

ACTION PLAN FOR THE NORTH WESSEX DOWNS AONB

This Action Plan identifies the actions to be undertaken on behalf of the North Wessex Downs AONB over the next three years. Those actions that are listed in the following table are the priority actions that should be undertaken in the next 18 months.

The role of this Action Plan is to start to action the policies set out in Part B of the Management Plan. The choice of actions has been guided by a number of factors including the need to:

- understand the AONB better and use this understanding to guide future decisions and actions
- influence emerging national and regional policies for the benefit of the AONB. It is essential that current and emerging policies maximise delivery of the AONB objectives and are clearly co-ordinated across the regional boundary so that a consistent approach is adopted for the AONB. A critical example is influencing future agri-environment schemes as part of the mid-term review of the ERDP
- influence locally emerging strategies to ensure that a consistent approach is adopted across local authority boundaries, for example, in the case of Rights of Way Improvement Plans and Local Transport Plans
- have clear and co-ordinated AONB-wide planning policies that address fundamental AONB-wide characteristics such as tranquillity and remoteness
- empower a bottom-up approach to the evolution of settlements and communities within the AONB
- develop working partnerships with existing initiatives within the AONB to avoid duplication of effort
- take account of actions that are already under way
- clearly start to deliver action on the ground.

The overall number of identified actions is large. This range of actions cannot be delivered by the AONB Team alone. It requires a concerted effort both by members of the Council of Partners and by a wider range of stakeholders who are already active within the AONB. Partnership working will be essential. In a number of cases delivery of actions may be best achieved by Working Groups specifically convened to address one or a range of actions.

In the table of actions that follows the following initials have been used to identify partners who may assist in the delivery of individual actions. These are as follows:

CPRE	Council for the Protection of Rural England
CA	Countryside Agency
CLA	Country Land and Business Association
Defra	Department for Food and Rural Affairs
EA	Environment Agency
EH	English Heritage
EN	English Nature
FBAS	Farm Business Advisory Service
FWAG	Farming and Wildlife Advisory Group
FC	Forestry Commission
LaMIS	Land Management Information System
LEAF	Linking Environment and Farming
ILSC	local Learning and Skills Councils
LSPs	Local Strategic Partnerships
NFU	National Farmers Union
NT	National Trust
RIGSs groups	Regionally Important Geological Sites
RSPB	Royal Society for the Protection of Birds
RTBs	Regional Tourist Boards
SEEDA	South East England Development Agency
SW RDA	South West England Regional Development Agency
TV Energy	Thames Valley Energy
WIGI	Wiltshire Interactive Grazing Initiative

ACTION PLAN FOR THE NORTH WESSEX DOWNS

Name of action	Policy link	Components of action	Target(s)	Responsibility
IMPROVING UNDERSTANDING				
Landscape character				
A1 Celebrating local character	IU2 Celebrating local character	A1 Working through Community Strategies, local authority Cultural Strategies, Parish Plans and Village Design Statements to identify what local people and visitors value in the landscape of the AONB and those features that are considered central to local character (see also A49).	T1 A schedule of locally valued landscape features categorised by the main character areas of the AONB	LSPs, local authority Cultural Strategy leaders, CPRE, and local communities
A2 The landscape of the AONB as inspiration to the arts	IU3 The landscape of the North Wessex Downs as an inspiration to the arts	A2 Investigation of the link of the North Wessex Downs with the arts and folklore, through local authority Cultural Strategies.	T2 Set of literary and artistic references to the AONB and its landscape	Local authority Cultural Strategy leaders and local communities
A3 The impact of non-farming landowners	IU4 The impact of non farming landowners	A3 Involving: <ul style="list-style-type: none"> • A questionnaire to non farming landowners on their land management aspirations and needs (landowners potentially identified via Business Link and FBAS) • Commissioned research into the landscape implications of non farming land ownership. 	T3 Short report identifying the concentrations of amenity landowners, their land management aspirations and advice needs	AONB Team, CA, Defra, NFU, CLA, FWAG, Business Link, parish councils
Cultural heritage				
A4 Historic Landscape Characterisation	IU5 Historic Landscape Characterisation	A4 The constituent local authorities of the AONB to work with English Heritage to undertake an Historic Landscape Characterisation (HLC) of the AONB. Specifically this is to involve the comparison of two approaches: <ul style="list-style-type: none"> • Through initial impetus provided by West Berkshire (who are commissioning an HLC of their authority) development of an HLC for the whole AONB • Piloting of a complementary approach by Wiltshire County Council, focusing on an analysis of archaeological resources to give greater time depth to the HLC. 	T4 A completed HLC for the whole AONB	EH, constituent local authority archaeologists

