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 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.
REFERENCES

A report on Community Involvement in Downland Communities (1999) The Downlands Conference

A report on the Key Features of the Rural Economy in Downland Communities (1999) The Downlands Conference

A report on the Natural Environment in Downland Communities (1999) The Downlands Conference


Another Country (1993) James Garo Derounian

Berkshire Rural Community Strategy (1994) Community Council for Berkshire


Contested Countryside Cultures (1997) P Cloke & J Little


Rural Restructuring (1990) T Marsden et al (eds)


The Oxfordshire Farming Study (1999) Oxfordshire County Council


Young People Living in our Community (1999) Community Council for Berkshire
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 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.

REFERENCES
A report on the Key Features of the Rural Economy in Downland Communities 1999 The Downlands Conference

Briefing Sheet: A Future for Farming 2000 Community Council for Berkshire

Hampshire Farming Study 1999 Review 1999 Hampshire County Council

The Oxfordshire Farming Study 1999 Oxfordshire County Council


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

REFERENCES
Kennet District Council (2001). Kennet The Heart of Wiltshire
Kennet District Council (1999). The Wiltshire Downs
Wiltshire Tourism (2000). Welcome to Wiltshire
West Berkshire Council (2000). Welcome to West Berkshire
Hampshire Borders Tourism. Leisure Breaks in and around North Hampshire
Hampshire Borders Tourism. Attractions in and around North Hampshire
Ordnance Survey 1:25,000 series maps - for rights of way (no.’s 130,131,144, 157,158,169,170)
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.

REFERENCES

Downlands Conference (1999). Sustainable Downland Communities


Environment Agency (1999). Local Environment Agency Plan: Kennet Valley, Consultation draft


English Nature (1999). Natural Areas in London and the South East Region

English Nature (1999). Natural Areas in the South West Region


English Nature County Ancient Woodland Inventories


English Nature National Nature Reserves Description

English Nature SAC citations

English Nature SSSI citations

Hampshire County Council, Hantsweb Website


Wiltshire Wildlife Trust Draft Wiltshire Biodiversity Action Plan

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
2A. REFERENCES

EXISTING LANDSCAPE CHARACTER ASSESSMENTS

Local Authority


Hampshire County Council (no date) The Hampshire landscape: A strategy for the Future: Summary consultation draft.


Vale of White Horse District Council (1995) Vale of White Horse local plan (Deposit draft): Technical appendix.

Historic Landscape Assessments


SOCI O AND ECONOMIC CHARACTER

Anon (no date) Audit of Rural Businesses in Swindon.


Community Council for Berkshire (1999) Young people living in our community.


North Wiltshire District Council (no date) Economic development and tourism Strategy.


**TRAFFIC AND TRANSPORT**


Hampshire County Council (no date) North East Hampshire transport strategy (extract from the local transport plan).

Hampshire County Council (no date) Andover transport strategy (extract from the local transport plan).
Hampshire County Council (no date) Basingstoke environmental strategy for transport (extract from the local transport plan).


DEVELOPMENT PLANS

Basingstoke and Deane Borough Council (1996) Basingstoke and Deane Borough Local Plan incorporating proposed changes.


West Oxfordshire District Council (1993) West Oxfordshire Local Plan Deposit Draft.


LEAPS


COUNTRYSIDE CHARACTER AREAS

116 Berkshire and Marlborough Downs
129 Thames Basin Heaths
130 Hampshire Downs
132 Salisbury Plain and the West Wiltshire Downs
108 Upper Thames Clay Vales

NATURAL AREA PROFILES


**BAPS**


**ECOLOGY**


English Nature County Ancient Woodland Inventories

English Nature National Nature Reserves Description

English Nature SAC citations

English Nature SSSI citations

**RURAL COMMUNITY STRATEGIES**

Basingstoke and Dean Borough Council (2000) Borough rural strategy.


Wiltshire County Council (1989) A rural strategy for Wiltshire.

FARMING STUDIES


Oxfordshire County Council (1999) The Oxfordshire farming study.


MANAGEMENT PLANS


Great Western Community Forest (1994) Forest plan: Summary.

