

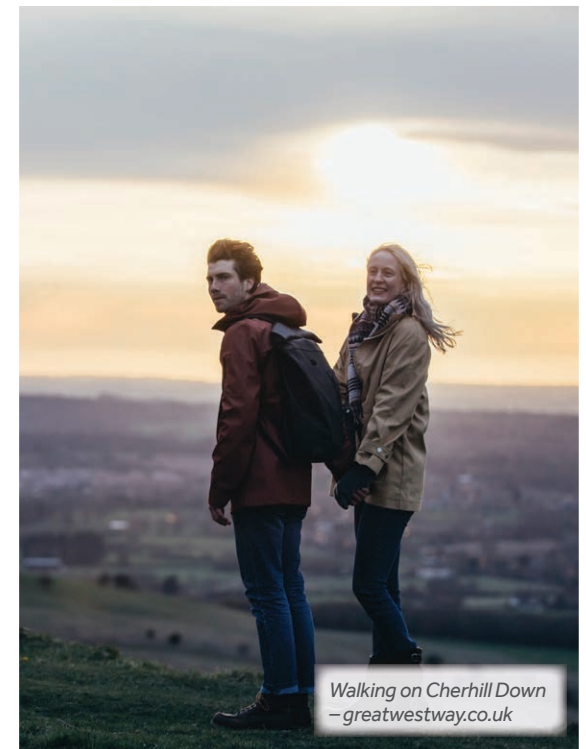
# Principles, Policies & Implementation



# Overarching Principles

**2.1** In using and implementing the Management Plan, relevant authorities and other stakeholders should apply the following overarching principles:

1. All change should be landscape-led, seeking to conserve and enhance natural beauty and landscape character.
2. Management and change should respect the cultural landscapes and the communities of the North Wessex Downs.
3. Decisions about future landscape change should always be informed by an understanding of the past, using tools such as historic environment characterisation.
4. No major development should take place either in the North Wessex Downs National Landscape or where it would harm the setting, except where it has been demonstrated through supporting evidence that exceptional circumstances exist which clearly override the highest level of protection.
5. Farming, forestry and other land management systems should be environmentally sustainable and nature-friendly.
6. Nature recovery should be pursued hand in hand with economically viable farming and land management.
7. Nature recovery should aim to restore ecological connectivity, contributing to the Nature Recovery Network to build and support resilient wildlife populations in the face of climate change.
8. Land management should support climate mitigation and adaptation, using nature-based solutions that deliver multiple benefits and respect landscape character.
9. The importance of engagement, outreach and landscape accessibility for all, including underrepresented communities, removing physical, cultural and perceptual barriers and creating equitable opportunities to connect with the landscape and be active partners in its stewardship, should be recognised.
10. The value of the landscape for access, education, health and well being should be realised in ways that resolve, remove and prevent conflicts between access and biodiversity and the historic environment.
11. Change should not further exceed environmental limits of natural resources, e.g. demand for water must not exceed levels that threaten the ecology of chalk streams.
12. Actions within the North Wessex Downs National Landscape should take place with an awareness of the wider context, including the landscape setting and the geography of *Big Chalk*.



# Summary of Priorities by Theme

**2.2** The Management Plan identifies a set of Priorities for the Plan period under each chapter theme. All the priorities are listed here for ease of reference and to emphasise the interlinked nature of the thematic chapters.

## Landscape Priority

1. Conserve and enhance the natural beauty, tranquillity and distinctive landscape character of the North Wessex Downs and its setting.

## Farming & Land Management Priorities

1. Focus, facilitate and support landscape-scale conservation and land management initiatives that support the purposes of National Landscape designation.
2. Promote National Landscape priorities for targeting and investment in rural land management and appropriate development to take advantage of changes arising from the agricultural transition following Brexit.
3. Support the restoration of ancient woodland and creation and restoration of wood pasture, improved management of unmanaged and under-managed woodland across the North Wessex Downs, promoting multiple benefits, including landscape character, wildlife, local economy and skills, recreation and climate change mitigation.
4. Support traditional and emerging land-based enterprises and their markets that respect and promote the valued qualities of the North Wessex Downs and its setting.
5. Promote and support sustainable best practice for farming, woodland management and all country sports.
6. Encourage Government to provide agri-environment support programmes (e.g. ELMS) and encourage and support farmers and land managers to take them up in ways that support National Landscape objectives.

