake training and skills.
6. There is a lack of opportunities to retrain so that individuals with countryside or traditional building skills are unavailable locally.
7. Both Dorset and Wiltshire Councils have recognised that there are pockets of deprivation across the CCCV LP area.

The socio-economic problems of decreasing rural employment opportunities, people having to look outward for employment and an aging population has led to a less hands on engagement with and understanding of the local landscape.

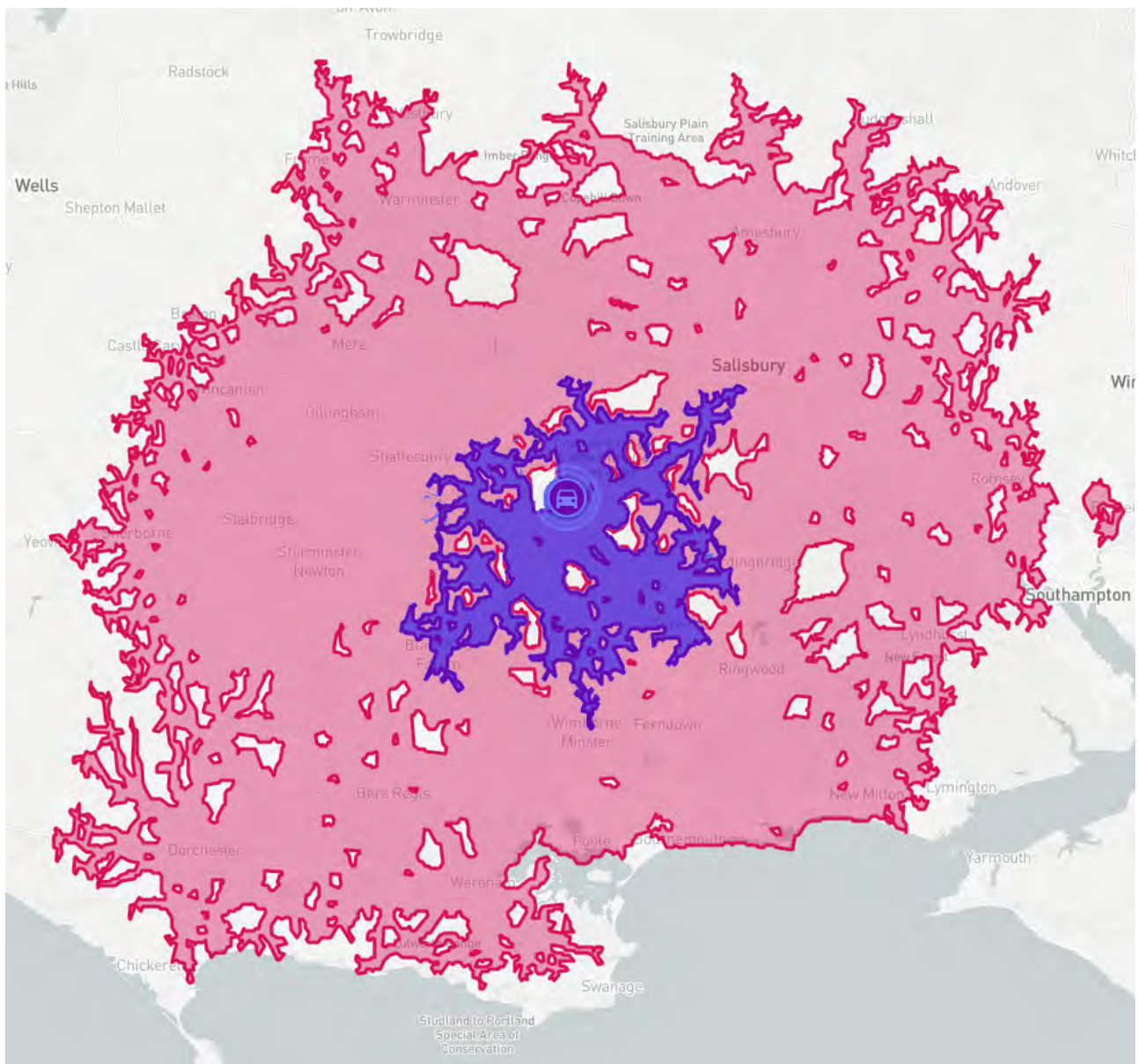


## The Wider Catchment Area

The Audience Development Plan (ADP) (Appendix 4) for the CCCV LP area defined a likely catchment population for the CCCV LP scheme as those willing to make a journey of between 10 to 40 miles. 1.9m people live within 40 miles (an hour's drive) of the LP area. See Figure 5 below.