OTHER HISTORIC REFERENCES


**OS PLANS**

Ordnance Survey 1:25,000 series maps (130,131,144, 157,158,169,170)

**GEOLOGY**

British Geological Survey Regional Geology Guides

13 Sumbler, MG (1996) London and Thames Valley


British Geological Society (various) Solid and Drift 1:50,000 Geological maps
2. Sue W ingate, Field Galleries at www.field-galleries.co.uk
3. Defoe Daniel *A tour through the whole Island of Great Britain* (1724 – 1727, 3 Volumes)


APPENDIX 3

FIELD RECORD SHEET
# NORTH WESSEX AONB LANDSCAPE ASSESSMENT
## FIELD SURVEY SHEET

<table>
<thead>
<tr>
<th>Sheet No:</th>
<th>Photograph Nos:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location:</td>
<td>Date:</td>
</tr>
<tr>
<td>Direction of view:</td>
<td>Time:</td>
</tr>
<tr>
<td>OS Grid Reference:</td>
<td>Weather:</td>
</tr>
</tbody>
</table>

### DRAFT LANDSCAPE TYPE

### DRAFT LANDSCAPE CHARACTER AREA:

Keywords describing the landscape:

---

### PHYSICAL FEATURES

#### LAND

- Flat
- Rolling
- Undulating
- Steep slopes
- Gentle slopes
- Cliff/precipice
- Escarpment
- Rock outcrops
- Ridge
- Plain
- Plateau
- Basin
- Broad valley
- Narrow valley
- Deep gorge
- Gully
- Dry valley

#### WATER

- River (size………..)
- River Meanders
- Streams
- Drainage channels
- Canal
- Flooded gravel pits
- Lake
- Pond

### LAND COVER

#### LAND USE

- Farmland
- Parkland
- Historic Parkland
- Residential
- Industrial
- Leisure/Recreation
- Commercial
- Transport
- Mineral Working
- Forestry
- Natural

#### VEGETATION COVER

- Arable
- Perm. pasture
- Pasture
- Ley/improved
- Rough grazing
- Wet Meadow
- Chalk Grassland
- Amenity grassland
- Common
- Parkland
- Avenues
- Conif woodland
- Mixed woodland
- Small farm woods
- Shelterbelts
- Copses
- Scattered Trees
- Orchards
- Hedgerow trees
- Hedgerows

---

**LAND USE CONSULTANTS**
**LANDSCAPE ELEMENTS/FEATURES**

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

**FIELD PATTERNS**

<table>
<thead>
<tr>
<th>Banks</th>
<th>Fence - rural</th>
<th>Geometric</th>
<th>Small</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ditches</td>
<td>Fence – ‘urban’</td>
<td>Sinuous</td>
<td>Medium</td>
</tr>
<tr>
<td>Walls - rural</td>
<td>Hedge</td>
<td>Irregular</td>
<td>Large</td>
</tr>
<tr>
<td>Wall – ‘urban’</td>
<td>Hedgerow trees</td>
<td>Regular</td>
<td></td>
</tr>
</tbody>
</table>

**PERCEPTION**

**VIEWS**
- 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)**

--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
|                                                                                                                             |
--------------------------------------------------------------------------------------------------------------------------
MANAGEMENT ISSUES AND OPPORTUNITIES

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

Agriculture

Field patterns/boundaries

Trees and woodland

Archaeology/historic components

Buildings/settlement/development

Linear features

Quarrying/mineral reclamation

Other land uses

General Notes
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 1: OPEN DOWNLAND

Population

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fawley</td>
<td>118</td>
<td>161</td>
<td>166</td>
</tr>
<tr>
<td>Ogbourne St Andrew</td>
<td>277</td>
<td>260</td>
<td>320</td>
</tr>
<tr>
<td>West Ilsley</td>
<td>305</td>
<td>334</td>
<td>305</td>
</tr>
<tr>
<td>East Ilsley</td>
<td>389</td>
<td>434</td>
<td>519</td>
</tr>
<tr>
<td>Ogbourne St George</td>
<td>404</td>
<td>400</td>
<td>440</td>
</tr>
<tr>
<td>East Garston</td>
<td>527</td>
<td>543</td>
<td>571</td>
</tr>
<tr>
<td>Compton</td>
<td>1238</td>
<td>1307</td>
<td>1407</td>
</tr>
<tr>
<td>Aldbourne</td>
<td>1473</td>
<td>1680</td>
<td>1730</td>
</tr>
<tr>
<td>Lambourn</td>
<td>3522</td>
<td>3740</td>
<td>4265</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Parish</th>
<th>P.O.</th>
<th>General Shop</th>
<th>Banking Facility</th>
<th>School</th>
<th>G.P.</th>
<th>Meeting Place</th>
<th>Petrol Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ogbourne St Andrew</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Ogbourne St George</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Fawley</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>------------------</td>
<td>------</td>
<td>------</td>
<td>------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>East Ilsley</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Ilsley</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>East Garston</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compton</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aldbourne</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lambourn</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 Vantage, 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**
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

