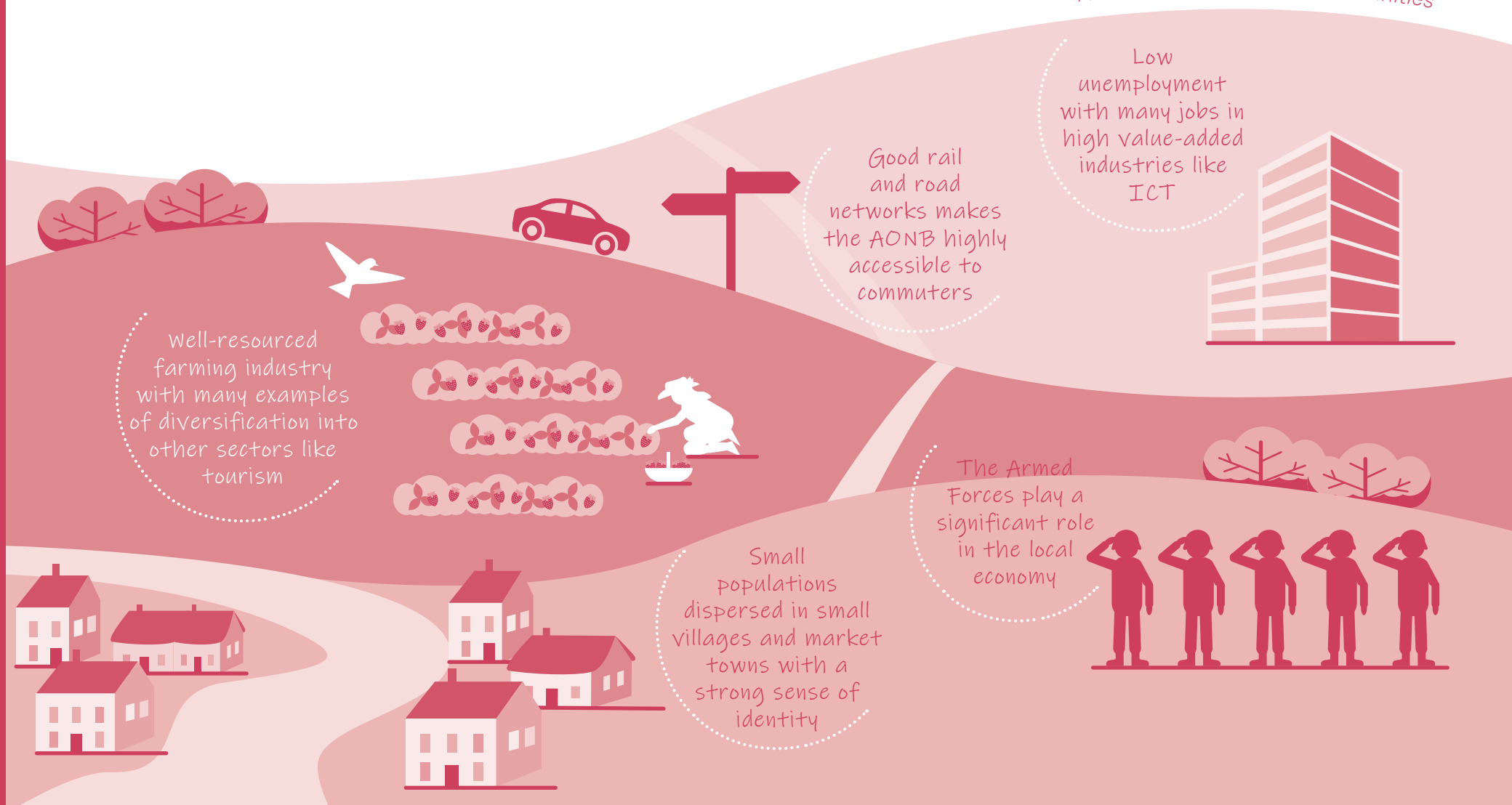


theme 7

Communities

AONB Special Qualities: Communities





“Don’t be led away to think this part of the world important and that unimportant. Every corner of the world is important. No man knows whether this part or that is most so, but every man may do some honest work in his own corner.”

