

APPENDIX 1

METHOD STATEMENTS

THE SOCIAL CHARACTER OF THE NORTH WESSEX DOWNS AONB

METHOD STATEMENT

A study of the social characteristics of the North Wessex Downs AONB, was undertaken by the Community Council for Berkshire (CCB) to inform the wider Landscape Character Assessment.

Purpose: The study seeks to provide an insight into the social characteristics of the North Wessex Downs AONB. For the purpose of this report, "social characteristics include reference to:

- Population and demographic change
- Employment and the economy
- Housing
- Service provision

The study provides a summary of the social characteristics for the AONB as a whole, followed by a more detailed study of the social structure of Landscape Types, identified by LUC.

Sources of Information: The study draws on existing written material. Specific information on population, employment, housing and services was drawn from a variety of written material, referenced in the bibliography, from relevant County, District and Unitary authorities, the existing Downlands Conference and the four relevant Rural Community Councils.

Method: The data was reviewed to develop to develop the AONB-wide context. The second part of the report, is a more in depth study of social characteristics within the eight specific landscape types identified. Within each landscape type a number of parishes were selected randomly, but ensuring an AONB-wide geographic distribution, to provide case study examples of service provision, population change and housing within the area (using parish-based data).

Parish boundaries, naturally, are not always coincident with the Landscape Types. Indeed a particular characteristic of some parishes in the AONB is their long shape which takes in the lowland and spring line villages on the edge, climb the scarp and include the downs summits. For this reason the results must be considered as the 'broad' characteristics of the landscape type rather than an exact analysis of data at the Type level.

However, this approach does enable subtle differences in parishes in the different landscape types to be extracted. The results have been incorporated into the landscape type descriptions. The data is presented as a series of tables in Appendix 4.

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THE ECONOMIC CHARACTER OF THE NORTH WESSEX DOWNS AONB

METHOD STATEMENT

A study of the economic characteristics of the North Wessex Downs AONB, was undertaken to inform the wider landscape Character Assessment.

Purpose: The study seeks to provide an overview of the economic characteristics of the North Wessex Downs AONB. The economic characteristics of this rural area can not be considered in isolation and a particularly important element of the study has been on understanding the interrelationship between the AONB and the rapid economic growth of the surrounding urban areas, including Basingstoke, Andover, Swindon, Newbury and Reading.

Sources of Information: Statistical data relating specifically to economic factors in the AONB is difficult to obtain for two key reasons. Firstly it intersects with two economic regions, four counties and eight local authority districts, all of which collate data in a range of different ways. Secondly, a lot of nationally available data is not available at a sufficiently local scale to be useful to the AONB. Consequently, this report draws upon a number of different data sources. These include existing studies, rural strategies, farming studies and local economic strategies and policy documents along with information from nine telephone interviews to evaluate the economy of the North Wessex Downs AONB.

The telephone interviews with economic development professionals from the local authorities in which the AONB is situated sought to gain insight into the latest local economic issues within the AONB and gain information on the state of the local economy. These interviews complemented the literature review and helped to “bottom out” local economic issues which might have been missed due to the fragmented nature of the AONB with its numerous statutory boundaries. The study also drew on a paper prepared by the Rural Economy Working Group for the Downlands Conference in January, 1999.

Method: The data was reviewed to develop to develop the AONB-wide context with a summary of the economic character, populations and employment structure and key industries within the AONB. It was not possible to provide any finer grained characterisation e.g. by landscape type, although a broad distinction could be drawn between the core agriculture dominated areas of the AONB in comparison with the more settled border areas. The AONB can not be considered in isolation and the whole area is interlinked with and strongly influenced by the surrounding economies of Swindon, Newbury, Reading, Andover etc. and particularly in the eastern end by its proximity to London.

Central to the land use and character of the AONB, but only peripheral in economic terms is agriculture. A detailed review of farm performance is well beyond this current study yet will be essential to the development of future management initiatives. For the purpose of this study reference has been made to the County Agriculture Studies such as those for Hampshire and Oxfordshire. As part of the management plan it may subsequently prove valuable to develop a more detailed

picture of agricultural performance based on review of the MAFF small area statistics and economic modelling of different farm types.

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The Oxfordshire Farming Study 1999 Oxfordshire County Council

West Berkshire Economic Development Strategy 2000-2001-02-02 Kennet District
Council "Economic Characteristics of Kennet" (website)

Test Valley Borough Council, Test Valley Long term Economic Strategy 2000

North Wiltshire District Council, Economic Development and Tourism Strategy

INTERVIEWEES

David Gleave – Test Valley Borough Council

Jamie Freeth – Basingstoke & Deane Borough Council

Steven Smyth – West Berkshire District Council

Jill Oliver – South Oxfordshire District Council

Phil Scott – Vale of White Horse District Council

A. Houghton - Kennet District Council

David Evans – North Wiltshire District Council

David Atkinson – Swindon Unitary Authority

Alan Cole – Hampshire County Council

RECREATION CHARACTER OF THE NORTH WESSEX DOWNS

METHOD STATEMENT

Purpose: The study seeks to provide an insight into the recreation provision of the North Wessex Downs AONB. For the purpose of this report “recreation” has been defined to include informal recreation (walking, cycling, horse riding) and water recreation (canoeing, fishing etc.). The study has reviewed linear access, open access and visitor attractions in the AONB.

Sources of Information: Information on open access/linear routes and visitor attractions was drawn from a variety of written and mapped material, referenced at the end of this method statement, and from relevant local authorities. Consultations by phone and letter were carried out with a number of other recreation providers/landowners across the AONB. A full list of consultees is provided below.

Method: The information sources were reviewed to develop the AONB-wide context. The majority of the principal recreation sites, open access areas and linear routes have been identified and mapped. Recreation provision has been described at the landscape type level, however many of the consultees, have not responded to letters of enquiry so the study is not at this stage, exhaustive.