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A5 Understanding current archaeological research	IU1 Tailoring national and regional research programmes and priorities IU6 Archaeological and historical resources of the North Wessex Downs and their contribution to landscape character	A5 Requiring: <ul style="list-style-type: none"> • identification of the main areas of current archaeological investigation and research relevant to the North Wessex Downs • identification of key gaps and priorities for future archaeological investigation • influencing national and regional research programmes to help deliver the identified priorities for the North Wessex Downs • ensuring that the AONB Team is a recipient of relevant research data and information. 	T5 A programme of priority archaeological investigation within the AONB	AONB Team, EH, NT, constituent local authority archaeologists
A6 Physical condition of Scheduled Ancient Monuments	IU6	A6 Development of better understanding of the physical condition of Scheduled Ancient Monuments (SAMs) within the AONB, based on a standard method of evaluation agreed with English Heritage, building on work already undertaken along the Ridgeway corridor.	T6 Condition schedule of all SAMs within the AONB	EH, NT, constituent local authority archaeologists
A7 Woodland archaeological survey	IU6	A7 Investigation of the woodland archaeological resource of the AONB, initially focusing on those areas with the highest woodland cover within the AONB.	T7 GIS map and inventory of woodland archaeological resources within the Wooded Plateau landscape type	EH, FC, constituent local authority archaeologists
A8 Settlement pattern and evolution	IU7 Settlement pattern and evolution	A8 Identification of the evolution of individual settlements within the AONB (within the context of a prepared HLC – A4) as part of the preparation of Parish Plans and Village Design Statements requiring: <ul style="list-style-type: none"> • Agreement on a common protocol for recording settlement evolution and settlement classification • Promotion of this protocol to those undertaking Parish Plans and Village Design Statements (see also A49). 	T8 Inclusion of settlement evolution and classification in all future Parish Plans and Village Design Statements prepared within the AONB	EH, CPRE, constituent local authority archaeologists, local communities

Name of action	Policy link	Components of action	Target(s)	Responsibility
Tranquillity and remoteness				
A9 Key views from the AONB	IU8 Extent and influences over tranquillity and the sense of remoteness within the North Wessex Downs	A9 Identification of strategic views out from the AONB where intrusive or unsympathetic development should be controlled.	T9 GIS map defining zones within which proposals for intrusive development should take account of strategic views from the AONB	AONB Partnership, AONB Team, CPRE
A10 Oases of tranquillity	IU8	A10 Mapping of those areas of highest tranquillity in the AONB, in line with the methodology established by CPRE, and those areas most under threat from noise and visual intrusion, building on any noise impact studies already done.	T10 GIS map of areas of tranquillity within the AONB ie a large scale and up to date version of previous work undertaken by CPRE	AONB Partnership, AONB Team, CPRE
A11 Intrusive power lines	IU8	A11 Mapping of those sections of power line which are highly intrusive in the landscape of the North Wessex Downs.	T11 GIS map of intrusive lengths of power line within the AONB	AONB Partnership, AONB Team, CPRE
A12 Visual and noise impact of the M4/A34	IU8	A12 A visibility and noise analysis of the M4 and A34 corridors within the AONB to identify where screen planting and bunding would assist in screening the impact of these roads from the rest of the AONB.	T12 GIS map indicating the most beneficial locations for screen planting and bunding along the M4 and A34 within the AONB	AONB Partnership, AONB Team, CPRE
A13 Pools of darkness	IU8	A13 Mapping of areas of dark night skies within the AONB and those areas most under threat from light pollution based on satellite imagery, building on work currently being developed by CPRE.	T13 GIS map of pools of darkness within the AONB and main sources of light pollution	AONB Partnership, AONB Team, CPRE
Biodiversity and geodiversity				
A14 Condition of statutory and non-statutory sites	IU9 Extent and condition of the key habitats within the North Wessex Downs	A14 Consistent recording across the North Wessex Downs of the physical condition of statutory and non-statutory sites of nature conservation importance, following an agreed methodology and procedure.	T14 Condition schedule of statutory and non statutory nature conservation sites within the AONB	EN, the Wildlife Trusts

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A15 A chalk grassland strategy	IU9 Extent and condition of the key habitats within the North Wessex Downs	A15 Preparation of a chalk grassland strategy for the North Wessex Downs identifying key management needs and core areas for chalk grassland expansion/ reversion to link/extend existing areas.	T15 GIS map of the main blocks of existing semi-natural chalk grassland accompanied by a chalk grassland strategy	The AONB Partnership, EN, The Wildlife Trusts, SEEDA, SW RDA
A16 A semi-natural woodland strategy	IU9	A16 Preparation of a semi-natural woodland strategy for the North Wessex Downs focusing on the most wooded parts of the AONB – Wooded Plateau and Lowland Mosaic Landscape Character Types.	T16 A semi-natural woodland strategy	FC, EN, Woodland Trust, local authority woodland officers
A17 Understanding current biodiversity research within the AONB	IUI Tailoring national and regional research programmes and priorities IUI0 Building a picture of the wider biodiversity resource	A17 Requiring: <ul style="list-style-type: none"> • identification of the main areas of current biodiversity investigation and research relevant to the North Wessex Downs • identification of key gaps and priorities for future biodiversity investigation (focusing on important and characteristic habitats and species of the North Wessex Downs) following recording protocols agreed as part of the National Biodiversity Network • influencing national and regional research programmes to help deliver the identified priorities for the North Wessex Downs • ensuring that the AONB Team is a recipient of relevant research data and information. 	T17 A programme of priority biodiversity investigation within the AONB	AONB Team, EN, Wildlife Trusts, RSPB, constituent local authority ecologists, Biological Record Centres
A18 An AONB breeding bird survey	IUI0	A18 An AONB-wide Breeding Bird Survey to confirm the status and significance of bird species within the North Wessex Downs, building on the work of County bird atlas.	T18 An AONB-wide Breeding Bird Survey reflecting the different landscape character types of the AONB	The AONB Partnership, EN, RSPB, Wildlife Trusts, constituent local authority ecologists, SEEDA, SW RDA