Thomas Hughes (1822-1896)

173 settlements

with Parish Councils exist in the North Wessex Downs, and two market towns

100,800 people live in the AONB, with approximately 48% of those recorded as in employment in 2011

Page 83 Hungerford High Street, Greg Balfour Evans/Alamy Stock Photo

Page 84 Kennet and Avon Canal, greatwestway.co.uk

Page 85 Discovering the Great West Way by train, greatwestway.co.uk



A Landscape for Living

In the North Wessex Downs AONB, there is a clear relationship between land stewardship, community, the economy and natural beauty, which combine to give the area its special character

8.1 The North Wessex Downs AONB is not a wilderness. It is a distinct and recognisable area arising from a long history of human occupation and the sustainable use of its natural resources. There is a clear relationship between land stewardship, community, the economy and natural beauty; these features and functions combine to give the area its special character.

8.2 Within the North Wessex Downs there are 173 settlements with parish councils, and two market towns: Marlborough and Hungerford. The total population of the AONB is just over 100,800 with approximately 48,500 (48%) recorded as being in employment (2011 Census). Around 30% of the active workforce is employed within the AONB; 60% commute to the surrounding urban areas and London, assisted by good rail connections. Many villages are now largely occupied by those commuting out of the area to work. This has stimulated rapidly rising house prices with very significant pressure placed on the affordable housing stock. In addition, villages are now left with a significantly reduced population during the day, undermining the viability of village services such as post offices, pubs and doctors' surgeries. There is a need for a broad mix of housing to maintain sustainable communities and support village services.

8.3 To have sustainable communities in the North Wessex Downs they must be places where people want to live and work, now and in the future. Sustainable communities should be:

- ▶ Vibrant and inclusive, with many community networks in place that bring people together for leisure and peer support purposes.
- ▶ In charge of their own destiny, able to identify their

own issues and access the skills and support needed to address them.

- ▶ Places that promote and enable the health and wellbeing of everyone and provide straightforward access to the services and facilities needed by people of all ages.
- ▶ Able to appreciate the unique nature of their environment and contribute towards its sustainability.

8.4 A number of parishes in the North Wessex Downs have undertaken community-led planning and the number of Neighbourhood Plans in the AONB is rising rapidly. Community-led plans include actions relevant to the social, economic and environmental objectives of the North Wessex Downs. We support this approach and provide advice and support to parishes where requested.

8.5 Compared to regional averages, most North Wessex Downs residents have poor access to services.

8.6 The North Wessex Downs Landscape Trust was established in 2016 *"to promote for the benefit of the public the conservation, protection and improvement of the physical and natural environment in the North Wessex Downs Area of Outstanding Natural Beauty (AONB) and its setting [and] to advance the education of the public in the conservation, protection and improvement of the physical and natural environment."* It has the potential to play an increasingly important role in the wider (non-statutory) partnership that works to conserve and enhance the natural beauty of the North Wessex Downs AONB.

A broad mix of housing is needed to maintain sustainable communities and support village services

Employment and Training

8.7 The majority of the local economy is part of a larger 'urban economy'. Many businesses benefit from the area's high landscape quality to attract either staff or customers. Only about 5% of the economically active population of the North Wessex Downs AONB is directly involved in agriculture. Where buildings

have been re-used as part of economic activities, many of the new uses relate to high-tech industries. Small village industrial estates, such as that at Inkpen, are dominated by businesses whose employees commute in from surrounding areas – as do employees in the horse racing industry.

8.8 The current fundamental changes in the area's land-based economy are requiring new skills and the re-learning of old skills. There is a need to understand, define and then meet training and education needs. Support comes from:

- ▶ National Training Organisations (NTOs) such as LANTRA, which represents the land-based sector;
- ▶ further education and training colleges; and
- ▶ representatives of community groups.