## Biodiversity & Nature Recovery Priorities

1. Collaborative action to implement the NWDNL Nature Recovery Plan, aligned with Local Nature Recovery Strategies.
2. Action to meet DEFRA targets and contribute towards 30x30, as set out in this Plan.
3. Develop an expanded and connected nature recovery network in the North Wessex Downs which helps improve resilience to the impacts of climate change and supports the movement of habitats and species throughout the landscape and beyond.
4. Foster a more equitable partnership between people and their natural environment, ensuring land use decisions respect nature, farming practices share space with nature and recreation is effectively managed to protect vulnerable habitats and species.
5. Enable landscape-scale initiatives that respond to the central position of the North Wessex Downs National Landscape within the geography of the *Big Chalk*.



Fungi, Savernake – Ann Shepley

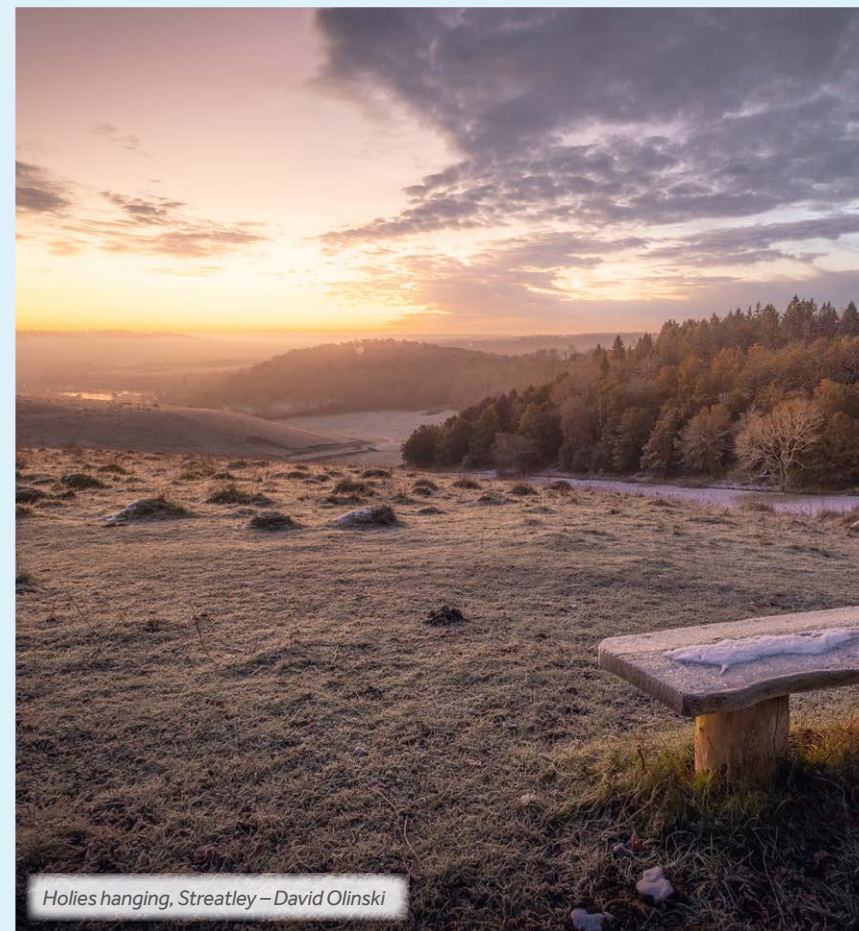


## Historic Environment Priorities

1. Increase the knowledge and enjoyment of the North Wessex Downs heritage and culture by local residents, visitors and the wider public, and inspire a greater understanding and appreciation of heritage among wider parts of society.
2. Seek new discoveries of unknown heritage assets and improve understanding of those already identified, to reveal the significance of the historic environment and cultural heritage of the National Landscape.
3. Develop a better understanding of the current condition of heritage assets of the National Landscape, beyond the Heritage at Risk Register.
4. Promote wider use and understanding of Historic Landscape Characterisation to inform and guide strategic planning, development decisions, land management practices and other forces for change.
5. Secure greater protection for archaeological and historic features, sites and their landscape settings in the face of inappropriate development or management practices, or forms of access that can cause damage.

## Natural Resources Priorities

1. Action to ensure that chalk rivers and streams in the National Landscape 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.
2. Collaborative landscape-scale action to mitigate and adapt to the effects of climate change, for example through nature-based solutions (NbS).
3. Develop a Climate Change Adaptation Plan for the North Wessex Downs National Landscape.
4. Ensure that all landscape interventions recognise and address the implications of climate change for the valued qualities of the North Wessex Downs.
5. Secure full recognition by decision makers of the importance of the North Wessex Downs landscape for the value of its natural capital and the environmental goods and services it provides to the economy and society as a whole, including heritage, water quantity and quality, healthy soils, food production, wildlife, flood management, carbon storage, recreation, health and well-being.