The results were adjusted to account for those that do not spend their leisure time outdoors and away from home at all. This analysis indicates that the CCCV LP scheme could potentially appeal to up to 415,707 people within its catchment. Just over two thirds (71%) are likely to come from within 10 miles of the CCCV LP area. A substantial minority (29%) are likely to come from between 10 and 40 miles away, including the Bournemouth and Poole conurbation and Southampton.

**Figure 5 - Cranborne Chase and Chalke Valley LP Catchment Area**



## The Social-Economic Context

The social-economic context is summarized below:

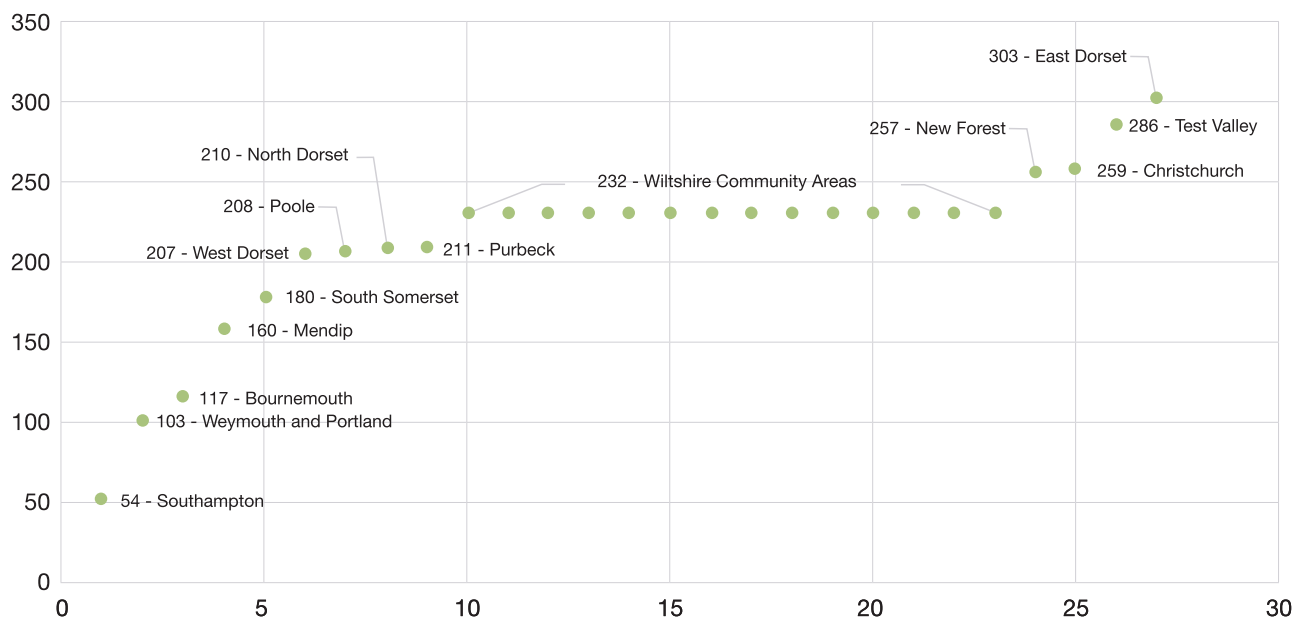
- Generally older than the national median
- Bournemouth, Southampton, and South Somerset have youthful enclaves
- Generally, less diverse than nationally
- All areas except Mendip have a lower unemployment rate than the national average
- Whilst Bournemouth, Southampton and Weymouth have a lower unemployment count than the national average, this is still relatively higher than the rest of the catchment. This would suggest slightly higher degrees of financial insecurity relative to the rest of the catchment.
- Southampton relatively less skilled
- Southampton and Bournemouth have a higher proportion of people with a Level 4 qualification or higher, than the national picture
- Except for the Wiltshire Community Areas, Southampton and Dorset, all local authority areas within the CCCV LP catchment area report having higher levels of disability affecting day-to-day activities than those nationally.
- This is particularly the case towards the south and west of the catchment in Dorset.
- This correlates with age and unemployment data to suggest that these Audiences are more likely to be elderly with mobility constraints.



## Relative Deprivation

The local authority areas included within the catchment area are ranked in Figure 6 below from most to least deprived; where the local authority that ranked 1st out of 354 represents the most deprived nationally. Southampton, Weymouth and Portland and Bournemouth are within the top third of deprived areas in the country.