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

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Froxfield</td>
<td>288</td>
<td>360</td>
<td>370</td>
</tr>
<tr>
<td>Great Bedwyn</td>
<td>971</td>
<td>1180</td>
<td>1270</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Parish</th>
<th>P.O.</th>
<th>General Shop</th>
<th>Banking Facility</th>
<th>School</th>
<th>G.P.</th>
<th>Meeting Place</th>
<th>Petrol Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Froxfield</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Great Bedwyn</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>0</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad Town</td>
<td>575</td>
<td>570</td>
<td>540</td>
</tr>
<tr>
<td>Clyffe Pypard</td>
<td>299</td>
<td>320</td>
<td>280</td>
</tr>
<tr>
<td>Chiseldon</td>
<td>2454</td>
<td>2670</td>
<td>2610</td>
</tr>
<tr>
<td>Letcombe Basset</td>
<td>185</td>
<td>174</td>
<td>158</td>
</tr>
<tr>
<td>Lockinge</td>
<td>N.A.</td>
<td>177</td>
<td>163</td>
</tr>
<tr>
<td>East Hendred</td>
<td>1104</td>
<td>1027</td>
<td>913</td>
</tr>
<tr>
<td>Chilton</td>
<td>963</td>
<td>820</td>
<td>984</td>
</tr>
<tr>
<td>Moulsoford</td>
<td>469</td>
<td>438</td>
<td>451</td>
</tr>
</tbody>
</table>
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**

<table>
<thead>
<tr>
<th>Parish</th>
<th>P.O.</th>
<th>General Shop</th>
<th>Banking Facility</th>
<th>School</th>
<th>G.P.</th>
<th>Meeting Place</th>
<th>Petrol Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad Town</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Clyffe Pypard</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Bishopstone</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Letcombe Bassett</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Lockinge</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Moulsoford</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>East Hendred</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Chilton</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Chiseldon</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Woodborough</td>
<td>270</td>
<td>270</td>
<td>270</td>
</tr>
<tr>
<td>Ashbury</td>
<td>N.A.</td>
<td>503</td>
<td>470</td>
</tr>
<tr>
<td>East Garston</td>
<td>527</td>
<td>543</td>
<td>571</td>
</tr>
<tr>
<td>Shalbourne</td>
<td>560</td>
<td>550</td>
<td>550</td>
</tr>
<tr>
<td>Burbage</td>
<td>1319</td>
<td>1420</td>
<td>1600</td>
</tr>
</tbody>
</table>
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**

<table>
<thead>
<tr>
<th>Parish</th>
<th>P.O.</th>
<th>General Shop</th>
<th>Banking Facility</th>
<th>School</th>
<th>G.P.</th>
<th>Meeting Place</th>
<th>Petrol Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Garston</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Woodborough</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Shalbourne</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Burbage</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Ashbury</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxford</td>
<td>439</td>
<td>487</td>
<td>501</td>
</tr>
<tr>
<td>Welford</td>
<td>528</td>
<td>553</td>
<td>583</td>
</tr>
<tr>
<td>Ramsbury</td>
<td>1557</td>
<td>1880</td>
<td>1860</td>
</tr>
<tr>
<td>St Mary Bourne</td>
<td>2509</td>
<td>2287</td>
<td>3006</td>
</tr>
<tr>
<td>Marlborough</td>
<td>5749</td>
<td>7540</td>
<td>8010</td>
</tr>
</tbody>
</table>

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

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

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Englefield</td>
<td>171</td>
<td>253</td>
<td>269</td>
</tr>
<tr>
<td>Yattendon</td>
<td>240</td>
<td>288</td>
<td>331</td>
</tr>
<tr>
<td>Inkpen</td>
<td>699</td>
<td>859</td>
<td>830</td>
</tr>
<tr>
<td>Hermitage</td>
<td>945</td>
<td>1105</td>
<td>1103</td>
</tr>
<tr>
<td>Bradfield</td>
<td>1414</td>
<td>1570</td>
<td>1673</td>
</tr>
<tr>
<td>Highclere</td>
<td>1474</td>
<td>1345</td>
<td>1462</td>
</tr>
<tr>
<td>Cold Ash</td>
<td>1870</td>
<td>2661</td>
<td>2981</td>
</tr>
<tr>
<td>East Woodhay</td>
<td>1965</td>
<td>2514</td>
<td>2756</td>
</tr>
<tr>
<td>Bucklebury</td>
<td>2300</td>
<td>2137</td>
<td>2150</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Parish</th>
<th>P.O.</th>
<th>General Shop</th>
<th>Banking Facility</th>
<th>School</th>
<th>G.P.</th>
<th>Meeting Place</th>
<th>Petrol Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hermitage</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Bradfield</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Cold Ash</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Inkpen</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Highclere</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Yattendon</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Englefield</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>East Woodhay</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Bucklebury</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