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A19 Availability of grazing livestock	IUI1 Availability of grazing livestock	A19 Development of GIS-based information on SSSI and SNCI/Wildlife Site grassland resources and the stock types and numbers needed to manage them, including: <ul style="list-style-type: none"> • a questionnaire to owners and occupiers to identify existing grazing provision • collation of survey information to identify the conservation grazing needs of individual sites • an assessment of the critical mass of land needed to sustain livestock businesses in different parts of the AONB. 	T19 GIS map and linked data base identifying prioritised conservation grazing needs within the AONB	AONB Team, EN, Defra, NT, Wildlife Trusts, constituent local authority ecologists
A20 Collation of geological resources of the AONB	IUI2 Building a picture of the geodiversity resource of the North Wessex Downs	A20 Drawing together information on the current geodiversity of the AONB with specific reference to geological SSSIs and Regionally Important Geological Sites (RIGSs).	T20 GIS map of the geological SSSIs and RIGSs of the AONB	EN and County RIGSs Groups
Natural resources				
A21 Sources of diffuse pollution	IUI3 Developing a better understanding of water quality and flows within the main rivers of the North Wessex Downs	A21 Through the work of the Landcare and other Projects operating within the North Wessex Downs, identification of the main sources of diffuse pollution within the North Wessex Downs and the lengths of river most badly affected.	T21 GIS map backed by database of the main sources of diffuse pollution and links to surface and ground water quality	EA, Landcare Projects, Pang Valley Project, FWAG
A22 Community mapping of flooding within settlements	IUI3	A22 Potentially as part of the preparation of Parish Plans, identification of the main areas of flooding within settlements within the North Wessex Downs and identification of causes where known eg river water, ground water, surface water run-off (see also A49).	T22 GIS map of the main areas of flooding within the settlements of the AONB	EA, constituent local authorities, Parish Councils, local communities
A23 Springs and spring lines	IUI3	A23 Identification of the main springs and spring lines within the North Wessex Downs and the historic and current head of winterbournes and their associated winterbourne channels.	T23 GIS map of the main springs and spring lines, and historic winterbourne channels	EA, Landcare Projects, Pang Valley Project, Wildlife Trusts
A24 Public perceptions of river flows	IUI3	A24 Potentially as part of the preparation of Parish Plans, collection of community views on river flows and changes in flows noted over the last 20 years (see also A49).	T24 Commentary on the flows of the main water courses of the AONB as perceived by local residents	EA, constituent local authorities, Parish Councils, local communities

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Land-based economy				
A25 New and novel crops	IUI4 Identification of new and novel crops which are in sympathy with the landscape of the North Wessex Downs	A25 Undertaking research to define which crops and technologies are economically and environmentally appropriate within the AONB, reflecting the availability of processing facilities and likely Government incentives. This research might be combined for the chalkland AONBs of southern England.	T25 Database of crop options with critical commentary	CA, SEEDA, SW RDA, Defra, CLA, NFU
A26 Biomass planting	IUI4	<p>A26 Research into the suitability of biomass planting within the AONB in terms of:</p> <ul style="list-style-type: none"> • conditions required for productive biomass and the distribution of these conditions across the AONB • the suitability of different landscape types within the AONB to accommodate biomass planting • the environmental benefits and disbenefits of biomass crops when compared to the traditional arable crops of the AONB, including carbon sequestration (potentially drawing on national research) • the role that biomass could play in creating a critical mass allowing existing woodlands to be brought back under management. <p>Potential sources of information will be CA Community Renewables groups, TVEnergy and Severn Valley Energy.</p>	T26 GIS map of areas potentially suitable for biomass planting in terms of landscape fit and growing conditions	CA, FC, SEEDA, SW RDA, Defra, CLA, NFU
A27 Environmental effects of the horse-racing industry	IUI5 Understanding the environmental effects of the horse-racing industry	A27 Update of the Price Waterhouse economic study undertaken for the Lambourn Trainers Association and apply across the whole of the AONB, including identification of the environmental effects (direct and indirect of this sector).	T27 Statement of the direct and indirect environmental effects of the horse racing industry	SEEDA, SW RDA, Racehorse Training Association, FWAG
Sustainable economic development				
A28 Socio-economic characterisation of the AONB	IUI6 Accurate picture of existing economic diversity	A28 Socio economic characterisation of the North Wessex Downs as part of a wider study looking at all the AONBs within the South East.	T28 Socio economic characterisation of the AONB and of different areas within it	CA, AONB Team