CONSULTEES

Cycling

Sustrans

Walking

Berkshire Ramblers Association

Wiltshire and Swindon Ramblers Association

Hampshire Ramblers Association

Oxfordshire Ramblers Association

National Trails Office

Other Activities

Horse riding: British Horse Society

Canoeing: British Canoe Union

Orienteering: British Orienteering Society

Gliding: British Gliding Association

Tourist Information Offices

Marlborough, Newbury, Wantage, Swindon, Didcot, Calne, Calne, Devizes, Avebury, Basingstoke and Hampshire Borders.

Regional Tourist Boards

West Country Tourist Board

Southern Tourist Board

Local Authority Officers

Test Valley Borough Council

Basingstoke & Deane Borough Council

West Berkshire District Council

Oxfordshire County Council

Kennet District Council

Swindon Unitary Authority

Wiltshire County Council

Hampshire County Council

Other land Owners/Managers

The National Trust: Wessex Region, Thames and Chilterns Region, and Southern Region.

The Woodland Trust

The Forestry Commission

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THE ECOLOGICAL CHARACTER OF THE NORTH WESSEX DOWNS AONB

METHOD STATEMENT

Purpose: The study seeks to provide an overview of the current ecological characteristics of the North Wessex Downs AONB to inform the landscape character assessment and to identify those areas of particular value, current protection or management and opportunities for enhancement.

Sources of information: The key information sources of ecological data have been the SSSI, SAC and NNR citations obtained from English Nature for sites with statutory designations. Information covering non-statutory sites was not so easily sourced and a number of organisations, including Local Authorities and County Wildlife Trusts, were approached for information.

In addition, Natural Area Profiles were obtained from English Nature, along with Local Biodiversity Action Plans and existing Landscape Assessments undertaken by the individual county, district and unitary authorities.

Method: The information gathered from these various sources was used to create a database covering all the statutory and non-statutory sites in the North Wessex Downs. This database achieved full coverage of the AONB and represents a valuable ecological knowledge base. The information available for non-statutory sites was however, rather limited and so the database covers only essential details for these reserves such as site name, location and when available habitat type. To simplify terminology, sites with non-statutory designation are referred to throughout this report as 'non-statutory sites'. This generic term was chosen to avoid possible confusion associated with the use of other frequently used terms such as Wildlife Heritage Site (WHS), Local Nature Reserve (LNR) and Site of Interest for Nature Conservation (SINC), these latter terms are often used interchangeably.

With a complete database covering all statutory and non-statutory sites, the next step was to digitise the information and produce a GIS layer showing the distribution of these reserves within the AONB. By overlaying this layer with the boundaries of the Landscape Character Areas (LCA), it was possible to create tables listing the statutory and non-statutory reserves for each LCA. These tables are presented in a separate supplementary report.

Brief ecological descriptions were then prepared for each LCA, using the tables for reference together with map overlays and citations. The descriptions highlight the most characteristic habitat(s) associated with each LCA, indicating the number of statutory and non-statutory designations, and also note any areas of particular conservation importance.

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CONSULTEES

BBOWT (Berkshire, Buckinghamshire and Oxfordshire Wildlife Trust)

English Nature – Hampshire and Isle of Wight Team

English Nature – Thames and Chilterns Team

English Nature – Wiltshire Team

Hampshire Wildlife Trust

Hampshire County Council

Wiltshire Wildlife Trust

APPENDIX 2

REFERENCES

2A. REFERENCES

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APPENDIX 3

FIELD RECORD SHEET

NORTH WESSEX AONB LANDSCAPE ASSESSMENT FIELD SURVEY SHEET

Sheet No: _____ Photograph Nos: _____
 Location: _____ Date: _____
 Direction of view: _____ Time: _____
 OS Grid Reference: _____ Weather: _____

DRAFT LANDSCAPE TYPE _____

DRAFT LANDSCAPE CHARACTER AREA: _____

Keywords describing the landscape: _____

PHYSICAL FEATURES

LAND

- | | | | |
|--|--|-------------------------------------|--|
| <input type="checkbox"/> Flat | <input type="checkbox"/> Cliff/precipice | <input type="checkbox"/> Escarpment | <input type="checkbox"/> Broad valley |
| <input type="checkbox"/> Rolling | <input type="checkbox"/> Rock outcrops | <input type="checkbox"/> Ridge | <input type="checkbox"/> Narrow valley |
| <input type="checkbox"/> Undulating | <input type="checkbox"/> Plain | <input type="checkbox"/> Knoll | <input type="checkbox"/> Deep gorge |
| <input type="checkbox"/> Steep slopes | <input type="checkbox"/> Plateau | <input type="checkbox"/> Basin | <input type="checkbox"/> Gully |
| <input type="checkbox"/> Gentle slopes | | | <input type="checkbox"/> Dry valley |

WATER

- | | | | |
|--|----------------------------------|--|-------------------------------|
| <input type="checkbox"/> River (size.....) | <input type="checkbox"/> Streams | <input type="checkbox"/> Drainage channels | <input type="checkbox"/> Lake |
| <input type="checkbox"/> River Meanders | <input type="checkbox"/> Canal | <input type="checkbox"/> Flooded gravel pits | <input type="checkbox"/> Pond |

LAND COVER

LAND USE

- | | | | |
|--|---|--|-----------------------------------|
| <input type="checkbox"/> Farmland | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Forestry |
| <input type="checkbox"/> Parkland | <input type="checkbox"/> Industrial | <input type="checkbox"/> Transport | <input type="checkbox"/> Natural |
| <input type="checkbox"/> Historic Parkland | <input type="checkbox"/> Leisure/Recreation | <input type="checkbox"/> Mineral Working | |