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 failing 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
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, SW Region)
Mr Andrew Davis (Country Landowners Association)
* Mr Jeremy Davy (West Berkshire Council)
* Ms Tracey Dow (South Oxfordshire District Council)
Mr Ian Duff (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 W infield (Downlands Conference Steering Group)
* Mr Jonathan Woodcock (English Nature, Thames and Chiltern Team)

* Indicates response received
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 Wiliam W Brown (Aldbourne 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 Ilsley 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 (Faccombe 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 Philippa 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-Philipe (Kennet and Avon Canal Trust)
Ms Particia Phipps (Rural Housing Trust)
Ms Sue Roberts (Chair Highclere Parish Council)
Mr Ed Rowsell (Berks, Bucks and Oxon FW AG)
Ms Meryl Smith (Oxfordshire RCC)
Mr Mike Spence
Mr Richard Tulloch (Community Action Hampshire)
* Ms Sally W allington (Pang and Kennet Valley Countryside Project)
Mr Peter W alwyn (Lambourn Trainers Association)
Mrs. W ickham (British Horse Society)
Mr Michael W illiams (W essex Chamber of Commerce and Industry)
Mr Jan W ilson (Andover Chamber of Commerce)
Major General W ithall (Chute Parish Council)
* Mr Peter Woodman (Kingsclere Parish Council)

* Indicates response received
APPENDIX 6

INDICATORS
<table>
<thead>
<tr>
<th>LANDSCAPE TYPE 1: OPEN DOWNLAND</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key Feature</strong></td>
<td><strong>Direction of Change</strong></td>
</tr>
<tr>
<td>Sense of remoteness/openness</td>
<td>Development e.g. tall structures on skyline. Impact of noise - roads or aircraft, plus increase in residential development in this sparsely populated area</td>
</tr>
<tr>
<td>Chalk grassland</td>
<td>In the past, conversion to arable. More recently lack of grazing livestock leading to loss of quality and scrub encroachment</td>
</tr>
<tr>
<td>Farmland birds e.g. stone curlew, skylark and yellowhammer</td>
<td>In the past, loss through intensification of farming. Some recent recovery through agri-environment management</td>
</tr>
<tr>
<td>Ephemeral winterbournes</td>
<td>Abstraction – low flows</td>
</tr>
<tr>
<td>Visible prehistoric monuments (long and round barrows)</td>
<td>Loss of features to ploughing. Some erosion and scrub encroachment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LANDSCAPE TYPE 2: DOWNLAND WITH WOODLAND</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key Feature</strong></td>
<td><strong>Direction of Change</strong></td>
</tr>
<tr>
<td>Peaceful, secluded, rural character</td>
<td>Intense development pressures including tall structures on ridges, road improvements and demand for residential development. Increase in traffic on rural lanes</td>
</tr>
<tr>
<td>Open downland areas juxtaposed with more enclosed woodland</td>
<td>Generally stable pattern of landcover</td>
</tr>
<tr>
<td>Extensive interconnected</td>
<td>Removal and poor management of hedgerows,</td>
</tr>
<tr>
<td>Key Feature</td>
<td>Direction of Change</td>
</tr>
<tr>
<td>-------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Extensive and continuous pattern of woodland cover including ancient trees of Savernake Forest</td>
<td>Loss of quality - need for appropriate woodland management.</td>
</tr>
<tr>
<td>Historic parkland and formal designed landscapes</td>
<td>Generally stable</td>
</tr>
<tr>
<td>Relict heathland</td>
<td>Small fragmented areas, loss due to lack of management</td>
</tr>
<tr>
<td>Distinct settlement pattern – red brick villages concentrated in the Dun valley</td>
<td>Intense development pressures (rail links to London), absence of affordable housing – change in social character. Decline in local services and loss of village vibrancy</td>
</tr>
</tbody>
</table>