The North Wessex Downs National Landscape is a visibly ancient landscape of great beauty, diversity and size



## Planning & Development Priorities

1. Ensure that the formulation and implementation of planning policies across the North Wessex Downs take full account of relevant authorities' statutory duty to seek to further the purposes of the National Landscape designation, conserving and enhancing the character and the valued qualities of the North Wessex Downs and its setting.
2. Ensure that all development proposals, including allocations at Local Plan stage, are landscape-led and development is based on identified need to sustain the vitality of local communities in ways that conserve and enhance the natural beauty of the North Wessex Downs.

## Communities Priorities

1. 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 National Landscape.
2. Support and facilitate community-led initiatives that help deliver National Landscape purposes and Management Plan objectives.
3. 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 National Landscape.
4. Assist the development of connectivity, based on principles of planning and integrating multi-functional green infrastructure assets, from neighbouring urban areas and within the area, facilitating active and sustainable access to and around the National Landscape to make it easier for communities to experience and benefit from the natural beauty of the North Wessex Downs.

## Access, Recreation & Tourism Priorities

1. Facilitate opportunities for more people of all backgrounds and abilities to access and enjoy the North Wessex Downs in ways that respect and promote the valued qualities of the National Landscape and its setting.
2. Greater awareness of the value and benefits of access and enjoyment of the North Wessex Downs National Landscape for public health and well being.
3. Develop a strategic framework to guide the use of funding provided to the North Wessex Downs National Landscape for access enhancements.
4. Co-ordinated promotion of the North Wessex Downs National Landscape by the tourism and recreation sector as a destination for responsible access that respects and promotes the valued qualities of the protected landscape and its setting.

## Implementation

**2.3** Everyone can play a role in looking after the National Landscape through the Management Plan. Some partners will be able to do more than others because of the nature of their role.

**2.4** This Management Plan belongs to the North Wessex Downs National Landscape Partnership and most of all to the local authority partners which have a statutory duty to produce it. It is not an end in itself: success requires implementation. Implementation is not the sole preserve of the NWDNL Partnership; rather, it is the responsibility of everyone whose activities affect the valued qualities of the landscape. Central among these are all the bodies which, under s.85 of the Countryside and Rights of Way Act 2000 as amended, have a statutory Duty to seek to further the purposes for which the landscape was designated: to conserve and enhance its natural beauty.

### North Wessex Downs National Landscape Partnership Commitments

**2.5** The North Wessex Downs National Landscape Partnership will:

1. Promote, encourage, facilitate, enable and support implementation of the Management Plan and other activities to conserve and enhance the natural beauty of the North Wessex Downs National Landscape.
2. Support development of a shared understanding of landscape character, condition and opportunities across the National Landscape to facilitate informed decision-making.



3. Produce and disseminate supporting information, strategies, position statements and other resources to help everyone understand what their responsibilities to the National Landscape mean in practice and contribute to the purposes of designation.
4. Directly contribute to implementation of the Management Plan, guided by the North Wessex Downs National Landscape Partnership Goals, Strategic Objectives and Business Plan.
5. Conserve and enhance the National Landscape and its setting through delivery of initiatives such as Mend the Gap, Partnerships for Nature, Farming in Protected Landscapes, Access for All and other funded projects and programmes.
6. Develop and seek funding for collaborative projects and initiatives to deliver nature recovery, nature-friendly farming, better public access and understanding, heritage conservation and interpretation, climate mitigation, resilience and adaption and other National Landscape priorities.
7. Contribute landscape-focussed advice to the drafting and review of local authority development plans, policies, proposals and guidance.
8. Strive to increase the level of understanding of the protected landscape designation and role of the NWDNL Partnership and Team, among key stakeholders.
9. Advise local authority partners on the landscape impacts of planning, highways, infrastructure and other development proposals in the National Landscape or affecting its setting.
10. Seek to play a convening role supporting decision-making and collaboration among farmers and land managers.
11. Contribute landscape-focussed advice to the drafting and review of Neighbourhood Plans and other community-led documents.
12. Advise landowners, applicants and agents on the landscape aspects of activities and proposals.
13. Play its part in regional and national collaboration among National Parks and National Landscapes, including through the *Big Chalk*, South East and East Protected Landscapes and the National Landscapes Association.
14. Publicise National Landscape projects and activities through the NWDNL web site, newsletters, posts, Annual Review and events.
15. Monitor and report on its contribution to the delivery of the Management Plan through regular reporting and review of the NWDNL Partnership Business Plan.
16. Endeavour to monitor actions identified for stakeholders and relevant authorities' compliance with their s.85 Duty.