Travel and Transport

8.9 Local communities and visitors need access to services – a key issue for social inclusion. That access should be sustainable. The North Wessex Downs is within easy reach of three mainline railways:

- ▶ The Waterloo to Exeter line with stations at Basingstoke, Overton, Whitchurch and Andover.
- ▶ The Paddington to Penzance line with stations at Kintbury, Hungerford, Bedwyn and Pewsey (and a rail-bus link from Marlborough to Bedwyn).
- ▶ The Paddington to Bristol and South Wales line with stations at Pangbourne, Goring, Cholsey and Didcot.

8.10 Outside the main towns that ring the North Wessex Downs, bus services are limited. Although the distribution of bus routes suggests that rural areas are well served, many of these services run only infrequently. However, a number of innovative and flexible community transport schemes are operating within the North Wessex Downs. These often rely on the support of charitable funding and volunteers.



AONB Special Qualities: Communities

- 8.11 Containing a **dispersed and small population** spread over a large area; the majority live in the small villages and the two market towns of Marlborough and Hungerford, with the high downs including large expanses without any significant habitation. The number of young people within villages is declining as they relocate to areas with better service provision and cheaper housing, resulting in a higher proportion of middle-aged and elderly people.
- 8.12 Unemployment is low and **economic activity** rates are high, with many jobs in high value-added industries within a short journey from villages in the AONB. Swindon, Newbury and Basingstoke in particular have developed international reputations within the ICT industry with some of the lowest unemployment rates in the country. The economic influence of London, the Thames Valley and north Hampshire is most keenly felt to the south-east and east of the AONB and in particular those villages with good access to mainline stations.
- 8.13 The **Armed Forces** still play a significant role in the local economy, especially in places such as Tidworth and Ludgershall to the south of the AONB on the Wiltshire/Hampshire border.
- 8.14 **Good access to the wider area** and road network means that much of the AONB is highly accessible to commuters working in the adjacent towns. The east of the AONB – West Berkshire, Basingstoke and Deane, and South Oxfordshire – has greater pressure on housing stock and recruitment than the west of the region.
- 8.15 There is a well-structured and resourced **farming industry**, with substantial assets of land, machinery, knowledge and entrepreneurial ability. Many examples of diversification into food processing, tourism and provision of space for economic activity can be seen across the North Wessex Downs.
- 8.16 Villages and small towns enjoy a **strong sense of identity and wellbeing** linked to the historic landscape, with active and resourceful community groups.
- 8.17 There is a strong local resonance and **affinity with the landscape** of the North Wessex Downs, particularly the individual downs and river valleys, and other outstanding features.

Page 86 Armed Forces on parade, Joe Gough/Shutterstock.com; The Henge Shop at Avebury, greatwestway.co.uk
Page 87 Marlborough Community Market, Ellie Gill



Communities: Key Issues, AONB Strategic Objectives and Policies

Communities in the North Wessex Downs AONB face a range of challenges which this Plan will address through the implementation of key objectives and policies

8.18 Key Issues

- a) Widespread lack of awareness of the North Wessex Downs AONB among local residents and businesses.
- b) The expectation that all towns which surround the AONB will accommodate significant housing and employment development in the next 20 years.
- c) Increased volumes of traffic or an increasing demand for quicker journey times may lead to pressure for road widening and other 'improvement' schemes on roads in the AONB.
- d) Greater prosperity enjoyed by some people leads to other environmental impacts such as more over-flights by aircraft, more use of roads and rights of way for motorised leisure pursuits, and increased demand for second homes.
- e) Loss of affordable housing, reducing the social mix within settlements and leading to a loss of essential rural skills and services.
- f) Potential changes in demographic profile, social exclusion, access to services and loss of public transport routes and other key facilities.
- g) The trend of commuting to higher paid jobs outside the AONB whilst living in the area is resulting in rising house prices.
- h) High demand for traditional buildings to convert to residential use, so reducing the opportunities for business conversions.
- i) The positive benefits of a strong and active community spirit in many AONB communities, including a rich artistic and cultural life.