VEGETATION COVER

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Arable | <input type="checkbox"/> Amenity grassland | <input type="checkbox"/> Small farm woods | <input type="checkbox"/> Scrub/bracken |
| <input type="checkbox"/> Perm. pasture | <input type="checkbox"/> Common | <input type="checkbox"/> Shelterbelts | <input type="checkbox"/> Heathland |
| <input type="checkbox"/> Pasture | <input type="checkbox"/> Parkland | <input type="checkbox"/> Copses | <input type="checkbox"/> Wetland/Aquatics |
| <input type="checkbox"/> Ley/improved | <input type="checkbox"/> Avenues | <input type="checkbox"/> Scattered Trees | |
| <input type="checkbox"/> Rough grazing | <input type="checkbox"/> Conif woodland | <input type="checkbox"/> Orchards | |
| <input type="checkbox"/> Wet Meadow | <input type="checkbox"/> Decid. woodland | <input type="checkbox"/> Hedgerow trees | |
| <input type="checkbox"/> Chalk Grassland | <input type="checkbox"/> Mixed woodland | <input type="checkbox"/> Hedgerows | |

LANDSCAPE ELEMENTS/FEATURES ✓ Subtle ✓✓ Evident ✓✓✓ Conspicuous

<input type="checkbox"/>	Motorway	<input type="checkbox"/>	Farm buildings	<input type="checkbox"/>	Fortifications	<input type="checkbox"/>	Barrows
<input type="checkbox"/>	Dual Carriageway	<input type="checkbox"/>	Manor/Parkland	<input type="checkbox"/>	Isolated Church	<input type="checkbox"/>	Stone circle
<input type="checkbox"/>	Rural Road	<input type="checkbox"/>	Landmark Building	<input type="checkbox"/>	Ruins	<input type="checkbox"/>	Linear settlement
<input type="checkbox"/>	Rural Lanes Track	<input type="checkbox"/>	Mills	<input type="checkbox"/>	Hill forts	<input type="checkbox"/>	Dispersed settlem.
<input type="checkbox"/>	Sunken Lane	<input type="checkbox"/>	Lighthouse/beacon	<input type="checkbox"/>	Earthworks	<input type="checkbox"/>	Industrial workings
<input type="checkbox"/>	Bridleway	<input type="checkbox"/>	Wind turbines	<input type="checkbox"/>	Moats	<input type="checkbox"/>	Vernacular Builds.
<input type="checkbox"/>	Footpath	<input type="checkbox"/>	Mast/poles	<input type="checkbox"/>	Tumuli	<input type="checkbox"/>	Nucleated settlem.
<input type="checkbox"/>	Railway	<input type="checkbox"/>	Church	<input type="checkbox"/>	Ridge and furrow	<input type="checkbox"/>	

FIELD PATTERNS

<input type="checkbox"/>	Banks	<input type="checkbox"/>	Fence - rural	<input type="checkbox"/>	Geometric	<input type="checkbox"/>	Small
<input type="checkbox"/>	Ditches	<input type="checkbox"/>	Fence – ‘urban’	<input type="checkbox"/>	Sinuous	<input type="checkbox"/>	Medium
<input type="checkbox"/>	Walls - rural	<input type="checkbox"/>	Hedge	<input type="checkbox"/>	Irregular	<input type="checkbox"/>	Large
<input type="checkbox"/>	Wall – ‘urban’	<input type="checkbox"/>	Hedgerow trees	<input type="checkbox"/>	Regular	<input type="checkbox"/>	

PERCEPTION

VIEWES	distant	framed	intermittent	panoramic	corridor
SCALE	intimate	small	medium	large	
ENCLOSURE	confined	enclosed	semi-enclosed	open	exposed
VARIETY	complex	varied	simple	uniform	
TEXTURE	smooth	textured	rough	very rough	
COLOUR	monochrome	muted	colourful	garish	
MOVEMENT	remote	vacant	peaceful	active	
UNITY	unified	interrupted	fragmented	chaotic	
NATURALNESS	undisturbed	restrained	tamed	disturbed	

LANDSCAPE DESCRIPTION (including notes about materials/condition)

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MANAGEMENT ISSUES AND OPPORTUNITIES

(highlight condition/survival, threats/pressures, fragility/vulnerability, management issues and opportunities)

Agriculture

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Field patterns/boundaries

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.....

Trees and woodland

.....
.....

Archaeology/historic components

.....
.....

Buildings/settlement/development

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Linear features

.....
.....

Quarrying/mineral reclamation

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Other land uses

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General Notes

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SKETCH AND NOTES

APPENDIX 4

SOCIAL AND ECONOMIC CHARACTER LANDSCAPE TYPE ANALYSIS

APPENDIX 4: SOCIAL CHARACTERISTICS OF THE NORTH WESSEX DOWNS

The information in this Appendix is taken from a study of the social characteristics of the villages within the North Wessex Downs AONB, undertaken by the Community Council for Berkshire (CCB) as part of the landscape character assessment. The information is presented by landscape type. The results have been used to inform each of the landscape type descriptions in the main body of the report.

LANDSCAPE TYPE I: OPEN DOWNLAND

Population

<i>Parish</i>	<i>1981</i>	<i>1991</i>	<i>1999 / 2000 projection</i>
Fawley	118	161	166
Ogbourne St Andrew	277	260	320
West Ilsley	305	334	305
East Ilsley	389	434	519
Ogbourne St George	404	400	440
East Garston	527	543	571
Compton	1238	1307	1407
Aldbourne	1473	1680	1730
Lambourn	3522	3740	4265

Parishes within this area have all increased in population since 1981, some quite considerably. Only West Ilsley is expected to witness a decline in population between 1991 and 1999 / 2000 projections, however this is minimal.

Although still a fairly small settlement, Fawley's population has increased by 40%. The overall increase in population is interesting to observe as the nature of this landscape type would suggest a tendency for remote, scattered settlements with low service levels, and yet population of typical villages within the landscape type have grown considerably.

