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FiPL projects must also align with priorities in the AONB Management plan. The full plan is linked below. The plan details eight themes; for each **Key Issues**, **Strategic Objectives** and **Policies** are presented. Applicants must demonstrate their project is contributing to the achievement of one or more of these.

The AONB team have identified the most relevant and significant priorities from the management plan to help applicants with decision making. There are a selection from each theme. These are not exhaustive and should only act as guidance. Where some duplication or overlap occurs across themes, only one is referenced to help avoid repetition and overcrowding and maintain a broad aspect. These are on the following pages.

Landscape

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| S.01 | Maintain and enhance the tranquillity and distinctive landscape character of the North Wessex Downs and its setting with a focus on the contribution from agriculture and forestry, development and infrastructure. |
| LA 04 | Support and promote good practice across all sectors that conserves and enhances the character and qualities of the North Wessex Downs landscape. |
| LA 05 | Support and encourage efforts to conserve and explain the rich heritage of the North Wessex Downs, including archaeological sites. |

Rural Land Management

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| S.03 | Focus, facilitate and support landscape-scale conservation and land management initiatives that support the purposes of AONB designation. |
| S.05 | Support the restoration of ancient woodland and wood pasture, and improved management of unmanaged and under-managed woodland across the North Wessex Downs AONB, promoting multiple benefits, including landscape character, wildlife, local economy and skills, recreation, and climate change mitigation. |
| S.06 | Support traditional and emerging land-based enterprises and their markets that respect and promote the special qualities of the North Wessex Downs AONB. |
| RLM 03 | Support sustainable farm diversification and multi-purpose woodland management where it achieves AONB objectives and accords with planning policy. |
| RLM 04 | Support efforts to identify future land use options that are best able to assist farm viability and reflect the environmental objectives of the AONB. |
| RLM 05 | Support local markets for local produce and the development of local supply networks. |
| RLM 13 | Support efforts to identify and develop the skills required to care for the landscape and its special qualities, with opportunities for all to acquire such skills. |
| RLM 14 | Encourage and support the local provision of practical training in traditional land management and the skills necessary to deliver enhanced rural land management and business diversification with clear landscape benefits. |

RLM 15 | Encourage good agricultural land management practices and adherence to good practice to contribute to resource protection, such as safeguarding watercourses from nutrient run-off and silt pollution.

RLM 17 | Support the provision of advice on integrated management of grassland to enhance biodiversity as part of equine land management practices.

Biodiversity

S.07 | Identify and promote action to safeguard and to enhance habitats and species which are characteristic of the North Wessex Downs and are not at a favourable conservation status, in particular chalk downland, chalk rivers and streams, broadleaved woodlands, and populations of farmland birds and plants.

B 04 | Support and encourage work to conserve and enhance the biodiversity of the North Wessex Downs through support for landscape-scale projects for habitat management, restoration and creation, particularly where they deliver identified priorities within areas identified as offering the best opportunities for investment in biodiversity, including through management of existing wildlife sites and valuable habitat to the highest standards.

B 05 | Support land managers in restoring, creating and maintaining habitats for key species, including threatened arable plants, invertebrates and farmland birds.

B 07 | Support partnerships with key stakeholders to promote and deliver projects that contribute to the achievement of good ecological status for water bodies in the AONB.

B 15 | Support and encourage measures to enable grazing on all the main grassland areas of the AONB.

Historic Environment

S.10 | Protect archaeological and historic features, sites and their landscape setting against inappropriate development and management practices.

HE 01 | Support efforts to ensure that sites, features and landscapes of historical importance are appropriately identified, recorded and managed.

HE 09 | Support more and better explanation, interpretation and promotion of the historic environment for residents and visitors.

Natural Resources

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| S.12 | Promote and support measures to ensure chalk rivers and streams in the AONB achieve and are maintained at good ecological status including, for example, appropriate riparian planting to mitigate elevated water temperatures predicted as a consequence of climate change. |
| S.14 | Ensure that all landscape interventions recognise and address the implications of climate change for the special qualities of the North Wessex Downs and its setting. |
| NR 02 | Promote and encourage initiatives for the sustainable management of soil by land managers to minimise soil degradation through erosion, compaction, pollution and impoverishment, particularly in the case of the thin chalk downland soils. |
| NR 10 | Promote Sustainable Drainage Systems (SuDS) and natural flood management initiatives to maximise benefits, for example through restoration of traditional water meadow systems or shallow winter flooding in the floodplain to benefit people and wildlife. |
| NR 11 | Promote restoration and continued maintenance of rivers and river corridors to further biodiversity and amenity objectives – re-creating natural river channels and re-linking rivers with their floodplains where this would not damage artificial channels of historic and cultural importance. |
| NR 17 | Promote carbon sequestration as an objective and benefit of habitat creation and management of woodland and permanent grassland. |

Communities

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| S.20 | Support and facilitate community-led initiatives that help deliver AONB purposes and Management Plan objectives. |
| CO 01 | Support efforts to raise the profile of the North Wessex Downs AONB among communities within and surrounding the area. |
| 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. |

Tourism, Leisure & Access

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| S.23 | Facilitate opportunities for more people of all abilities to access and enjoy the North Wessex Downs that respect and promote the special qualities of the area and its setting. |
| TLA 13 | Encourage the creation and maintenance of new permissive and definitive routes that link existing routes and enable recreational walkers, cyclists, riders and carriage-drivers to avoid busy roads. |
| TLA 16 | Recognise and protect those areas which are too sensitive to intrusion or disturbance, for example archaeologically or ecologically, for the promotion of public access. |