# Stakeholder Responsibilities

**2.6** The following table lists some of the main stakeholders with responsibility for the protected landscape, indicates some of the opportunities for them to contribute to its conservation and enhancement, and gives examples of actions they should or could take to implement the Management Plan and, where applicable, fulfil their s.85 Duty. This is by no means an exhaustive list and we welcome suggestions for further partners or examples of how these groups can help to deliver the North Wessex Downs National Landscape Management Plan 2025–30.

STAKEHOLDERS	PRINCIPAL OPPORTUNITIES	EXAMPLES OF IMPLEMENTATION
Chambers of commerce	<ul style="list-style-type: none"> <li>Funding streams to support management of the landscape as a tourism asset</li> <li>Local producers and services</li> <li>NWDNL profile in tourism marketing</li> </ul>	<ul style="list-style-type: none"> <li>Collaboration to promote NWDNL tourism</li> <li>Raise the NWDNL profile in Great West Way tourism marketing</li> <li>Promote the NWDNL in member information and events</li> <li>Support local suppliers and networks</li> <li>Develop visitor payback scheme/s that support landscape conservation and enhancement</li> </ul>
Consultants & agents	<ul style="list-style-type: none"> <li>Awareness, understanding and recognition of the character, valued qualities and sensitivities of the NWDNL</li> </ul>	<ul style="list-style-type: none"> <li>Raise awareness of the protected landscape and Management Plan among clients.</li> <li>Take a landscape-led approach to developing and refining proposals that shows sensitivity to the heritage, natural environment, local economy and communities of the NWDNL</li> </ul>
Educational institutions	<ul style="list-style-type: none"> <li>Awareness, deeper understanding and pride in the landscape among pupils / students and staff</li> <li>Opportunities for nature recovery in school grounds management</li> </ul>	<ul style="list-style-type: none"> <li>Engage with the North Wessex Downs landscape through the curriculum, research, collaborative projects, field trips, farm visits, outdoor classrooms, Forest Schools etc.</li> <li>Manage grounds for nature</li> <li>Reduce, direct and control outdoor lighting: follow the NWDNL good lighting guide</li> <li>Use opportunities and resources presented by the North Wessex Downs landscape to support educational aims</li> </ul>



STAKEHOLDERS	PRINCIPAL OPPORTUNITIES	EXAMPLES OF IMPLEMENTATION
<p><b>Energy sector, including OFGEM, National Grid &amp; energy companies</b></p>	<ul style="list-style-type: none"> <li>● Climate mitigation</li> <li>● Energy conservation</li> <li>● Landscape conservation / enhancement</li> </ul>	<ul style="list-style-type: none"> <li>● Take action to conserve and enhance the natural beauty of the NWDNL under the s.85 Duty (CRoW Act 2000, as amended), and monitor and report on it</li> <li>● Adopt a landscape-led approach to infrastructure planning, design and management</li> <li>● Offer customers energy conservation advice and a support</li> <li>● Support and/or deliver undergrounding of power lines or actions to mitigate their landscape impact</li> <li>● Support appropriate renewable energy generation compatible with National Landscape purposes</li> </ul>
<p><b>Farmers &amp; land managers</b></p>	<ul style="list-style-type: none"> <li>● Climate change mitigation and adaptation</li> <li>● Enabling responsible access</li> <li>● Green tourism</li> <li>● Improved natural resource management</li> <li>● Landscape and nature restoration</li> <li>● Local food production and marketing</li> <li>● Nature- and heritage-friendly farming techniques</li> <li>● Protecting and improving soil health</li> <li>● Raising public awareness and understanding</li> <li>● Wildlife habitat management</li> </ul>	<ul style="list-style-type: none"> <li>● Consider appropriate diversification projects</li> <li>● Consider farm-scale renewable energy generation compatible with National Landscape purposes</li> <li>● Consider scope for carbon sequestration and use of nature-based solutions</li> <li>● Enable opportunities for permissive access</li> <li>● Maintain public rights of way</li> <li>● Offer farm visits</li> <li>● Protect and improve healthy soils, e.g. through regenerative farming techniques such as changes to tillage and rotations</li> <li>● Implement catchment-sensitive farming measures</li> <li>● Put land into ELMS</li> <li>● Reduce, direct and control outdoor lighting: follow the NWDNL good lighting guide</li> <li>● Set up, join or contribute to farmer-led groups and other partnership conservation initiatives</li> <li>● Support the suggested priorities for land management set out in this Plan</li> <li>● Undertake baseline farm carbon audits</li> </ul>