### LANDSCAPE TYPE 3: WOODED PLATEAU

<table>
<thead>
<tr>
<th>Key Feature</th>
<th>Direction of Change</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extensive and continuous pattern of woodland cover including ancient trees of Savernake Forest</td>
<td>Loss of quality - need for appropriate woodland management.</td>
<td>Maintain the pattern of woodland cover with large scale blocks of woodland. Promote appropriate management of woods and hedgerows</td>
</tr>
<tr>
<td>Historic parkland and formal designed landscapes</td>
<td>Generally stable</td>
<td>Maintain character of historic parks and gardens. Opportunities for restoration e.g. in association with forestry operations.</td>
</tr>
<tr>
<td>Relict heathland</td>
<td>Small fragmented areas, loss due to lack of management</td>
<td>Maintain in existing heathland areas – opportunity for restoration to link fragmented sites</td>
</tr>
<tr>
<td>Distinct settlement pattern – red brick villages concentrated in the Dun valley</td>
<td>Intense development pressures (rail links to London), absence of affordable housing – change in social character. Decline in local services and loss of village vibrancy</td>
<td>Maintain vibrant and balanced village communities. Maintain existing settlement character of small nucleated red brick villages along the Dun Valley</td>
</tr>
</tbody>
</table>
### LANDSCAPE TYPE 4: HIGH CHALK PLAIN

<table>
<thead>
<tr>
<th>Key Feature</th>
<th>Direction of Change</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large scale, open remote character</td>
<td>Generally stable</td>
<td>Maintain large scale, open, remote character</td>
</tr>
<tr>
<td>Long views out over the Vale of Pewsey from pronounced scarp – forming dominant skyline feature</td>
<td>Generally stable, threat of development e.g. tall structures along the skyline</td>
<td>Maintain undeveloped character and clear scarp top skyline</td>
</tr>
<tr>
<td>Prehistoric archaeology – Neolithic long mound and numerous round barrows</td>
<td>Generally stable (in the past loss through plough damage)</td>
<td>Maintain extant monuments as visible landscape features</td>
</tr>
<tr>
<td>Farmhand birds including stone curlew and skylark</td>
<td>In the past loss through intensification of farming. Some recent recovery through agri-environment management</td>
<td>Increase the population of breeding farmland birds</td>
</tr>
</tbody>
</table>

### LANDSCAPE TYPE 5: DOWNS PLAINS AND SCARP

<table>
<thead>
<tr>
<th>Key Feature</th>
<th>Direction of Change</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scarp</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chalk grasslands along steep scarp slopes</td>
<td>Absence of grazing – some scrubbing over</td>
<td>Maintain\Restore linked network of chalk grassland</td>
</tr>
<tr>
<td>Linear hanger woodlands, plus hedgerow boundaries</td>
<td>Loss of hedgerows and absence of appropriate woodland and hedge management</td>
<td>Maintain\Restore the connected pattern of woodland cover. Promote appropriate management of woods and hedgerows</td>
</tr>
<tr>
<td>Visible Bronze Age round barrows and Iron Age hillforts characteristically located along the skyline</td>
<td>In the past loss of monuments to the plough, some erosion through intensive recreational use or scrubbing over. Positive changes through Ridgeway HLF Initiative</td>
<td>Maintain unique complex of monuments along the scarp</td>
</tr>
<tr>
<td>Prehistoric route of the Ridgeway</td>
<td>Damage by intensive recreational use. Positive</td>
<td>Maintain\Restore character of the Ridgeway</td>
</tr>
<tr>
<td>along the scarp top</td>
<td>management through Ridgeway HLF Initiative and outcome of the CROW Act</td>
<td>Maintain vibrant and balanced village communities. Maintain settlement character of compact villages at springline</td>
</tr>
<tr>
<td>Attractive villages located along the springline</td>
<td>Development pressures – new housing, plus absence of affordable housing – change in social character. Decline in local services and loss of vibrancy</td>
<td></td>
</tr>
<tr>
<td><strong>Plain</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flat, open, landscape – long views, absence of development</td>
<td>Development/redevelopment of former airfield sites – highly visible plus associated traffic, lighting impacts</td>
<td>Maintain open, undeveloped character</td>
</tr>
<tr>
<td>Avebury Plain – focus for unique complex of Neolithic Monuments (World Heritage Site)</td>
<td>Positive management through the WHS Management Plan</td>
<td>Conserve the unique complex of archaeological sites and their landscape setting</td>
</tr>
</tbody>
</table>

