

Stakeholder Responsibilities

Successful implementation

Implementation of the Plan is the responsibility of everyone whose activities affect the special qualities of the North Wessex Downs AONB

10.1 The AONB Management Plan belongs to the AONB 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 AONB Unit; rather it is the responsibility of everyone whose activities affect the special qualities of the landscape. Central among these are all the bodies which, under s.85 of the Countryside and Rights of Way Act 2000, have a statutory Duty of Regard for the purposes for which the AONB was designated: to conserve and enhance its natural beauty.

10.2 The following table outlines some of the main stakeholder groups and the principal opportunities for them to contribute to the conservation and enhancement of the North Wessex Downs AONB. 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 AONB Management Plan 2019-24.



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Table 13. Stakeholders and opportunities to contribute

<i>Partners</i>	<i>Principal opportunities</i>	<i>Delivery (examples)</i>
Chambers of commerce	North Wessex Downs profile/marketing; tourism; local products.	Member information and events; North Wessex Downs tourism collaboration; Great West Way tourism initiative; local supplier networks; visitor payback.
Consultants and agents	Awareness, understanding and recognition of the character and sensitivities of the North Wessex Downs landscape.	Sensitivity to the heritage, natural environment, local economy and communities in developing and refining proposals and raising awareness among client base.
Educational institutions	Awareness, deeper understanding and pride in the landscape.	Engagement with landscape through the curriculum; research, collaborative projects; field trips; farm visits; outdoor classrooms/Forest Schools.
Energy companies	Landscape conservation/enhancement; energy conservation; climate change.	Reporting on efforts to conserve and enhance the North Wessex Downs under s.85 Duty of Regard (CRoW Act 2000); customer energy conservation advice; undergrounding or mitigating the impact of powerlines; appropriate renewable energy generation; infrastructure planning, design and management.
Farmers and land managers	Wildlife habitat; landscape character; local food; public awareness and understanding; natural resource management; tourism; responsible access; climate change.	Environmental Land Management Schemes; partnership conservation projects (e.g. farmer-led groups); catchment-sensitive farming; control of outdoor lighting; appropriate diversification projects; farm visits; carbon sequestration; rights of way maintenance; permissive access; appropriate farm-scale renewable energy generation.
Health sector, inc. commissioning bodies, GPs, support groups	Access to the landscape for mental and physical health and wellbeing benefits.	Green prescribing; walking for health; conservation volunteering; projects aimed at specific groups e.g. dementia sufferers; access improvements; public/active transport.
Highway authorities	Road decluttering; landscape character; dark skies; green and active travel/access; tranquillity; climate change; tourism; layout and design of new and re-development.	Reporting on efforts to conserve and enhance the North Wessex Downs under s.85 Duty of Regard (CRoW Act 2000); local transport planning; road maintenance and safety programmes; signs audits; community collaboration e.g. on clutter, speed enforcement, public transport; land use planning; National Trail partnerships; Local Access Forums; Rights of Way Improvement Plans.
Individuals	Natural resources; heritage and nature conservation; water abstraction; dark skies; tranquillity; local products; settlement character; climate change.	Participation in local projects; water and energy conservation; buying local; control of external lighting; conservation gardening; responsible access; green travel; pollution avoidance; planning and design.
Landscape-scale conservation initiatives	Landscape and nature conservation and restoration; ecosystem goods and services; community engagement; climate change.	Identifying local environmental networks; engaging the public, private and voluntary sector in collaborative protection and enhancement of the North Wessex Downs; educating young people and communities regarding the benefits of the natural environment.

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Table 13 continued. Stakeholders and opportunities to contribute