- j) Perceived limitations on opportunities for businesses in inaccessible locations.
- k) Opportunities and risks for the AONB associated with new instruments such as Neighbourhood Plans, which may form an increasingly important element of local decision-making.
- l) Financial pressures reducing the ability for town and parish councils to participate in partnerships and community activities.
- m) Lack of understanding of the impacts of daily lifestyle decisions on the environment of the North Wessex Downs – from individual travel decisions to the use of water as if it were an unlimited natural resource.
- n) Increasing volume of HGVs, delivery vans and commuter traffic on rural lanes. 'Rat-running' on minor lanes to escape congestion on the main arterial roads.
- o) Government requirements that businesses running apprenticeship schemes must have business premises (many traditional land-based contractors do not have formal business premises).
- p) The need for better understanding and awareness of the links between high environmental quality and ecosystem services and local business.
- q) Opportunities to increase involvement in local community activities to improve social cohesion and sense of belonging.
- r) The need for local sources of employment and opportunities for local people to develop skills that could support them into self-employment or enterprise.
- s) The need for a wide range of skills training for land managers and other rural enterprises within the North Wessex Downs.

House prices are rising as more people commute and buy second homes, reducing affordable housing

More traffic on rural lanes, escaping congestion elsewhere, puts pressure on the environment





8.19 AONB Strategic Objectives for 2019-2024: Natural Resources

- S.19 Support the development of the North Wessex Downs Landscape Trust in pursuit of its charitable purposes to promote actions which underpin the conservation and enhancement of the AONB.
- S.20 Support and facilitate community-led initiatives that help deliver AONB purposes and Management Plan objectives.
- S.21 Encourage an enhanced sense of respect and pride in the North Wessex Downs amongst local people and their increased participation in activities that raise the understanding and profile of the AONB.
- S.22 Assist the development of connectivity, based on principles of planning and integrating multi-functional Green Infrastructure assets, from neighbouring urban areas, facilitating active and sustainable access to the AONB to make it easier for these communities to experience and benefit from the natural beauty of the North Wessex Downs.

8.20 AONB Policies: Communities

CO 01	Support efforts to raise the profile of the North Wessex Downs AONB among communities within and surrounding the area.
CO 02	Provide parishes and all other relevant community groups and individuals with information and training as necessary to raise awareness of the special qualities of the AONB and the need to conserve and enhance it.
CO 03	Encourage, support and celebrate local communities' engagement in the planning, conservation and enhancement of their local environment, protecting its natural beauty and enhancing the sense of local pride and ownership.
CO 04	Support projects to promote community use of renewable energy sources consistent with AONB objectives.
CO 05	Publicise relevant community activities and events across the North Wessex Downs.
CO 06	Support community initiatives aimed at retaining rural services, including the combining of services where this will improve their viability.
CO 07	Support initiatives to foster awareness, understanding and appreciation of the AONB landscape in local schools and encourage greater connectivity with nature and the environment in line with proposals in Defra's 25 Year Environment Plan.
CO 08	Support initiatives to address the specific needs of different groups within and around the AONB, such as access to training and social activities for young people and engagement with under-represented disadvantaged groups.
CO 09	Support provision of reliable and affordable broadband and mobile telephone connections throughout the North Wessex Downs in ways that respect the special qualities of the area.
CO 10	Ensure the development and implementation of transport plans and programmes addresses the needs of North Wessex Downs communities, reduces transport impacts on the environment, and conserves and enhances the special qualities of the landscape.
CO 11	Support measures, including easily accessible information, to provide integrated passenger transport across the North Wessex Downs that serves the needs of local people and visitors.
CO 12	Secure Travel Plans for new developments with significant traffic generation within the North Wessex Downs to encourage active and sustainable travel.
CO 13	Support good practice examples of community approaches that respond to locally identified needs and promote them as an inspiration to others (e.g. the establishment of local housing trusts, support for new village shops, community transport schemes, etc.).
CO 14	Support communities in landscape-led approaches to enabling the availability of housing for identified local needs that will be – and will remain – genuinely affordable in perpetuity, consistent with AONB purposes.



Page 89 Learning new skills, Oliver Cripps;
Local produce on sale, Nick Edwards/
Ciderniks; Berkeley Dairy Farm, Dawn
Hamblin, North Wessex Downs LEADER