Services

<i>Parish</i>	<i>P.O.</i>	<i>General Shop</i>	<i>Banking Facility</i>	<i>School</i>	<i>G.P.</i>	<i>Meeting Place</i>	<i>Petrol Station</i>
Ogbourne St Andrew	0	0	0	1	0	0	0
Ogbourne St George	0	0	0	0	0	1	0
Fawley	0	0	0	0	0	1	0

East Ilsley	1	0	0	1	0	4	0
West Ilsley	1	0	1	0	0	1	0
East Garston	1	1	1	0	0	3	0
Compton	1	1	2	2	1	3	0
Aldbourne	1	2	0	1	0	1	0
Lambourn	1	2	1	1	1	6	1

Many of the parishes within the Open Downland landscape type have the benefit of a local post office, and a number have local banking facilities, which are usually available within the post office facility. However, few have a permanent general shop to serve them, and due to the remote nature of most of these villages, heavy reliance is placed on transport to enable access to basic services. Ultimately, this reliance is based around access to the private car. Within most of the parishes above, the services of a G.P. have to be accessed at communal surgeries based in more densely populated parishes nearby.

Petrol is unavailable within the majority of these parishes, many having lost this facility due to the pressures faced by garages in rural areas, although due to the nature of the landscape, access to petrol is a key requirement. Perhaps as a result of low service levels, many parishioners are likely to shop, carry out their banking affairs and purchase fuel when making one return journey to nearby market towns of Wantage, Hungerford or Marlborough.

The larger villages of Lambourn, Aldbourne and Compton, appear to act as key settlements in terms of service provision, and have a range of facilities to sustain a village community. In Lambourn particularly, the village has the benefit of a significant local employment base, and its high number of meeting places encourages its many interest groups and voluntary bodies that are active within the parish.

LANDSCAPE TYPE 2: DOWNLAND WITH WOODLAND

Population

Parish	1981	1991	1999 / 2000 projection
Lichfield & Woodcott	139	141	152
Peasemore	200	238	277
Ashmansworth	225	226	216
Chilton Foliat	283	300	340
Chute	286	310	340
Leckhampstead	322	321	322
Ashampstead	363	361	378
Collingbourne Kingston	441	450	480
Chaddleworth	502	475	539
Hurstbourne Tarrant	709	691	827
Burghclere	1203	1125	1044
Basildon	1349	1545	1559

Most of the parishes within this area have steadily increased in population over the past 20 years. This landscape type is particularly attractive and small settlements dominate in the area. Therefore, it is likely that the population increase witnessed by the parishes shown above, is due in part to the attractive quality of the area and the proximity to significant transport routes. Only Ashmansworth appears to have witnessed a small decline in population between 1991 and 1999 / 2000 projections. Burghclere, however, has experienced a greater decline of almost 13%, although such a considerable change could be due to boundary changes or the loss of a significant local employer.

Services

<i>Parish</i>	<i>P.O.</i>	<i>General Shop</i>	<i>Banking Facility</i>	<i>School</i>	<i>G.P.</i>	<i>Meeting Place</i>	<i>Petrol Station</i>
Hurstbourne Tarrant							
Peasemore	0	0	0	0	0	1	0
Leckhampstead	0	0	0	0	0	2	0
Ashampstead	0	0	0	0	0	1	0
Chilton Foliat	0	0	0	1	0	1	0
Chute	0	0	0	0	0	0	0
Collingbourne Kingston	0	0	0	0	0	1	1
Lichfield & Woodcott	0	0	0	0	0	0	0
Basildon	1	0	0	1	0	2	2
Ashmansworth	1	0	0	0	0	1	0
Burghclere	1	0	0	2	0	4	1
Chaddleworth	1	1	0	1	0	2	0

Despite this area proving to be a popular place to live, it is very poorly served in terms of village services. A number of parishes have managed to maintain small village primary schools, though these are likely to have mixed age range classes, due to the low numbers of children on the roll.

General shopping, banking opportunities and the services of a G.P. have to be accessed outside of this locality, and few parishes have the benefit of a post office.

This situation suggests a high proportion of commuters within this area, which indicates high car ownership and high traffic levels.

LANDSCAPE TYPE 3: WOODED PLATEAU

Due to the nature of the landscape, there are few settlements within this landscape type, and the two identified below are the only parishes of any size where information was available.

Population

Parish	1981	1991	1999/2000 projection
Froxfield	288	360	370
Great Bedwyn	971	1180	1270

Within both parishes, the populations have increased steadily since 1981, culminating in a rise of approximately 30% based on 1999 / 2000 projections.

This steady growth may indicate that successive generations of families who are born within the area remain for the duration of their lifetime. It is not expected that there are high proportions of commuters or new settlers contributing to this steady increase, as the area is fairly unsettled with limited ease of access to major transport links.

Services

Parish	P.O.	General Shop	Banking Facility	School	G.P.	Meeting Place	Petrol Station
Froxfield	0	0	0	0	0	1	0
Great Bedwyn	1	1	0	1	1	3	0

As might be expected for a small settlement, Froxfield does not have any local services. Its community only has the use of a village hall.

Great Bedwyn, with a greater population, has a range of services although parishioners have to travel to the neighbouring market town of Hungerford for banking facilities and to visit the nearest petrol station.

LANDSCAPE TYPE 4: HIGH CHALK PLAIN

No parishes identifiable.

LANDSCAPE TYPE 5: DOWNS PLAIN AND SCARP

Population

Parish	1981	1991	1999 / 2000 projection
Broad Town	575	570	540
Clyffe Pypard	299	320	280
Chiseldon	2454	2670	2610
Letcombe Basset	185	174	158
Lockinge	N.A.	177	163
East Hendred	1104	1027	913
Chilton	963	820	984
Moulsford	469	438	451

Many of the parishes within this landscape type have experienced a small decrease in their population over the past 20 years.