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A29 Economic value of environmental management within the AONB	IUI6	A29 Research into the economic contribution of environmental management activity (farming, forestry and field sports) both current and potential, within the AONB.	-	Addressed as regional research by CA
A30 Available infrastructure in support of the land-based economy	IUI7 Infrastructure and value addition	A30 Research to identify the remaining infrastructure available in support of the land-based economy of the AONB (including abattoirs and saw mills).	T29 GIS map and linked database of infrastructure in support of the land-based economy	SEEDA, SW RDA, Defra, FC, NFU, CLA. Meat and Livestock Commission
A31 Directory of land-based products	IUI8 Potential for further economic activity in support of sustainable land management	A31 Development of a Directory of the main land-based products within the AONB including wood, craft and food products, drawing on existing regional and County directories.	T30 A directory of land-based products linked to GIS map base and supporting database for the North Wessex Downs	AONB Team, CA, SEEDA, SW RDA, Defra
A32 Local markets for woodland products	IUI8	A32 Investigation of local markets for timber and other woodland products, focussing particularly on low grade timber and coppice from neglected woodland to support the reintroduction of woodland conservation management.	T31 List of timber and wood product market opportunities	AONB Team, FC, SEEDA, SW RDA, constituent local authority woodland officers
A33 Review of brands	IUI8	A33 Investigation of current and planned brands (including recognised geographical areas) used in the farming, food and tourism sectors in the North Wessex Downs, in adjacent areas, and in other AONBs in southern England, as a basis for reviewing future brand options for and within the North Wessex Downs.	T32 Identification of the main brands that currently have an influence over the North Wessex Downs.	CA, AONB Team, SEEDA, SW RDA, RTBs
Enjoyment as an economic driver				
A34 Data collection on current tourism provision	IUI9 Tourism and recreation provision	A34 Data collection on tourism provision within the North Wessex Downs, covering transport, accommodation and attractions, including an audit of the current quality of provision.	T33 GIS map with a linked database of tourism provision	AONB Team, RTBs, constituent local authority economic development officers and tourism officers

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A35 Review of tourism demands	IUI9	A35 Brief scoping study to collect and assess current information available on tourism demand within the AONB (eg building on visitor surveys undertaken by Kennet in Marlborough, Pewsey and Devizes).	-	AONB Team, RTBs, constituent local authority economic development officers and tourism officers
SHARING KNOWLEDGE				
A36 A bespoke GIS information system for the AONB	SKI A central compendium of information on the North Wessex Downs	A36 Development of a bespoke information system for the AONB (covering environmental, cultural and socio economic data) based on GIS with linked databases made up of: <ul style="list-style-type: none"> • data digitised by the AONB Team • data passed in electronic form to the AONB Team • hyperlinks to other relevant datasets at national and regional level, including LaMIS. 	T34 A bespoke and up to date GIS information system for the AONB	AONB Team, AONB Partnership
A37 Updating and expanding the GIS information system for the AONB	SKI	A37 Continual maintenance and updating of the GIS information system, adding new information as it is collected.	T35	AONB Team, AONB Partnership
A38 Access for all to the AONB GIS information system	SK2 Sharing information on the North Wessex Downs	A38 Investigation of the most cost effective method of making the central compendium of electronic information on the North Wessex Downs available to all. This may either be through: <ul style="list-style-type: none"> • the development of an interactive website using GIS; or • a dedicated terminal for use by AONB Partners and the general public at the AONB offices. 	T35 Readily accessible access for the Partnership to the GIS information system	AONB Team, AONB Partnership
RAISING AWARENESS				
A39 Raising the political profile of the AONB	AWI Raising the national and international profile of the North Wessex Downs	A39 Working at all levels to raise the political profile of the North Wessex Downs – especially with Defra, Dti (re. renewables), the regional assemblies and the regional development agencies.	T36 Clear recognition of the AONB in relevant national and regional policies, targets and funding allocations	AONB Team, AONB Partnership