### LANDSCAPE TYPE 6: VALES

<table>
<thead>
<tr>
<th>Key Feature</th>
<th>Direction of Change</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dominant ‘borrowed’ landscape of the surrounding chalk downs</td>
<td>Generally stable, threat of development e.g. tall structures along the skyline</td>
<td>Maintain undeveloped character and clear skylines surrounding the Vale</td>
</tr>
<tr>
<td>Settled landscape with concentration of compact small towns, villages and hamlets set within a quiet rural landscape</td>
<td>Intense development pressures – expanding villages. Localised intrusion of infrastructure roads, power lines, pylons</td>
<td></td>
</tr>
<tr>
<td>Numerous watercourses and associated wetland habitats (waterside pasture and riparian woodland)</td>
<td>In the past losses of wetland habitats as a result of intensive farming practices (drainage)</td>
<td>Restore/Recreate riparian woodlands and waterside pastures and wet meadows</td>
</tr>
<tr>
<td>Network of hedgerow boundaries</td>
<td>Loss of hedgerows and lack of management</td>
<td>Maintain/Restore the hedgerow network</td>
</tr>
<tr>
<td>LANDSCAPE TYPE 7: RIVER VALLEYS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------------------------------</td>
<td>-------------------------------</td>
</tr>
<tr>
<td><strong>Key Feature</strong></td>
<td><strong>Direction of Change</strong></td>
<td><strong>Objective</strong></td>
</tr>
<tr>
<td>Clear fast flowing waters and important chalk river habitats</td>
<td>Abstraction – low flows and decline in water quality</td>
<td>Maintain high water quality and water flows</td>
</tr>
<tr>
<td>Diverse wetland habitats including wet woodland, water meadows, grazed pastures, marsh and fen</td>
<td>Loss through intensification in farming – drainage Recent agri-environment initiatives- positive effects</td>
<td>Maintain\Restore wetland habitats</td>
</tr>
<tr>
<td>Concentration of settlement, tiny hamlets, villages and market towns clustered at bridging points</td>
<td>Development pressures – expansion of settlements along the valley sides (coalescence)</td>
<td>Maintain distinct pattern of discrete valley settlements</td>
</tr>
<tr>
<td>Remnants of past land uses – including water meadows, mills and watercress beds</td>
<td>Loss through neglect\imposition of new land uses</td>
<td>Record and retain elements of former land uses as a historic resource</td>
</tr>
<tr>
<td>Enclosed, intimate character</td>
<td>Localised intrusion of roads and traffic (e.g. M4, A4), power lines and cables and development pressures</td>
<td>Maintain enclosed, intimate character and sense of rural tranquillity</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LANDSCAPE TYPE 8: LOWLAND MOSAIC</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key Feature</strong></td>
<td><strong>Direction of Change</strong></td>
<td><strong>Objective</strong></td>
</tr>
<tr>
<td>Extensive connected woodland, mosaic – ancient semi-natural woods and plantations</td>
<td>Lack of appropriate management</td>
<td>Maintain the extensive woodland cover and promote appropriate management</td>
</tr>
<tr>
<td>Remnant heathland on gravel ridges</td>
<td>Loss through conversion to forestry and or lack of management</td>
<td>Restore the lowland heathland resource to extend and link isolated areas</td>
</tr>
<tr>
<td>Densely settled – compact villages nucleated around a church or green as well as a more dispersed</td>
<td>Increasing population – intense development pressures due to accessibility to London and peripheral towns</td>
<td>Maintain the distinctive pattern of settlement and prevent gradual, expansion, merging and coalescence</td>
</tr>
<tr>
<td>Pattern Derived from Squatter Settlement</td>
<td>Increase in Traffic, Particularly Commuter Traffic Resulting in Road Improvements - Kerbing, Signage, Lighting and a More Urban Character</td>
<td>Maintain the Character of the Rural Lanes</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>Intricate Network of Wooded Sunken Rural Lanes</td>
<td>Increase in traffic, particularly commuter traffic resulting in road improvements – kerbing, signage, lighting and a more urban character</td>
<td>Maintain the character of the rural lanes</td>
</tr>
<tr>
<td>Historic Landscape Parks (Originating as Medieval Deer Parks)</td>
<td>Generally Stable</td>
<td>Maintain character of historic parks and gardens. Opportunities for restoration e.g. in association with redevelopment/reuse of associated buildings</td>
</tr>
</tbody>
</table>