STAKEHOLDERS	PRINCIPAL OPPORTUNITIES	EXAMPLES OF IMPLEMENTATION
<p><b>Health sector, inc. commissioning bodies, GPs, support groups</b></p>	<ul style="list-style-type: none"> <li>● Access to the landscape for mental and physical health and well being benefits</li> <li>● Access improvements</li> <li>● Active / public transport improvements</li> </ul>	<ul style="list-style-type: none"> <li>● Consider the NWDNL as a resource for green social prescribing</li> <li>● Consider conservation volunteering among health and well being options</li> <li>● Develop landscape health and well being projects aimed at specific groups, e.g. dementia sufferers</li> <li>● Promote and enable walking for health initiatives</li> </ul>
<p><b>Highways, including National Highways and local highway authorities</b></p>	<ul style="list-style-type: none"> <li>● Better layout and design of new and re-development</li> <li>● Climate change mitigation</li> <li>● Enabling green and active travel / access</li> <li>● Green tourism</li> <li>● Landscape restoration</li> <li>● Light pollution reduction</li> <li>● Local transport planning</li> <li>● Restoration or improvement of ecological connectivity, e.g. removal of barriers to species migration</li> <li>● Road decluttering</li> <li>● Road noise reduction to enhance tranquillity</li> <li>● Sensitive rural road management</li> <li>● Verge management for wildlife</li> </ul>	<ul style="list-style-type: none"> <li>● Take action to conserve and enhance the natural beauty of NWDNL under the s.85 Duty (CRoW Act 2000, as amended), and monitor and report on it</li> <li>● Adopt a landscape-led approach to management of the rural minor road network, prioritising the needs of walkers, cyclists and riders</li> <li>● Avoid new severance of habitats and ecological networks and consider opportunities to remove existing barriers to connectivity.</li> <li>● Conduct signs audits and remove unnecessary highway clutter</li> <li>● Foster community collaboration e.g. on highway clutter, speed enforcement, public transport</li> <li>● Make wildflower restoration and management an aim of road maintenance and safety programmes</li> <li>● Respect the valued qualities of the NWDNL in the design and management of all highways within the National Landscape and its setting</li> <li>● Take opportunities for traffic noise reduction wherever possible</li> <li>● Use sympathetic highway designs, measures and materials in the NWDNL, including within settlements</li> </ul>

STAKEHOLDERS	PRINCIPAL OPPORTUNITIES	EXAMPLES OF IMPLEMENTATION
<div data-bbox="112 502 526 686"> <p>Individuals &amp; families</p> </div>	<ul style="list-style-type: none"> <li>● Action on climate change</li> <li>● Conserving and enhancing settlement character</li> <li>● Conserving natural resources</li> <li>● Heritage and nature conservation</li> <li>● Preventing / reducing light pollution</li> <li>● Protecting tranquillity</li> <li>● Reducing water consumption</li> <li>● Supporting local producers</li> </ul>	<ul style="list-style-type: none"> <li>● Buy local products and services, support local shops and businesses</li> <li>● Choose to walk, cycle or use public transport instead of driving</li> <li>● Comment on local and neighbourhood plans and planning applications</li> <li>● Follow the Countryside Code when out in the landscape</li> <li>● Generate your own energy, e.g. through roof-top solar panels</li> <li>● Keep dogs on leads during the nesting season (March–July)</li> <li>● Make space for nature at home, e.g. nesting / roosting spaces for birds and bats and wildlife-friendly gardening</li> <li>● Participate in local conservation or heritage projects</li> <li>● Put a bell on your cat's collar</li> <li>● Reduce, direct and control outdoor lighting: follow the NWDNL good lighting guide</li> <li>● Measure and reduce your personal / household carbon footprint</li> <li>● Save water and use less energy</li> <li>● Take dangerous chemicals for safe disposal – don't pour them down the drain</li> <li>● Use locally sourced wood fuel instead of fossil fuels</li> </ul>
<div data-bbox="112 1157 526 1348"> <p>Landscape-scale conservation initiatives</p> </div>	<ul style="list-style-type: none"> <li>● Community engagement</li> <li>● Climate change mitigation and resilience</li> <li>● Ecosystem goods and services</li> <li>● Landscape and nature conservation and restoration</li> </ul>	<ul style="list-style-type: none"> <li>● Consider opportunities for climate action, e.g. nature-based solutions, in project design and delivery</li> <li>● Engage the public, private and voluntary sectors in collaborative protection and enhancement of the landscape</li> <li>● Help young people and communities appreciate the benefits of the natural environment</li> <li>● Identify and complement local nature recovery networks</li> </ul>

