

*Communities*

**A dispersed and small population**

low unemployment and high **economic activity** rates

The **Armed Forces** still play a significant role in the local economy,

**Good access to the wider area**

A well-structured and resourced **farming industry**

Diversification into food processing, tourism and provision of space for economic activity

Villages and small towns with a **strong sense of identity** and **affinity with the landscape** of the North Wessex Downs

*Landscape*

Several landscape types give this area its special character and distinctiveness.

**Downs Plain and Scarp**

**Open Downland**

**Downland with Woodland**

**Wooded Plateau**

**High Chalk Plain**

**Vales**

**River Valleys**

**Lowland Mosaic**

*Development*

**remoteness and tranquillity**, undeveloped and rural quality

**Distinctive architectural styles**

**A sparse road network**

**traditional land based and rural economy**

growing high tech and creative sector.

*Land Management*

**Varied agricultural management and field patterns.**

**hedgerows**

**different types of woodland**

**Equestrian activity**

**field sports**, including highly valued game fishing

*Biodiversity*

**Chalk grassland**

**Arable habitats**

**Broadleaved Woodland**

**and Wood Pasture**

**chalk streams and rivers**

**wetland habitats**

*Historic Environment*

**Neolithic and Bronze Age** ritual and funerary monuments

**Iron Age, Roman and post-Roman** defences and settlements

**Medieval and post-medieval** settlements and buildings

**Country houses** and landscaped **parks and gardens**

**Post-medieval** buildings and infrastructure

*Natural Resources*

Cretaceous, Tertiary and Quaternary **geological history**

**Soil types**; Thin chalk soils, Quaternary Clay with Flints, Quaternary Coombe deposits, Deep well-drained loamy soils, mixed soil mosaic

**Carbon storage**

**Clean air**, with low measurements of pollution.

**river channels**, with Upper winterbourne sections and winterbourne tributaries

**river gravel beds**

**Clear natural water**

*Leisure and Tourism*

some of the finest **cultural landscape** in England  
**Historic attractions** reflecting the industrial and socio economic history of the area

**Picturesque market towns** and small villages

**Rich archaeological history**

**great country houses**

**extensive Rights of Way** network

**A centre for antiques**