The populations of Letcombe Bassett and East Hendred have experienced a greater out-migration, by approximately 15%

Services

Parish	P.O.	General Shop	Banking Facility	School	G.P.	Meeting Place	Petrol Station
Broad Town	0	0	0	1	0	2	0
Clyffe Pypard	0	0	0	0	0	0	0
Bishopstone	0	0	0	1	0	2	0
Letcombe Bassett	0	0	0	0	0	1	0
Lockinge	0	0	0	0	0	1	0
Moulsford	0	0	0	0	0	1	1
East Hendred	1	1	0	2	0	6	0
Chilton	1	1	0	1	0	2	1
Chiseldon	1	3	0	1	1	4	1

The parishes within this landscape type are quite poorly served in terms of facilities. This may contribute to the fact that many of the parishes have witnessed a population decline over the last twenty years. In fact, the only parish shown to have increased population, Chiseldon, has the greatest range of facilities. However as in all of the other parishes listed, there are no banking services available.

There does tend to be opportunities for socialising within these parishes by means of the provision of a significant number of meeting places. This may indicate a high level of community activity. Within many of the smaller parishes, including Lockinge and Letcombe Bassett this is the only facility available.

This reliance upon services available elsewhere would suggest high car ownership within the area and thus high traffic levels.

LANDSCAPE TYPE 6: VALES

Population

Parish	1981	1991	1999 / 2000 projection
Woodborough	270	270	270
Ashbury	N.A.	503	470
East Garston	527	543	571
Shalbourne	560	550	550
Burbage	1319	1420	1600

There are no striking observations to make on the population change of typical parishes within this landscape type, as the populations of many of the parishes within this landscape area have remained fairly static over the past 20 years. Burbage is perhaps the exception, witnessing a significant growth of over 20%.

Services

<i>Parish</i>	<i>P.O.</i>	<i>General Shop</i>	<i>Banking Facility</i>	<i>School</i>	<i>G.P.</i>	<i>Meeting Place</i>	<i>Petrol Station</i>
East Garston	0	0	0	1	0	1	0
Woodborough	0	0	0	1	0	2	0
Shalbourne	1	1	0	1	0	2	1
Burbage	1	1	0	1	1	4	1
Ashbury	1	1	0	1	0	1	0

Villages in this area are comparatively well served by local services, and the increase in population in Burbage has been met by the development of services to meet the growing needs of the developing community.

Unlike other villages in other landscape types, parishes within the Vale areas have retained small village schools, although there are no separate banking facilities available throughout the area.

With the exception of Burbage, the smaller parishes do not have access to their own locally based G.P. and do not have petrol available locally. It is anticipated that due to the location of this landscape type, dependency upon the private car must be significant within this area.

LANDSCAPE TYPE 7: RIVER VALLEYS

Population

<i>Parish</i>	<i>1981</i>	<i>1991</i>	<i>1999 / 2000 projection</i>
Boxford	439	487	501
Welford	528	553	583
Ramsbury	1557	1880	1860
St Mary Bourne	2509	2287	3006
Marlborough	5749	7540	8010

Parishes within this area have all increased in population since 1981, some quite considerably.

Marlborough has experienced a significant increase in population of almost 40%.

These figures show the Kennet Valley and the Lambourn Valley as an increasingly popular place to live, particularly within this area, where the nearby Motorway (M4) enhances accessibility.

Services

<i>Parish</i>	<i>P.O.</i>	<i>General Shop</i>	<i>Banking Facility</i>	<i>School</i>	<i>G.P.</i>	<i>Meeting Place</i>	<i>Petrol Station</i>
Boxford	0	0	0	0	0	1	0
Welford	1	0	0	1	0	3	1
St Mary Bourne	1	0	0	1	1	4	0
Ramsbury	1	2	1	1	1	0	1
Marlborough	2	27	6	4	1	3	5

As with variations in population, the service provision within parishes also varies considerably. Perhaps this highlights different priorities for service provision on the part of the relevant Local Authorities operating within this area. It is interesting to note that Ramsbury has a relatively high population and has a range of services yet does not have a meeting place within its parish. In contrast, Welford, which is a much smaller parish in terms of population, is quite poorly serviced yet has 3 meeting places. Perhaps this suggests that within a smaller community its members have a greater involvement within village activities.

In terms of its population, St Mary Bourne is poorly serviced and its parishioners must be heavily reliant upon the use of the car to get to facilities in the neighbouring town of Andover.

The presence of the significant market town of Marlborough within this landscape type suggests that it serves not only its resident population but also those in villages who are on its peripheral edge. This may suggest that where the two main market towns of Marlborough and Hungerford are situated, the parishes nearby may suffer from low service provision as they are affected by the services within the two market towns.

LANDSCAPE TYPE 8: LOWLAND MOSAIC

Population

<i>Parish</i>	<i>1981</i>	<i>1991</i>	<i>1999 / 2000 projection</i>
Englefield	171	253	269
Yattendon	240	288	331
Inkpen	699	859	830
Hermitage	945	1105	1103
Bradfield	1414	1570	1673
Highclere	1474	1345	1462
Cold Ash	1870	2661	2981
East Woodhay	1965	2514	2756
Bucklebury	2300	2137	2150

The majority of the parishes within this area have increased in population since 1981, some quite considerably. The populations of Englefield and Cold

Ash have increased by over 50% during the past 20 years. Yattendon and East Woodhay have also become very popular places to live.

It would be expected that the location of this landscape type, i.e. on the periphery of the AONB, and near settlements such as Newbury and Reading, would give rise to a higher proportion of outbound commuting. It is reasonable therefore, to suggest that the relative growth in population of this area would be of those wishing to relocate to a more rural location yet still commute daily to urban workplaces.

Services

Parish	P.O.	General Shop	Banking Facility	School	G.P.	Meeting Place	Petrol Station
Hermitage	1	0	0	1	0	2	2
Bradfield	1	0	1	1	1	4	1
Cold Ash	1	0	1	2	0	4	2
Inkpen	0	1	0	1	0	1	0
Highclere	0	1	0	1	0	3	0
Yattendon	1	1	1	1	0	2	1
Englefield	1	1	1	1	0	3	0
East Woodhay	1	2	1	3	1	4	1
Bucklebury	2	2	0	1	1	3	1

East Woodhay is noticeably well served in terms of local facilities.