STAKEHOLDERS	PRINCIPAL OPPORTUNITIES	EXAMPLES OF IMPLEMENTATION
<div data-bbox="114 539 526 722">Local authorities, including planning authorities</div>	<ul style="list-style-type: none"> <li>● Access and rights of way improvement</li> <li>● Affordable housing provision</li> <li>● Economic diversification</li> <li>● Historic environment conservation and interpretation</li> <li>● Landscape and nature conservation</li> <li>● Maintaining settlement character</li> <li>● Profile of the NWDNL</li> <li>● Protecting dark skies</li> <li>● Protecting tranquillity</li> <li>● Public awareness and understanding</li> <li>● Reducing water abstraction</li> <li>● Valuing and supporting ecosystem goods and services.</li> </ul>	<ul style="list-style-type: none"> <li>● Take action to conserve and enhance the natural beauty of NWDNL under the s.85 Duty (CRoW Act 2000, as amended), and monitor and report on it</li> <li>● Adopt a landscape-led approach to development plans, policy and decision-making, using the support of NWDNL officers</li> <li>● Avoid land use changes that will lead to increased abstraction from chalk aquifers</li> <li>● Fulfil duties specified by the NERC Act 2006</li> <li>● Impose planning conditions in support of National Landscape purposes and ensure prompt enforcement against breaches</li> <li>● Produce supplementary planning guidance to support National Landscape purposes</li> <li>● Protect and maintain rights of way</li> <li>● Protect wildlife habitats and species and support nature recovery</li> <li>● Require green travel plans for relevant developments</li> <li>● Resist development proposals that would fail to further National Landscape purposes</li> <li>● Take full account of NWDNL planning advice</li> <li>● Use the NWDNL Landscape Character Assessment, Management Plan and additional guidance when considering options and making decisions</li> </ul>
<div data-bbox="114 1198 526 1382">Local businesses</div>	<ul style="list-style-type: none"> <li>● Dark skies</li> <li>● Climate change</li> <li>● Green tourism</li> <li>● Local products</li> <li>● Natural resources</li> <li>● NWDNL profile</li> </ul>	<ul style="list-style-type: none"> <li>● Minimise waste</li> <li>● Practise energy and water conservation</li> <li>● Promote green / active travel in the NWDNL</li> <li>● Promote the NWDNL in tourism and product marketing</li> <li>● Reduce, direct and control outdoor lighting: follow the NWDNL good lighting guide</li> <li>● Source products and services locally</li> </ul>