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A40 An awareness raising strategy	AW4 Raising understanding and appreciation of the North Wessex Downs AW3 The identities of the North Wessex Downs	A40 Development of an awareness raising strategy for the North Wessex Downs that seeks to inform local businesses and communities, the main utility companies, those living in surrounding areas, and visitors and tourists to the AONB, of the area's unique qualities and sensitivities. This strategy to include consideration of the identity(s) of the AONB.	T37 An implemented awareness raising strategy for the AONB	AONB Team, AONB Partnership
A41 An interpretation strategy	AW5 Interpretation of the natural and cultural wealth of the North Wessex Downs	A41 Development of an interpretation strategy for the AONB focusing on its landscape, cultural heritage, biodiversity, natural resources, and unique perceptual qualities and links with the arts.	T38 An implemented interpretation strategy	AONB Team, AONB Partnership
A42 Basic information on the AONB	AW4 Raising understanding and appreciation of the North Wessex Downs AW7 Business associations with high environmental quality	A42 Development of a suite of information on the North Wessex Downs: <ul style="list-style-type: none"> • website • printed leaflets and maps • information packs for businesses, land managers, and public utilities and service providers. 	See below	AONB Team, AONB Partnership
A43 Dissemination of information on the AONB	AW4 Raising understanding and appreciation of the North Wessex Downs AW7 Business associations with high environmental quality	A43 Dissemination to include: <ul style="list-style-type: none"> • website • information displayed in existing centres (libraries, village halls, village boards and village shops, school boards) • information packs to tourism providers • information given to all major landowners within the AONB (for distribution by land agents and Parish Councils) • information packs to the main public utilities. 	T39 <ul style="list-style-type: none"> a) information packs to 400 landowners within the AONB b) information packs to 100 tourism providers within the AONB c) AONB information displayed at 50 locations across the AONB 	AONB Team, AONB Partnership
DEVELOPMENT PLANNING				
A44 Use of AONB objectives to frame future policy direction	PI An objective-led approach to planning in the North Wessex Downs	A 44 Adoption of the AONB visions and objectives to frame pro-active policies for sustainable rural development, in line with the recommendations to the South East England Regional Assembly (SEERA) in the report <i>Planning for Sustainable Rural Economic Development – A strategy for planning for sustainable rural economic development in the South East.</i>	T40 Local Development Frameworks which adopt the AONB objectives to guide relevant policies	AONB Partnership, planning officers of the constituent local authorities

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A45 Consistent planning policies for major and intrusive developments	P2 – P8 relating to major and intrusive developments	A45 Adoption of consistent planning policies for major and intrusive developments involving: <ul style="list-style-type: none"> • collation of necessary supporting research (Actions A9, A10, A12) • clarification of definitions, such as what constitutes a noisy activity • agreement and adoption of consistent criteria-based policies in the constituent Local Development Frameworks covering P2 – P8 • agreement on protocols for identifying the circumstances in which there should be cross boundary consultations on individual development proposals • preparation of appropriate Supplementary/Best Practice Guidance eg on light pollution and light spillage. 	T41 Consistent AONB-wide development control policies for major and intrusive development	AONB Partnership, planning officers of the constituent local authorities
A46 Pro-active policies in support of farm diversification	P9 – P10 on farm diversification	A46 Seeking pro-active planning support for farm diversification and value addition to land-based products where this helps support the land-based economy, following the approach set out in <i>Planning for Sustainable Rural Economic Development – A strategy for planning for sustainable rural economic development in the South East</i> , requiring: <ul style="list-style-type: none"> • identification of relevant criteria and their application to different locations • agreement and adoption of pro-active policies suitable to particular parts of the AONB • identifying and publicising good practice examples of farm diversification • preparation of Supplementary/Best Practice Guidance on farm diversification covering design, traffic generation and links to farm viability. 	T42 Consistent AONB-wide policies on farm diversification	AONB Partnership, planning officers of the constituent local authorities

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A47 Use of planning conditions	P11 – P15 on planning conditions	A47 Adoption of consistent planning policies on the use of planning conditions and legal agreements across the AONB, based on preparation of a technical report identifying the scope and range of environmental improvements that might be pursued through the planning system.	T43 Consistent AONB-wide policies on the use of planning conditions supporting the AONB objectives	AONB Partnership, planning officers of the constituent local authorities
A48 Settlement planning	P16 – P19 on settlement planning	A48 Adoption of planning policies across the AONB that: <ul style="list-style-type: none"> • support a ‘bottom-up’ approach to settlement planning with individual Parish Plans and Village Design Statements adopted as Supplementary /Best Practice Guidance • offer support for affordable housing, housing for key rural workers, and retention of employment space where these clearly address local needs. 	T44 Consistent AONB-wide support for a ‘bottom up’ approach to settlement planning	AONB Partnership, planning officers of the constituent local authorities, community councils and parish councils
PARISH PLANNING				
A49 Encouraging the preparation of Parish Plans	P16 – P19 PPI – PP3 on parish planning	A49 Promotion of Parish Plan preparation across the AONB as a means of enabling local communities to identify their own needs (including assessment of community energy needs, housing supply, service needs and employment provision). Involving: <ul style="list-style-type: none"> • promotion of Parish Plan preparation across the AONB • identification of issues that the Plans could helpfully address in support of the AONB Management Plan • publicising the AONB objectives and the results of the AONB Landscape Character Assessment to local communities to provide context to their own Plans • identification of examples of good practice to demonstrate the benefits of community/parish planning. 	T45 12 Parish Plans adopted as Supplementary/Best Practice Guidance	AONB Partnership, planning officers of the constituent local authorities, community councils and parish councils