**Figure 6 - IMD Rankings within the Cranborne Catchment**



## Rural Isolation

Rural areas have a unique set of circumstances that can exacerbate the social isolation of older residents in particular, leading to loss of independence and lower quality of life. To compound this situation, poor health, physical disability and life events such as bereavement are known risk factors for social isolation. These factors include disproportionate closure of shops, post offices and pubs in rural areas and the withdrawal of subsidies to scheduled bus services. These factors are all associated with demographic ageing. A recent systematic review found that loneliness can increase the risk of premature death by 30 per cent.

At 24.9%, the percentage of adult carers in Wiltshire who have enough contact with other people is significantly worse than the national and regional average (The Personal Social Services Survey of Adult Carers in England carried 2016-17). The situation is not dissimilar in North Dorset, where one in five people are likely to suffer from loneliness, which could affect their health, including mental wellbeing.

Later life should represent a time of enjoyment and fulfilment when people are able to participate in the community, learn new skills or take up new activities. Communities flourish where everyone is able to make the most of their skills, knowledge or experience.



## Future Trends of the Catchment Area

Looking ahead to 2025 (the first year after the scheme ends), the CCCV LP catchment area is forecast to see an increase in population of about 138,393 people. This is equivalent to a 7.3% increase. This increase varies across the catchment with Bournemouth and Christchurch projected to see the greatest increases in population of over 10%. In addition to population increase, there are other key trends that are likely to impact on the CCCV LP area during the life of the scheme which should be considered for project development.

**Figure 7 - Future trends**

Category	Trends
<b>Age</b>	The catchment area, as a whole, will see population continue to age
<b>Education</b>	Expected growth in graduate-level jobs may be hindered by a skills deficit, especially in Wiltshire. There is a lack of a significant University presence in the north of the catchment, with higher education focused along the south coast cities (Southampton, Portsmouth and Winchester)
<b>Economy</b>	<p>The occupational profile of the area is predicted to shift towards higher-level occupations, with the greatest levels of growth expected among managers, professionals and associate professionals</p> <p>Significant and ongoing military presence is expected to continue to support future growth</p> <p>Delivery of superfast broadband in rural areas will remain a priority, increasing access to over 90%</p>





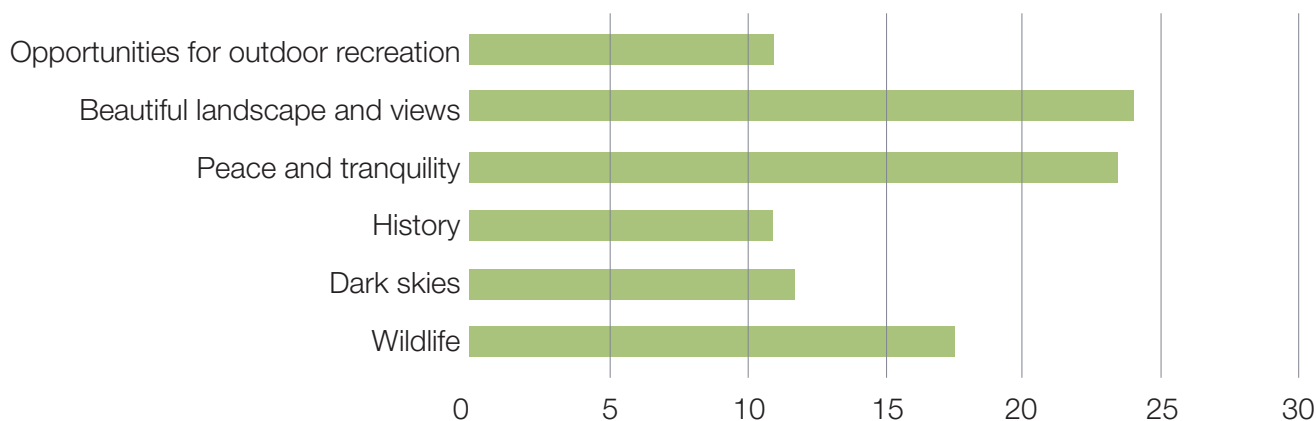
# How People Currently Engage with the Landscape

## Local Community

Over 50% of the local community are regular users of the landscape, visiting at least once a week. However, there is a significant minority of people (35%) who live in the CCCV LP area but do not venture out into the wider landscape at all. This suggests that there is a local Audience who will be new to the heritage interest of the area.

