**Landscape**

Several landscape types give this area its special character and distinctiveness.

- Downs Plain and Scarp
- Open Downland
- Downland with Woodland
- Wooded Plateau
- High Chalk Plain
- Vales
- River Valleys
- Lowland Mosaic

**Land Management**

Varied agricultural management and field patterns, hedgerows, different types of woodland.

**Biodiversity**

- Chalk grassland
- Arable habitats
- Broadleaved Woodland
- Wood Pasture
- Chalk streams and rivers
- Wetland habitats

**Natural Resources**

- Cretaceous, Tertiary and Quaternary geological history
- Soil types: Thin chalk soils, Quaternary Clay with Flints, Quaternary Coombe deposits, Deep well-drained loamy soils, mixed soil mosaic
- Carbon storage
- Clean air, with low measurements of pollution
- River channels, with Upper winterbourne sections and winterbourne tributaries
- River gravel beds
- Clear natural water

**Development**

- Remoteness and tranquillity
- Undeveloped and rural quality
- Distinctive architectural styles
- A sparse road network
- Traditional land based and rural economy
- Growing high tech and creative sector

**Historic Environment**

- Neolithic and Bronze Age ritual and funerary monuments
- Iron Age, Roman and post-Roman defences and settlements
- Medieval and post-medieval settlements and buildings
- Country houses and landscaped parks and gardens
- Post-medieval buildings and infrastructure

**Historic Attractions**

- Reflecting the industrial and socio-economic history of the area
- Picturesque market towns and small villages
- Great country houses
- Extensive Rights of Way network
- A centre for antiques

**Communities**

- A dispersed and small population
- Low unemployment and high economic activity rates
- The Armed Forces still play a significant role in the local economy
- Good access to the wider area
- A well-structured and resourced farming industry
- Diversification into food processing, tourism and provision of space for economic activity
- Villages and small towns with a strong sense of identity and affinity with the landscape of the North Wessex Downs

**Leisure and Tourism**

- Some of the finest cultural landscape in England
- Historic attractions reflecting the industrial and socio-economic history of the area
- Picturesque market towns and small villages
- Rich archaeological history
- Great country houses
- Extensive Rights of Way network
- A centre for antiques

**Land Use**

- Varied agricultural management and field patterns
- Hedgerows
- Different types of woodland
- Equestrian activity
- Field sports, including highly valued game fishing