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A50 Facilitating the preparation of Parish Plans	PPI – PP3	<p>A50 Appointment of a Parish Plans Officer seconded to one of the constituent Community Councils with the brief of bringing parity in the preparation of Parish Plans across the AONB involving:</p> <ul style="list-style-type: none"> • working with local authorities to identify where assistance is most needed • assisting in facilitating those communities that have yet to start on a Parish Plan • gathering baseline information in support of Parish Plan preparation. 	T46 A Parish Plans Officer Post	AONB Partnership, constituent community councils
INCENTIVISING SUSTAINABLE LAND MANAGEMENT				
A51 Tailoring agri-environment approaches	ISM2 Design and development of future agri-environment approaches	<p>A51 Tailoring of agri-environment approaches to involve:</p> <ul style="list-style-type: none"> • lobbying of Defra as part of the Association of AONBs to ensure that the mid term review of the CAP and ERDP are to the collective benefit of protected landscapes • defining the specific objectives and targets for agri-environment schemes for the North Wessex Downs and the landscape character types within it • defining appropriate menus, prescriptions (including provenance of seed) and incentives to deliver the AONB objectives • convening a meeting of partners and other stakeholders to co-ordinate views in advance of Defra consultations. 	T47 Agri-environment targets, prescriptions and payments that reflect the AONB objectives	AONB Team, AONB Partnership, Defra, NFU, CLA, EN, Wildlife Trusts, RSPB

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A52 Tailoring woodland incentives	ISM5 Design and development of future woodland incentives	A52 Tailoring of woodland incentives to involve: <ul style="list-style-type: none"> defining the specific objectives and targets for woodland management and expansion for the North Wessex Downs and the landscape character types within it review of the opportunities of setting up a Jigsaw Project within the North Wessex Downs convening a meeting of partners and other stakeholders to co-ordinate views on the nature of incentives required. 	T48 Targets, and payments for woodland management and expansion that reflect the AONB objectives	AONB Team, AONB Partnership, NFU, CLA, FC, EN, Woodland Trust, Wildlife Trusts, RSPB
A53 Alternative funding sources	ISM6 Focused funding	A53 Exploring other funding options – HLF, LIFE Projects, Interreg and other mechanisms to fill gaps in the main Government funding streams for rural land management.	T49 An HLF Project operating in the North Wessex Downs and helping to deliver the AONB objectives	AONB Team, AONB Partnership
IMPLEMENTING SUSTAINABLE LAND MANAGEMENT				
A54 Focused environmental enhancement projects	SLM2 Promotion of management agreements SLM3 Conservation and improvement projects	A54 Identification of one or more ‘flagship’ areas within the North Wessex Downs centred around existing sites in public ownership / management, chosen to deliver an integrated land management project centred on habitat expansion, sustainable farming, improvement to the setting of sites of cultural importance and improved informal recreation provision. Delivery of multiple benefits to be achieved through close partnership working and the pooling of resources (Linked to A51).	T50 A major flagship integrated land management project in the North Wessex Downs	AONB Partnership
A55 Ridgeway Heritage Project	SLM3	A55 Development of the Ridgeway Heritage Project to conserve and enhance the cultural heritage of the Ridgeway corridor through practical management and investigation.	T51 Improved management of all the main monument sites within the Ridgeway corridor	AONB Team, EH, constituent local authority archaeologists

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A56 Landowner liaison on woodland management	SLM3	A56 Identification of a core area where a limited number of landowners/managers have control over a significant area of existing woodland cover. Use of this core area to experiment in the most cost-effective methods of encouraging woodland management and expansion in lines with the AONB landscape and biodiversity objectives.	T52 A North Wessex Woodland Group of land owners/managers committed to woodland improvement.	AONB Team, FC, constituent local authority woodland officers
A57 Network of local provenance seed banks	SLM3	A57 Establishment of a network of fields growing wildflower seeds of local provenance suitable for use in habitat creation schemes and arable reversion (including chalk and acidic grasslands).	T53 A network of fields as a local provenance seed source	EN, Defra, FWAG, NT, Wildlife Trusts, Wild Flower seed producers and harvesters
A58 Working with existing initiatives and project	SLM4 Close working with existing initiatives and projects	A58 Involving: <ul style="list-style-type: none"> • establishment of a Joint Working Group of existing initiatives operating within the AONB and agreement on the AONB objectives that they can help deliver • identification of funding sources to assist in the delivery of these objectives • identification of areas that currently are not covered by existing initiatives and the options for improving delivery in these areas. 	T54 Memorandum of Understanding between the AONB Partnership and the main existing countryside initiatives operating within the AONB	AONB Team, EN, EA, FWAG, constituent local authority ecologists, countryside management projects
A59 Conservation grazing project	SLM5 Brokerage service for conservation grazing	A59 Depending on the outcome of A19 , establishment of a conservation grazing project to cover those areas of the AONB outside WIGI and the Hampshire Grazing Project.	T55 The coverage of the whole AONB by Conservation Grazing Projects	AONB Team, EN. Defra, NT, Wildlife Trusts, constituent local authority ecologists, WIGI, Hampshire Grazing Project
A60 Control of fly tipping	SLM6 Control of fly tipping	A60 The waste management teams of the constituent local authorities, parish councils and the EA to work together to: <ul style="list-style-type: none"> • make landowners aware of where they can get help to address fly tipping on their land • identify fly tipping hotspots • monitor and make high profile prosecutions (EA) at these identified hotspots. 	T56	AONB Team, the waste management teams of the constituent local authorities, parish councils, EA, NFU, CLA