All of the parishes within this area have meeting places; many have more than one.

However, for the majority, G.P. facilities are located outside of the parish at group practise surgeries.

The tendency to provide a petrol station within these parishes as opposed to a local shop or G.P. surgery suggests a high proportion of commuters within this area, which indicates high car ownership, high traffic levels and poorly used local services where they do exist.

In comparison to all of the other landscape areas within the North Wessex Downs, parishes within this particular landscape area are by far better serviced by local facilities than those in any other area.

CONCLUSIONS AND FORCES FOR CHANGE

SPECIFIC CHARACTERISTICS

Population

- The area has experience population growth over the last twenty years
- Few of the parishes identified have seen a population decline
- There is a perceived loss of younger people from villages

- There has been an increase in number of those commuting to work

Employment

- Much outbound employment occurs
- Land use traditionally has been agriculture
- There is falling agricultural employment and incomes
- New industry is developing where transport infrastructure permits
- Tourism is becoming a growing sector

Housing

- There is significant pressure for development
- Average house prices are high
- There is a lack of affordable housing

Services

- High car ownership
- Some villages have low accessibility to basic services

APPENDIX 5

CONSULTEES

NORTH WESSEX DOWNS AONB LCA: TECHNICAL REPORT

CONSULTEES

Mr David Ball (MAFF, SW Region)
Ms Judith Barrett (Downlands Conference Steering Group)
Mr David Bett (National Trust, Wessex Region)
Mr Alan Betts (Forestry Commission)
Mr David Bibby/Mr Peter Phillips (Test Valley Borough Council)
Mr Roy Bishop (SEEDA)
Mr Matthew Bodley (English Heritage)
* Mr Tim Boschi (Basingstoke and Deane Borough Council)
* Mr Patrick Cashman (English Nature, Wiltshire Team)
* Mr Clive Chatters (Hampshire and Isle of Wight Wildlife Trust)
Mr Duncan Coe (Wiltshire County Council)
Mr Peter Colling (Southern Tourist Board)
* Mr Richard Copas (Environment Agency)
Ms Caroline Cotterell (Countryside Agency)
The Conservator (The Forestry Commission)
Ms Judy Crompton (Environment Agency, S.W Region)
Mr Andrew Davis (Country Landowners Association)
* Mr Jeremy Davy (West Berkshire Council)
* Ms Tracey Dow (South Oxfordshire District Council)
Mr Ian Duffin (Downlands Conference Steering Group)
Mr Bill Duncan (Downlands Conference Steering Group)
Mr Richard Emmens (MAFF, SE Region)
C.J. Gingell (National Trust, Wessex Region)
* Mr John Hall-Craggs (Downlands Conference Steering Group)
Ms Jane Hallett (Defence Estates)
Mr Will Harley (Kennet District Council)
* Ms Penelope Hart (Basingstoke and Deane Borough Council)
Ms Jo Hawkins (Downlands Conference Steering Group)
Ms Jos Joslin (The National Trails Office, Ridgeway and Thames Path)
* Dot Williams (Wiltshire Tourism)
Ms Mary Lamb (Vale of White Horse District Council)
* Mr Mark Lang (Wiltshire Wildlife Trust)
* Mr Shaun Leavey (National Farmers Union, South East Region)
Mr Lee Locke (RSPB, South West Region Office)
Mr Frank Lucas (RSPB, South East Region Office)
Dr. Gary Mantle MBE (Wiltshire Wildlife Trust)
Mr Christopher NB Marriage (Downlands Conference Steering Group)
Mr. R. Mills (National Trust, Thames and Chilterns Region)
Mr R J Moulton (Downlands Conference Steering Group)
* Ms Amanda Newsome (English Nature, Hampshire and Isle of Wight Team)
Mr Patrick Norris (Downlands Conference Steering Group, selected)
Mr Keith Payne (English Nature, Thames and Chiltern Team)
* Ms Melanie Pomeroy (Avebury Management Plan Co-ordinator)
Mr Julian Sayers (Downlands Conference Steering Group)
* Ms Lesley Sproat (Environment Agency, Thames Region, West Area Office)
Mr Bill Scott (Thames Valley Enterprise Ltd)
Mr Steven Smallman (Downlands Conference Steering Group)
* Mr Duncan McCallum (English Heritage)
Mr Paul Smith (Oxfordshire County Council)

Mr Martin Spray (Bucks, Berks and Oxon Wildlife Trust)
Mr Tim Sykes (Environment Agency, Southern Region)
* Ms Charlotte Riggs (Swindon Borough Council)
* Ms Linda Tartaglia-Kershaw (Hampshire County Council)
* Mr Bob Young (Community Council for Berkshire)
* Mr Keith Wheal (Oxfordshire County Council)
Mr Colin White (North Wiltshire District Council)
Mr Bob Winfield (Downlands Conference Steering Group)
* Mr Jonathan Woodcock (English Nature, Thames and Chiltern Team)