STAKEHOLDERS	PRINCIPAL OPPORTUNITIES	EXAMPLES OF IMPLEMENTATION
<p><b>Government agencies including:</b></p> <ul style="list-style-type: none"> <li>– Environment Agency</li> <li>– Forestry Commission</li> <li>– Historic England</li> <li>– Natural England</li> </ul>	<ul style="list-style-type: none"> <li>• Supporting the valued qualities of the NWDNL</li> <li>• Conserving the historic environment</li> <li>• Facilitating landscape restoration and nature recovery</li> <li>• Protecting and extending tranquillity</li> <li>• Protecting rivers and improving water quality</li> <li>• Providing and supporting ecosystem goods and services</li> <li>• Reducing the landscape impact of infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Take action to conserve and enhance the natural beauty of NWDNL under the s.85 Duty (CRoW Act 2000, as amended), and monitor and report on it</li> <li>• Take a landscape-led approach, respecting the valued qualities of the NWDNL, to: land-use planning proposals; green and blue infrastructure; use of environmental land management schemes; provision of land management advice; natural capital assessments; partnership conservation projects, e.g. farmer-led groups; provision of woodland management advice, support and marketing; preparation of River Basin Management Plans; use and review of Conservation Area Appraisals; Catchment Management Plans and the work of Catchment Partnerships; development of Route Management Strategies; and use of the Stonehenge and Avebury World Heritage Site Management Plan, where they may affect NWDNL or its setting</li> </ul>
<p><b>Non-governmental organisations including:</b></p> <ul style="list-style-type: none"> <li>– Countryside, wildlife, heritage, river recreation trusts &amp; groups</li> </ul>	<ul style="list-style-type: none"> <li>• Conserving settlement character</li> <li>• Enabling affordable housing</li> <li>• Landscape, heritage and nature conservation and restoration</li> <li>• Managing tourism</li> <li>• Monitoring landscape condition and change</li> <li>• Preventing diffuse pollution</li> <li>• Promoting responsible access</li> <li>• Protecting and extending tranquillity</li> <li>• Protecting dark skies</li> <li>• Providing ecosystem goods and services</li> <li>• Raising awareness of the NWDNL</li> <li>• Reducing water abstraction</li> </ul>	<ul style="list-style-type: none"> <li>• Conserve and enhance the valued qualities of the NWDNL in estate management</li> <li>• Enable and encourage green / active travel to sites</li> <li>• Feature the NWDNL in recreation marketing and management</li> <li>• Highlight the NWDNL priorities and activities in member / supporter communications</li> <li>• Partner with the NWDNL in collaborative projects</li> <li>• Refer to the NWDNL in public information and interpretation</li> <li>• Support implementation of the Management Plan in organisations' own projects and activities</li> <li>• Take a landscape-led approach to planning and design in the NWDNL and its setting</li> </ul>

STAKEHOLDERS	PRINCIPAL OPPORTUNITIES	EXAMPLES OF IMPLEMENTATION
<div data-bbox="114 288 528 475"> <p>North Wessex Downs Landscape Trust</p> </div>	<ul style="list-style-type: none"> <li>● Community engagement in the landscape</li> <li>● Education about the NWDNL</li> <li>● Landscape, heritage and nature conservation projects</li> <li>● NWDNL profile and marketing</li> <li>● Promotion of the landscape as a source of health and well being</li> <li>● Protecting tranquillity and dark skies</li> <li>● Public awareness, understanding, pride in and care for the landscape</li> <li>● Tourism promotion</li> </ul>	<ul style="list-style-type: none"> <li>● Champion the natural beauty and tranquillity of the NWDNL among communities and decision-makers</li> <li>● Enable community projects that support National Landscape purposes</li> <li>● Facilitate landscape projects and activities that further the purposes of designation</li> <li>● Raise awareness of the NWDNL through public communications, presentations, visits, events, publications and signage.</li> <li>● Support neighbourhood planning with input relating to the NWDNL</li> </ul>
<div data-bbox="114 938 528 1125"> <p>Parish &amp; town councils</p> </div>	<ul style="list-style-type: none"> <li>● Community identity and pride; Community understanding and engagement in the landscape</li> <li>● Encouraging green tourism</li> <li>● Conserving the historic environment</li> <li>● Decluttering (e.g. road signs)</li> <li>● NWDNL profile / marketing</li> <li>● Protecting and extending tranquillity</li> <li>● Protecting dark skies</li> <li>● Protecting settlement character</li> <li>● Supporting or doing landscape and nature conservation</li> </ul>	<ul style="list-style-type: none"> <li>● Take action to conserve and enhance the natural beauty of NWDNL under the s.85 Duty (CRoW Act 2000, as amended), and monitor and report on it</li> <li>● Adopt a landscape-led approach to parish / town / neighbourhood planning</li> <li>● Champion the natural beauty and tranquillity of the NWDNL among communities and decision-makers</li> <li>● Ensure actions and decisions that affect buildings and settlement character are informed by an understanding of historic landscape character</li> <li>● Initiate or support community projects that foster pride in the NWDNL and support the purposes of designation</li> <li>● Promote public enjoyment of the landscape through publications (e.g. walks leaflets, web resources)</li> <li>● Raise awareness of the NWDNL through public communications and events</li> <li>● Recognise and support the role of communities in climate change mitigation and adaptation</li> <li>● Reduce, direct and control outdoor lighting: follow the NWDNL good lighting guide</li> <li>● Support and promote community transport</li> <li>● Support nature recovery as part of grounds management</li> <li>● Support local producers and businesses through local sourcing if possible</li> </ul>