Name of action	Policy link	Components of action	Target(s)	Responsibility
BIODIVERSITY PLANNING				
A61 Updating of County BAPs	B1 Updating of County BAPs	A61 Ensuring that as the County BAPs are updated that they fully reflect the targets for habitat enhancement included in the AONB Management Plan.	T57 Consistent biodiversity targets between BAPs and the AONB management plan	EN, Wildlife Trusts, constituent local authority ecologies
CATCHMENT PLANNING				
A62 Review of the water resource implications of major new developments	CPI Development pressure on water resources	A62 Detailed review of development proposals in the surrounding settlements to the AONB, in consultation with the EA and the Water Companies, to ensure that they do not lead to a depletion of water in the chalk aquifers such to adversely affect river flows and ground water levels in the AONB.	T58 No adverse change in the chalk aquifers of the North Wessex Downs as a result of developments in surrounding urban areas	EA, Water Companies, the constituent local authorities of the AONB
ENCOURAGING A SUSTAINABLE RURAL ECONOMY				
A63 Product Evaluation Groups (PEGs) for agricultural products	SR1 Adding value to land-based products SR2 Environmental assurance SR3 Infrastructure needs for adding value SRE4 Collaboration between businesses SRE5 Certification of woodland	A63 Establishment of separate Product Evaluation Groups (PEGs) for the livestock, grain, and woodland sectors, made up of representatives of local producers, processors (eg local abattoirs) and potential outlets (eg local butchers) with the aim of identifying over a series of facilitated meetings: <ul style="list-style-type: none"> • main marketing opportunities for adding value • likely outlets • service needs • potential for collaborative working • accreditation requirements • blockages to be overcome. 	T59 Two PEGs established	AONB Team, Business Link, NFU, CLA, economic development officers of the constituent local authorities
A64 A business forum or development trust	SR1, SR3 and SR4	A64 Establishment of a local AONB Business Forum or Development Trust in order to identify gaps/ opportunities in the business sector that are sympathetic to the AONB objectives.	-	AONB Team, Business Link, NFU, CLA, economic development officers of the constituent local authorities

Name of action	Policy link	Components of action	Target(s)	Responsibility
A65 Community-led renewable energy schemes	SRE6 Community-led renewable energy schemes	A65 Building on existing initiatives in this field, work with local communities to develop community-led renewable energy schemes, potentially utilising the Clear Skies household and community capital grant.	T60 Three communities actively engaged in community energy schemes	AONB Team, CA community energy, TV Energy.
A66 Demonstration projects in renewables	SRE7 Demonstration projects in renewables	A66 Identification and promotion of demonstration projects in community renewables including wood heat of community facilities.	T61 Five demonstration projects in renewables	AONB Team, CA community energy, TV Energy
A67 A PEG to promote wood heat	SRE6 and SRE7	A67 Depending on the outcome of A26 , A56 and A63 , development of a PEG specifically to explore the options for expanding the use of wood heat within the AONB from the perspective of woodland management and wood supply (potentially supplemented by locally grown biomass).	T62 A woodheat PEG	AONB Team, FC, CA community energy, TV Energy, woodland officers of the constituent local authorities
PROVIDING INTEGRATED ADVICE				
A68 Establishing an advisory network	IA1 Integrated advice to farmers and non-farming landowners IA4 Adequate range of advisor	A68 Consultation with Defra and existing advisory services operating within the AONB to assess: <ul style="list-style-type: none"> the potential for providing an integrated advisory service to land managers across the North Wessex Downs, delivering the AONB objectives the potential for central co-ordination and 'entry' via one or more 'gateways' the range of advisory skills needed in the North Wessex Downs, and their current availability. 	T63 establishment of an AONB-wide co-ordinated advisory service with clearly identifiable 'gateways'	AONB Team, Defra, FC, FWAG, RSPB, Business Link, FBAS.
A69 Accreditation of advice	IA3 Accreditation of advice	A69 Accreditation and badging of all advice delivered via the advisory network.	T64 Clear badging of advice that has been endorsed by the AONB	AONB Team, Defra, FC, FWAG, RSPB, Business Link, FBAS
A70 Whole farm planning	IA2 Whole farm plans	A70 Agreement on a format for delivery of whole farm plans, to which advisors can contribute individual modules, as the basis for delivering integrated advice to land managers.	T65 A whole farm model adopted by the advisory network	Likely to be delivered via LaMIS