<i>Partners</i>	<i>Principal opportunities</i>	<i>Delivery (examples)</i>
Local authorities (including planning authorities)	Landscape and nature conservation; historic environment; settlement character; water abstraction; tranquillity; access, rights of way; AONB profile; public awareness and understanding; dark skies; affordable housing; diversification; ecosystem goods and services.	Reporting on efforts to conserve and enhance the North Wessex Downs under s.85 Duty of Regard (CRoW Act 2000); development plans; planning advice, decisions, conditions and enforcement; green travel plans; supplementary planning guidance; AONB signage; rights of way and interpretation; duties specified by NERC Act 2006.
Local businesses	Local products; tourism; North Wessex Downs profile; dark skies; natural resources; climate change.	Local sourcing; marketing; North Wessex Downs tourism promotion; Great West Way tourism initiative; promotion of green/active travel; control of external lighting; energy/water conservation; waste minimisation.
Local Enterprise Partnerships	Landscape and nature conservation and restoration; diversification; sustainable prosperity; local products; ecosystem goods and services; climate change; tourism.	Strategic investment in natural capital and Green Infrastructure; diversification support programme/s; green/active travel; landscape-scale environmental initiatives; environmental land management schemes.
National statutory agencies (including Environment Agency, Forestry Commission England, Historic England, Highways England, Natural England)	Historic environment; landscape and nature conservation; rivers and water quality; tranquillity; ecosystem goods and services.	Reporting on efforts to conserve and enhance the North Wessex Downs under s.85 Duty of Regard (CRoW Act 2000); land-use planning; Green Infrastructure; environmental land management schemes; land management advice; natural capital assessments; partnership conservation projects (e.g. farmer-led groups; woodland management advice, support and marketing; River Basin Management Plans; Conservation Area Appraisals; Catchment Partnerships and Catchment Management Plans; Route Management Strategies; Stonehenge and Avebury World Heritage Site Management Plan).
Non-governmental organisations (including Action for the River Kennet [ARK], Canal and River Trust, Campaign to Protect Rural England [CPRE], Earth Trust, Friends of the Ridgeway, Kennet and Avon Canal Trust, National Trust, The Royal Society for the Protection of Birds (RSPB), Trust for Sustainable Living, The Wildlife Trusts)	Landscape, heritage and nature conservation and restoration; North Wessex Downs profile; settlement character; water abstraction; diffuse pollution; tranquillity; dark skies; affordable housing; responsible access; tourism; farm diversification; ecosystem goods and services.	Member/supporter communications; public information and interpretation; estate management; collaborative projects; planning and design; recreation marketing and management; green/active travel; North Wessex Downs tourism promotion; Great West Way tourism initiative.

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Table 13 continued. Stakeholders and Opportunities to Contribute

<i>Partners</i>	<i>Principal opportunities</i>	<i>Delivery (examples)</i>
North Wessex Downs Landscape Trust	North Wessex Downs profile and marketing; public awareness, understanding, pride in and care for the landscape; community engagement; education; health and wellbeing; tourism promotion; landscape, heritage and nature conservation; decluttering; tranquillity; dark skies.	Public communications, presentations and events; fundraising; neighbourhood planning; community projects; 'green prescribing'; educational talks/visits/projects; publications (e.g. walks leaflets).
Parish and town councils	North Wessex Downs profile/marketing; community identity and pride; community engagement; tourism; landscape and nature conservation; decluttering; historic environment; settlement character; tranquillity; dark skies.	Public communications and events; parish / town / neighbourhood planning; community projects; Village Design Statements; property and grounds management; publications (e.g. walks leaflets); control of external lighting; community transport; local sourcing.
Rights of way and countryside access forums and groups	Access to the North Wessex Downs; raising the profile and marketing; tourism; links to landscape and nature conservation.	Improving responsible access; contributing to collaborative marketing and tourism initiatives; recognition of the North Wessex Downs in Countryside Access Improvement Plans.
Tourism marketing bodies	North Wessex Downs profile/marketing; green/active travel; tourism; local products.	Destination marketing strategies; collaborative projects (e.g. Great West Way); North Wessex Downs tourism promotion; local supplier networks; National Trail partnerships; visitor payback.
Transport operators	Green travel; access; North Wessex Downs profile/marketing; sustainable tourism; tranquillity.	Business and marketing strategies; collaborative initiatives with local businesses and communities; AONB signage; National Trail partnerships.
Water companies	Water abstraction and consumption; water quality; diffuse water pollution; catchment-sensitive farming; habitat conservation and enhancement.	Reporting on efforts to conserve and enhance the North Wessex Downs under s.85 Duty of Regard (CRoW Act 2000); public information and advice; Water Resources Management Plans; Five-Year Plans; collaborative projects with local partners; demand management measures; use of abstraction licences; estate management; control of external lighting.