STAKEHOLDERS	PRINCIPAL OPPORTUNITIES	EXAMPLES OF IMPLEMENTATION
<p><b>Rights of way &amp; countryside access forums &amp; groups</b></p>	<ul style="list-style-type: none"> <li>Improving access to and within the NWDNL</li> <li>Green infrastructure networks</li> <li>Making links to landscape, heritage and nature conservation</li> <li>Promoting green tourism</li> <li>Raising the profile and marketing the NWDNL</li> </ul>	<ul style="list-style-type: none"> <li>Consider options such as the Walkers are Welcome initiative</li> <li>Contribute to collaborative marketing and tourism initiatives in the NWDNL</li> <li>Encourage responsible access by residents and visitors</li> <li>Ensure recognition of the NWDNL in Rights of Way Improvement Plans</li> <li>Identify access-related opportunities for heritage conservation and nature recovery, e.g. scheduled monument management or wildflower verges</li> <li>Identify needs and opportunities for access improvements</li> <li>Include reference to the NWDNL in communications (e.g. web sites) and distribute NWDNL leaflets</li> </ul>
<p><b>Statutory undertakers, including energy, highways, railway infrastructure, telecoms &amp; water companies</b></p>	<ul style="list-style-type: none"> <li>Facilitating landscape restoration and improving ecological connectivity</li> <li>Reducing the landscape impact of infrastructure</li> <li>Supporting the valued qualities of the NWDNL</li> </ul>	<ul style="list-style-type: none"> <li>Take action to conserve and enhance the natural beauty of NWDNL under the s.85 Duty (CRoW Act 2000, as amended), and monitor and report on it</li> <li>Adopt a landscape-led approach to network planning, construction and management</li> </ul>
<p><b>Tourism sector, including Local Visitor Economy Partnerships &amp; other marketing bodies</b></p>	<ul style="list-style-type: none"> <li>Landscape / heritage / nature / farm tourism</li> <li>Local products and services</li> <li>NWDNL profile / marketing</li> <li>Opportunities for green / active travel</li> </ul>	<ul style="list-style-type: none"> <li>Build the NWDNL into destination marketing strategies</li> <li>Consider visitor payback schemes that support landscape conservation and enhancement</li> <li>Develop and support local supplier networks</li> <li>NWDNL tourism promotion</li> <li>Promote the NWDNL in collaborative initiatives, e.g. Great West Way</li> <li>Support National Trail partnerships</li> </ul>



STAKEHOLDERS	PRINCIPAL OPPORTUNITIES	EXAMPLES OF IMPLEMENTATION
<div data-bbox="114 288 528 475"> <p>Transport operators including train &amp; bus companies</p> </div>	<ul style="list-style-type: none"> <li>● Green travel</li> <li>● Improved public transport access</li> <li>● NWDNL profile / marketing</li> <li>● Sustainable tourism</li> <li>● Tranquillity</li> </ul>	<ul style="list-style-type: none"> <li>● Build the NWDNL into business and marketing strategies</li> <li>● Develop or support collaborative initiatives with local businesses and communities</li> <li>● Improve and promote access from public transport routes into the NWDNL</li> <li>● Install NWDNL signage and information e.g. at stations and on buses and trains</li> <li>● Support collaboration by operators with National Trail partnerships, rights of way authorities and access groups</li> </ul>
<div data-bbox="114 820 528 1007"> <p>Water sector, including OFWAT &amp; water companies</p> </div>	<ul style="list-style-type: none"> <li>● Improving water quality</li> <li>● Promoting catchment-sensitive farming</li> <li>● Reducing water abstraction and consumption</li> <li>● Supporting habitat conservation and enhancement</li> <li>● Tackling diffuse water pollution</li> </ul>	<ul style="list-style-type: none"> <li>● Take action to conserve and enhance the natural beauty of NWDNL under the s.85 Duty (CRoW Act 2000, as amended), and monitor and report on it</li> <li>● Build NWDNL aims into estate management</li> <li>● Engage with the NWDNL and local partners to develop and support collaborative projects to improve natural resource management</li> <li>● Inform customers about NWDNL impacts in public information and advice</li> <li>● Reduce, direct and control outdoor lighting: follow the NWDNL good lighting guide</li> <li>● Seek to further National Landscape purposes in Water Resources Management Plans</li> <li>● Support demand management measures</li> <li>● Take a landscape-led approach to abstraction licensing</li> </ul>



“Protecting beauty is about *whether* we do things, *how* we do things and the *quality* of what we do. So we should talk about beauty, and value what it offers us. And above all we should act as if beauty matters, and draw on it to improve the quality of our lives”

DAME FIONA REYNOLDS (THE FIGHT FOR BEAUTY, 2016)