People who live in the CCCV LP area clearly value it for its beautiful setting and the peace and tranquillity that this rural setting provides – see Figure 8. The natural environment is also important, perhaps more so, than the historical aspects of the local heritage. People were also asked if they felt that Cranborne Chase has a strong identity, only 33% felt that it did suggesting that its specialness is a well-kept secret!

**Figure 8 - What People Felt Was Special About The Area**



## Surrounding Market Towns

The research undertaken indicated the importance of the towns surrounding the Cranborne Chase and Chalke Valley. There were key focal points in the 30-minute catchment, which appeared not to have a strong relationship with the Landscape Partnership area currently but were important locations for people visiting the area.

Consultation carried out for the ADP showed that the majority of current visits to the area are to a few key locations with significant areas of the landscape not visited at all.

For many people their favourite place is, first and foremost, a place to go for a walk. For many this will be walking with a dog but for others it provides the opportunity to walk for exercise, enjoyment and as a way to explore the landscape. Other key factors as to why people like particular locations include views, history and the festivals held in the area.

Figure 9 - Reasons for Visiting Favourite Places



After walking, the other popular ways of ‘getting involved’ are a series of what might be described as social activities such as picnicking, spending time with friends and family, and visiting towns and villages where the landscape and its heritage provide a conducive backdrop but not the prime motivation for visiting.

Learning opportunities associated with ‘walking’ are very popular but perhaps more surprising is the interest in arts & crafts as a way of learning about heritage. This suggests that activity-based learning opportunities would be popular, perhaps linked to museums and exhibitions which also came across as important in this consultation. Overall these results suggest that people want to learn through involvement and want to be active rather than passive.



## Tourism

For such a large area, there are very few leisure operators and visitor economy businesses, a reflection of the largely dispersed and sparsely populated settlements and businesses lying in a very rural landscape.

There are several land based businesses. The major centuries old established landowning estates, include leisure businesses such as Cranborne Garden Centre (Cranborne Estate), Rushmore Golf Club (Rushmore Estate), pubs and equestrian centres (Rushmore Estate), and the Castleman Hotel (Chettle Estate). Additionally, the National Trust has several historic properties and holiday letting accommodation.

Most businesses are small in size, locally independently owned and with links to local business supplier networks. A number of independent pubs lie across the area, often with good food and drink reputations, similarly a small number of cafes/coffee shops and farm shops, locally owned and with loyal repeat visitors.

Current visitors are varied, comprising a mix of those passing through, particularly along the A30, A350 & A354 (as they travel to or from traditional tourism destinations), as well as those who come for a day to a location for a specific purpose or hobby.

The casual visitor getting outdoors to explore, whether for a day or overnight break is probably of a recognisable character – generally older, often with grown up family (not visiting with them), interested in countryside and heritage. Particular groups also show some polarisation, between high end spenders engaging in game shoot packages focused around main estates, and those camping/ caravanning who discover the array of attractions and festivals.

As part of 'Encouraging a Sustainable Approach to the Visitor Economy of Cranborne Chase and West Wiltshire Downs AONB Strategy and Action Plan 2012-17', over 150 local businesses were surveyed.

- 85% indicated the AONB and its landscape were important to attracting visitors to the area
- 66% felt a need to strengthen the image and branding of the AONB for visitors.
- Over 70% of respondents felt information for visitors and local communities to find out about what to see and where to go across the AONB was very poor, poor or average.
- 30% felt that better interpretation/promotion of the area's cultural/historic heritage was a priority.
- 87% of business saw local towns as being a part of the AONB visitor experience for promoting historic/cultural places to visit for days out.
- 68.1% felt attracting visitors at less busy times of year, to increase length of season was a priority.
- 23.4% felt spreading visitors out across the area was a priority to help the rural economy.



## Weaknesses and Opportunities of Tourism in the Area

Key weaknesses of tourism in the area can be summed up as follows:

- Lack of co-ordination and joint working across the three counties
- Ongoing lack of understanding of potential economic benefits of tourism
- Dependence on repeat, older visitors
- Lack of resources/commitment to tourism in some districts (particularly North Dorset)
- Poor signage
- Limited public transport system
- Lack of coordination on information, infrastructure, events etc.
- Growing interest in outdoor activity, particularly walking, cycling and other events
- Appetite for closer collaboration
- Growing awareness and confidence in the current cultural offer
- Interest in local products and food

As part of the development of the CCCV LP scheme opportunities were identified to make better use of existing attractions to promote the area and to work collaboratively with neighbouring towns to promote the area and co-produce heritage activities.