Name of action	Policy link	Components of action	Target(s)	Responsibility
A71 Advisory leaflets	IA5 Best agricultural and land management practice IA8 Promotion and delivery of agri-environment approaches	A71 Production of advisory leaflet(s) on the important species of the AONB and how they might be encouraged through land management practices.	T66 Species advisory leaflet(s)	EN, Defra, RSPB
A72 Tourism providers training programme	IA10 A national landscape as context to business development TS6 Sustainable businesses	A72 Development of a training programme for accommodation and tourism providers on the context and business opportunities provided by location with the North Wessex Downs.	T67 Completion of a sustainable tourism course by 30 tourism providers within the AONB	RTBs, Business Link
A73 A network of best practice sites	IA12 Demonstrating best practice	A73 Identification and co-ordination of existing and emerging sites that can be used to demonstrate best practice in land and woodland management.	T68 A network of best practice sites	EN, EA, FC, FWAG, LEAF, Forum for the Future, Northmoor Trust, Charles Flower
TOURISM AND RECREATION PLANNING				
A74 A sustainable tourism strategy	TR1 A strategy for sustainable tourism TR2 A promotion plan for tourism	A74 Preparation of a sustainable tourism strategy in consultation with partners for the North Wessex Downs covering: <ul style="list-style-type: none"> • the requirements of different markets • the distribution and quality of existing tourism provision • visitor management • future provision and the potential for spreading the load • promotion and marketing plan (including joint marketing) • training and development. 	T69 A tourism strategy for the North Wessex Downs	AONB Partnership, RTBs, Defra, SEEDA, SW RDA, tourism officers of the constituent local authorities
A75 Joint marketing	TR2	A75 Based on the tourism promotion plan, group marketing of tourism provision within the North Wessex Downs and development of marketing links with providers of attractions outside the AONB.	T70 A web-based group marketing scheme for the AONB	AONB Partnership, RTBs, Defra, SEEDA, SW RDA, tourism officers of the constituent local authorities

Name of action	Policy link	Components of action	Target(s)	Responsibility
IMPROVING RECREATIONAL ACCESS				
A76 Control off road vehicular use	RA1 Control off road vehicular use	A76 Adoption of positive and consistent AONB-wide control of off-road vehicular use of the byways of the North Wessex Downs.	T71 An identified network of byways with clear controls on vehicular use	AONB Partnership, highways authorities and Access Fora
A77 Control of motorised traffic on the Ridgeway	RA2 Control of motorised traffic on the Ridgeway	A77 Control of off-road vehicular use of the Ridgeway.	T72 That part of the Ridgeway within the AONB free from vehicular use	AONB Partnership, National Trails Office, Highways Authorities and Access Fora
A78 Co-ordination of rights of way improvements plans way	RA3 Co-ordination of rights of way improvements plans	A78 A Clear cross-boundary co-ordination of rights of way improvements plans of the constituent local authorities, bringing consistent improvements to the rights of way of the AONB.	-	Rights of way officers of the constituent local authorities, Access Fora
HIGHWAYS AND TRANSPORT PLANNING				
A79 A North Wessex Downs Traffic Management Group	T1 Influencing strategic transport decisions T2 Input to Local Transport Plans	A79 Establishment of a North Wessex Downs Traffic Management Group to ensure that the concerns of the AONB and local needs are consistently addressed in Local Transport Plans and transport planning more generally. The Management Group will examine traffic generation / demand management, rural proof transport and travel plans including road hierarchies, promote best practice and share dialogue).	T73 A North Wessex Downs Traffic Management Group	AONB Partnership, highways authorities of the constituent local authorities
A80 Quiet Lanes	T4 Road safety	A80 Development of an implementation strategy for Quiet Lanes within the AONB to underpin the identified oases of tranquillity and as strategic links I the public rights of way network.	T74 Adoption of x miles of Quiet Lanes in the AONB	Highways authorities of the constituent local authorities
A81 Area-wide speed limits	T4	A81 Promotion of area-wide speed limits to underpin oases of tranquillity and address road safety (measures to implement this include traffic calming, and community speed watch).	T75 Area-wide speed limits in core areas of tranquillity within the AONB	Highways authorities of the constituent local authorities

Name of action	Policy link	Components of action	Target(s)	Responsibility
A82 Reducing road surface noise	T7 Reduction in the noise and visual impact of the main trunk roads	A82 Depending on the outcome of A12 , working with the Highways authority to identify key noise generating sections of the M4/A34, and seek resurfacing of these sections with Whisper tarmac.	T76 reduced noise levels along the M4/A34 corridors by x decibels	AONB Partnership, highway authorities of the constituent local authorities
A83 landscape strategy for trunk roads	T7	A83 depending on the outcome of A12, implementation of a planting and bunding strategy along the M4/A34 to contain their noise and visual intrusion.	-	AONB Partnership, AONB Team
A84 Management of road verges	T8 Sensitive design and management of the rural lanes network	A84 Development of a common policy on road verge management.	T77 Clear strategy of road verges managed for biodiversity	Local authority ecologists and highways authorities of the constituent local authorities
A85 Road improvements on minor roads	T8	A85 Adoption of consistent AONB-wide policies on road improvements on minor roads – ensuring that changes to the highway do not detract from the rural character of the road, including road signage and local authority boundary signs.	T78 Consistent AONB –wide policies on road improvements on minor roads	AONB Partnership and highways authorities
TRAINING AND SKILLS PROVISION				
A86 Training needs analysis for the land-based sector	TS1 Training needs analysis for the land-based sector	A86 Provision of training needs analysis for the land-based sector.		LLSCs
A87 Availability of training in land management skills	TS2 Training in land management skills	A87 Review of current training provision in land-based skills that can service the North Wessex Downs.		LLSCs