* Indicates response received

NORTH WESSEX DOWNS AONB LCA: ISSUES REPORT

CONSULTEES

Mr Anthony Adamson (Bishops Canning Parish Council)
Mr C Allen (D C & R J Allen and Partners)
Mr Nick Allen (NFU North Hampshire)
Mrs Sheila Allen
Mr Richard Atkins (Three Valleys Water)
Ms Maureen Avens (Berkshire Association of Local Councils)
* Lady Jeannine Barber (CPRE)
* Mr William W Brown (Aldbourn Parish Council)
Mr Tim Browne (Cherhill Parish Council)
Mrs Barbara Bryant (North Hampshire Chamber of Commerce and Industry)
Mr Denis Butcher (Chieveley Parish Council)
* Dr Robin Buxton (Oxfordshire Nature Conservation Forum)
* Mr Gavin Parker (The University of Reading)
Mrs G Calder (Village Appraisal Contact)
Ms Caggy Canning (Community First)
Cllr Bryony Canning (Burghclere Parish Council)
Mr Nigel Carter
Dr G Chancellor (Wiltshire Archaeological & Natural History Society)
Pat Clarke (Highclere Parish Council)
Prof E J T Collins (University of Reading)
Ms Lisa Coward (Wiltshire FWAG)
Ms Pat Crabb (Ramblers Association)
Ms Carolyn Dooley (European Funding Consultancy)
Mr G Evans (Compton Parish Council)
Mr Roger Facer (The Ramblers Association)
* Mr Mike Faiers (Burghclere Parish Council)
Ms Kate Fielden (CPRE, Kennet Group)
Mr David Fisher (Village Retail Service Assoc)
* Mrs B Fowler (Hungerford Parish Council)
* D A W Gardiner (Green Lanes Environmental Action Movement)
Mr Steve Gilbert (RSPB South East Region)
Mr Andy Glencross (Countryside Service Wokingham District Council)
Mrs Maureen Glenister (Tenant Farmers Association)
Mr E Golton (CPRE Berkshire)
* Mr Terry Kemp (British Waterways)
Lady Goff (Chieveley Parish Council)
* Mr R Gore (West Ilsey Parish Council)
W J R Govett (Fosbury Estate)
Mr D N Gower (Pang Valley Conservation Volunteers)
Cllr. Gill Hall (Cold Ash Parish Council)
* D F Harbottle (Facombe Estate Ltd)
Mr John Hardwicke (Oxfordshire Association of Local Councils)
Mr Rob Harrison (Collingbourne Parish Council)
* Dr Stephen Head (Northmoor Trust)
Mr M Holt (Collingbourne Kingston Parish Council)
Ms Suzanne Hudson (Hampshire Association of Local Councils)
Mr Jack Ibbott (Ramblers Association, Oxfordshire Area)
Mrs Margaret Ibbott (Ramblers Association, Oxfordshire Area)
Mr John Kirkman (CPRE)

Mr Brian Langer (Overton Parish Council)
Mr Michael Leavey (CPRE, West Berks)
* Mr Bill Lewis (Collingbourne Kingston Parish Council)
Mr Bill McCardle (Thames Valley Chamber of Commerce and Industry)
* Mr Richard Hugh Nicholson (Chair Litchfield and Woodcott Parish Meeting)
Mr Robert Owen (Swindon Chamber of Commerce & Industry)
Ms Philippa Read (Community First)
Ms Phillippa Reed (Wiltshire Association of Local Councils)
Mrs Penny Reid (British Horse Society)
Ms Dee Reeves (Letcombe Regis Parish Council)
Ms Emily Richmond (Ramblers Association)
Ms Fleur De Rhe-Philippe (Kennet and Avon Canal Trust)
Ms Patricia Phipps (Rural Housing Trust)
Ms Sue Roberts (Chair Highclere Parish Council)
Mr Ed Rowsell (Berks, Bucks and Oxon FWAG)
Ms Meryl Smith (Oxfordshire RCC)
Mr Mike Spence
Mr Richard Tulloch (Community Action Hampshire)
* Ms Sally Wallington (Pang and Kennet Valley Countryside Project)
Mr Peter Walwyn (Lambourn Trainers Association)
Mrs. Wickham (British Horse Society)
Mr Michael Williams (Wessex Chamber of Commerce and Industry)
Mr Jan Wilson (Andover Chamber of Commerce)
Major General Withall (Chute Parish Council)
* Mr Peter Woodman (Kingsclere Parish Council)

* Indicates response received

APPENDIX 6

INDICATORS

INDICATORS FOR THE NORTH WESSEX DOWNS AONB

LANDSCAPE TYPE 1: OPEN DOWNLAND		
Key Feature	Direction of Change	Objective
Sense of remoteness/openness	Development e.g. tall structures on skyline. Impact of noise – roads or aircraft, plus increase in residential development in this sparsely populated area	Maintain sense of remoteness and sparsely populated character
Chalk grassland	In the past, conversion to arable. More recently lack of grazing livestock leading to loss of quality and scrub encroachment	Maintain existing intact chalk grassland and seek to restore chalk grassland to link existing isolated sites
Farmland birds e.g. stone curlew, skylark and yellowhammer	In the past, loss through intensification of farming. Some recent recovery through agri-environment management	Increase the population of breeding farmland birds
Ephemeral winterbournes	Abstraction – low flows	Maintain water flows
Visible prehistoric monuments (long and round barrows)	Loss of features to ploughing. Some erosion and scrub encroachment	Maintain extant monuments as visible landscape features
LANDSCAPE TYPE 2: DOWNLAND WITH WOODLAND		
Key Feature	Direction of Change	Objective
Peaceful, secluded, rural character	Intense development pressures including tall structures on ridges, road improvements and demand for residential development. Increase in traffic on rural lanes	Maintain peaceful, rural character
Open downland areas juxtaposed with more enclosed woodland	Generally stable pattern of landcover	Maintain pattern of woodland and open downland
Extensive interconnected	Removal and poor management of hedgerows,	Maintain/Restore the connected pattern of woodland

woodland cover	lack of appropriate woodland management	cover. Promote appropriate management of woods and hedgerows
Bronze Age and Iron Age hillforts on prominent hilltops	Generally stable. Some erosion as a result of intensive recreational use	Maintain extant monuments as visible landscape features. Manage recreational use
Historic parks and designed landscapes (medieval deer parks)	Generally stable	Maintain character of historic parks and gardens. Opportunities for restoration e.g. in association with redevelopment\reuse of associated buildings
Distinct pattern of settlement – small villages and hamlets plus scattered farmsteads	Development pressures – new housing, plus absence of affordable housing – change in social character. Decline in local services and loss of village vibrancy	Maintain vibrant and balanced village communities. Maintain existing settlement pattern of small scattered villages and hamlets
Network of winding rural lanes including sunken lanes	Increase in traffic and lane improvements creating a more urban character	Maintain the character of the quiet rural lanes
LANDSCAPE TYPE 3: WOODED PLATEAU		
Key Feature	Direction of Change	Objective
Extensive and continuous pattern of woodland cover including ancient trees of Savernake Forest	Loss of quality - need for appropriate woodland management.	Maintain the pattern of woodland cover with large scale blocks of woodland. Promote appropriate management of woods and hedgerows
Historic parkland and formal designed landscapes	Generally stable	Maintain character of historic parks and gardens. Opportunities for restoration e.g. in association with forestry operations.
Relict heathland	Small fragmented areas, loss due to lack of management	Maintain in existing heathland areas – opportunity for restoration to link fragmented sites
Distinct settlement pattern – red brick villages concentrated in the Dun valley	Intense development pressures (rail links to London), absence of affordable housing – change in social character. Decline in local services and loss of village vibrancy	Maintain vibrant and balanced village communities. Maintain existing settlement character of small nucleated red brick villages along the Dun Valley