## Virtual and Augmented Reality

It is widely recognised that nationally and internationally there is a growing demand for the use of Virtual and Augmented Reality. This technology can provide value for both cultural heritage organisations and also for visitors' pre-visit, onsite and post-visit experience. Businesses can benefit from increased spending, intention to return and positive word-of-mouth, while visitors receive a personalised, educational, memorable and interactive experience.

As part of the Audience Development Plan at least 25% of people in neighbouring communities said they'd be interested in new technology forms of interpretation to find out about their local landscape, its history and interesting places to visit.

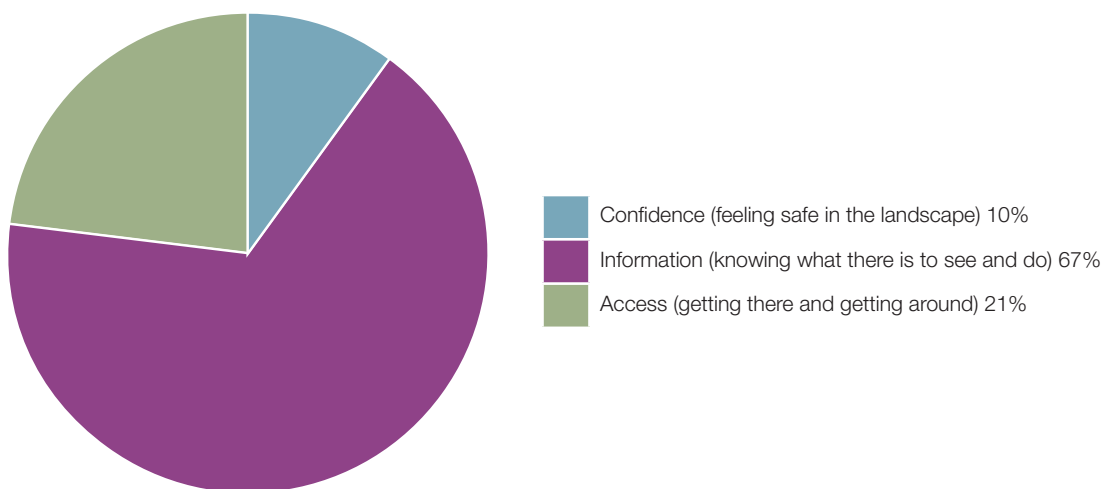


## What Makes it Difficult to Visit?

Figure 10 shows the top barriers identified. By far the biggest barrier is a lack of information about what to do and see. A significant majority of people had not heard about Cranborne Chase, a landscape on their doorstep and if they had many said they did not know what was there. Encouragingly most of these people said they would be interested in finding out. There is currently very little information about Cranborne Chase and Chalke Valley available.

If lack of information is the biggest barrier to people engaging with the landscape and its heritage, then it is important to know how people would like to find out more. Web-based information provision is very important in this respect, backed up and supported by other forms of social media. People want information that helps them enjoy and get the most out of the landscape, using way marked trails and leaflets.

Figure 10 - Barriers



Other barriers identified include:

- Perception that it is unwelcoming and a not very accessible landscape
- This is a hunting and shooting landscape which often means that visitors do not necessarily feel safe or welcome
- Real tension, particularly for local people, between maintaining its 'ruralness' and encouraging more visitors, which needs to be sensitively handled.
- Short-term visitors are strapped for time, so travelling eats into their time available.
- Competition from higher level/more established tourist destinations. For example, the New Forest, Stonehenge and Salisbury Cathedral.
- Many outdoor activities are, on the whole, weather-dependent, particularly for children or for less hardy visitors.
- Still work to be done about what the Cranborne Chase and Chalke Valley is, and what makes it special
- Not everyone is confident using a map to find their way and would not want to get lost or stuck in an obstructed footpath.
- Involving young people in the area is difficult especially when they leave primary school. This is made worse due to the area covering three counties and young people 'disappearing' into a different education system.



- Young people who perhaps first and foremost see a landscape as a place to do something active, rather than a place to visit. They tend to think about the activity that they want to do first then look for opportunities. So, if Cranborne Chase and Chalke Valley is not being promoted as a good place to ride or bike, etc then they might not think to go there.
- The area is valued and known by this country but not abroad, so it is not a tourist hub. Other attractions such as Stonehenge, Bath and Stourhead take tourists away from the area.
- The Rights of Way across the CCCV LP area do not join up in a true network; with many gaps where routes might be linked in
- Signage and maintenance of Rights of Way is not consistent across the area leading to variable quality of experience
- Access is difficult - but wonderful not to have big roads or railways.
- Poor infrastructure, particularly roads and parking.