LANDSCAPE TYPE 4: HIGH CHALK PLAIN		
Key Feature	Direction of Change	Objective
Large scale, open remote character	Generally stable	Maintain large scale, open, remote character
Long views out over the Vale of Pewsey from pronounced scarp – forming dominant skyline feature	Generally stable, threat of development e.g. tall structures along the skyline	Maintain undeveloped character and clear scarp top skyline
Prehistoric archaeology – Neolithic long mound and numerous round barrows	Generally stable (in the past loss through plough damage)	Maintain extant monuments as visible landscape features
Farmland birds including stone curlew and skylark	In the past loss through intensification of farming. Some recent recovery through agri-environment management	Increase the population of breeding farmland birds
LANDSCAPE TYPE 5: DOWNS PLAINS AND SCARP		
Key Feature	Direction of Change	Objective
Scarp		
Chalk grasslands along steep scarp slopes	Absence of grazing – some scrubbing over	Maintain\Restore linked network of chalk grassland
Linear hanger woodlands, plus hedgerow boundaries	Loss of hedgerows and absence of appropriate woodland and hedge management	Maintain\Restore the connected pattern of woodland cover. Promote appropriate management of woods and hedgerows
Visible Bronze Age round barrows and Iron Age hillforts characteristically located along the skyline	In the past loss of monuments to the plough, some erosion through intensive recreational use or scrubbing over. Positive changes through Ridgeway HLF Initiative	Maintain unique complex of monuments along the scarp
Prehistoric route of the Ridgeway	Damage by intensive recreational use. Positive	Maintain\Restore character of the Ridgeway

along the scarp top	management through Ridgeway HLF Initiative and outcome of the CROW Act	
Attractive villages located along the springline	Development pressures –new housing, plus absence of affordable housing – change in social character. Decline in local services and loss of vibrancy	Maintain vibrant and balanced village communities. Maintain settlement character of compact villages at springline
Plain		
Flat, open, landscape – long views, absence of development	Development\redevelopment of former airfield sites – highly visible plus associated traffic, lighting impacts	Maintain open, undeveloped character
Avebury Plain – focus for unique complex of Neolithic Monuments (World Heritage Site)	Positive management through the WHS Management Plan	Conserve the unique complex of archaeological sites and their landscape setting
LANDSCAPE TYPE 6: VALES		
Key Feature	Direction of Change	Objective
Dominant 'borrowed' landscape of the surrounding chalk downs	Generally stable, threat of development e.g. tall structures along the skyline	Maintain undeveloped character and clear skylines surrounding the Vale
Settled landscape with concentration of compact small towns, villages and hamlets set within a quiet rural landscape	Intense development pressures – expanding villages. Localised intrusion of infrastructure roads, power lines, pylons	
Numerous watercourses and associated wetland habitats (waterside pasture and riparian woodland)	In the past losses of wetland habitats as a result of intensive farming practices (drainage)	Restore\Recreate riparian woodlands and waterside pastures and wet meadows
Network of hedgerow boundaries	Loss of hedgerows and lack of management	Maintain\Restore the hedgerow network

LANDSCAPE TYPE 7: RIVER VALLEYS		
Key Feature	Direction of Change	Objective
Clear fast flowing waters and important chalk river habitats	Abstraction – low flows and decline in water quality	Maintain high water quality and water flows
Diverse wetland habitats including wet woodland, water meadows, grazed pastures, marsh and fen	Loss through intensification in farming – drainage Recent agri-environment initiatives- positive effects	Maintain\Restore wetland habitats
Concentration of settlement, tiny hamlets, villages and market towns clustered at bridging points	Development pressures – expansion of settlements along the valley sides (coalescence)	Maintain distinct pattern of discrete valley settlements
Remnants of past land uses – including water meadows, mills and watercress beds	Loss through neglect\imposition of new land uses	Record and retain elements of former land uses as a historic resource
Enclosed, intimate character	Localised intrusion of roads and traffic (e.g. M4, A4), power lines and cables and development pressures	Maintain enclosed, intimate character and sense of rural tranquillity
LANDSCAPE TYPE 8: LOWLAND MOSAIC		
Key Feature	Direction of Change	Objective
Extensive connected woodland, mosaic – ancient semi-natural woods and plantations	Lack of appropriate management	Maintain the extensive woodland cover and promote appropriate management
Remnant heathland on gravel ridges	Loss through conversion to forestry and or lack of management	Restore the lowland heathland resource to extend and link isolated areas
Densely settled – compact villages nucleated around a church or green as well as a more dispersed	Increasing population – intense development pressures due to accessibility to London and peripheral towns	Maintain the distinctive pattern of settlement and prevent gradual, expansion, merging and coalescence

pattern derived from squatter settlement		
Intricate network of wooded sunken rural lanes	Increase in traffic, particularly commuter traffic resulting in road improvements – kerbing, signage, lighting and a more urban character	Maintain the character of the rural lanes
Historic landscape parks (originating as medieval deer parks)	Generally stable	Maintain character of historic parks and gardens. Opportunities for restoration e.g. in association with redevelopment\reuse of associated buildings
