

DORSET AONB

MANAGEMENT PLAN 2014-2019

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OUR VISION

The Dorset Area of Outstanding Natural Beauty Partnership is working towards a future in which:

- Local people and visitors are inspired by the Area of Outstanding Natural Beauty (AONB) landscape and are actively involved in enjoying and caring for it.
- The character, beauty and diversity of the AONB landscape are enhanced, with tranquil areas and unspoilt panoramic views.
- The landscape is carefully managed to protect, enhance and make best use of the natural resources and services it provides and to ensure that these are undiminished for future generations.
- Wildlife in the AONB thrives, with large, well-connected habitats supporting more viable species populations.
- The coastline of the AONB, which is a World Heritage Site, is valued and enjoyed, retaining its natural and undeveloped character and with a thriving marine environment.
- Greater understanding of the historic environment of the AONB has revealed much about the evolution of the landscape, and a higher value is placed on caring for our heritage and culture.
- A diverse farming and forestry sector thrives in the AONB, underpinning the sustainable management of landscape, natural resources, wildlife and heritage.
- Communities in the AONB enjoy sustainable economic and social prosperity, with better service provision and a high quality of life, benefiting from, shaping decisions about, and contributing to the area's outstanding environmental quality.
- The AONB is able to adapt to the changing climate and AONB management actively contributes to efforts to mitigate further climate change.
- All people are equally able to access the AONB in a sustainable way, enjoying the recreational and lifelong learning opportunities it has to offer and benefits to wellbeing and high quality local products that a sensitively farmed and managed landscape can provide.
- The AONB's management is an inspirational example to others.

Minister's foreword

Areas of Outstanding Natural Beauty (AONBs) are some of our finest landscapes. They are cherished by residents and visitors alike and allow millions of people from all walks of life to understand and connect with nature.

I am pleased to see that this Management Plan demonstrates how AONB Partnerships can continue to protect these precious environments despite the significant challenges they face. With a changing climate, the increasing demands of a growing population and in difficult economic times, I believe AONBs represent just the sort of community driven, collaborative approach needed to ensure our natural environment is maintained for generations to come. AONB Partnerships have been the architects of a landscape-scale approach to land management. This approach is a key feature of the Government's Natural Environment White Paper and emphasises the need to manage ecosystems in an integrated fashion, linking goals on wildlife, water, soil and landscape, and working at a scale that respects natural systems.

This Management Plan also makes the important connection between people and nature. I am pleased to hear that local communities have been central to the development of the plan, and will be at the heart of its delivery. From volunteers on nature conservation projects, to businesses working to promote sustainable tourism, it's great to hear of the enthusiasm and commitment of the local people who hold their AONBs so dear.

AONBs are, and will continue to be, landscapes of change. Management Plans such as this are vital in ensuring these changes are for the better. I would like to thank all those who were involved in bringing this plan together and I wish you every success in bringing it to fruition.

Lord de Mauley

Chairman's foreword

[to come]

1. INTRODUCTION

What is an Area of Outstanding Natural Beauty?

Areas of Outstanding Natural Beauty (AONBs) are nationally important protected landscapes. Dorset is one of 46 AONBs in England, Wales and Northern Ireland. Together with the 13 National Parks, these make up our finest countryside and are protected in the national interest for future generations. AONBs are also recognised internationally by the International Union for the Conservation of Nature as part of the global family of protected areas.

Purposes and Duties

AONBs are designated under the National Parks and Access to the Countryside Act 1949. The purposes of the AONB designation were updated and confirmed by the Countryside Commission in 1991 as follows:

- The primary purpose of the designation is to conserve and enhance natural beauty.
- In pursuing the primary purpose, account should be taken of the needs of agriculture, forestry, other rural industries and the economic and social needs of local communities. Particular regard should be paid to promoting sustainable forms of social and economic development that in themselves conserve and enhance the environment.
- Recreation is not an objective of designation, but the demand for recreation should be met so far as this is consistent with the conservation of natural beauty and the needs of agriculture, forestry and other uses.

The Countryside and Rights of Way Act 2000 confirmed the significance of AONBs and created improved arrangements for their management. There are three key sections of the Act for AONBs:

- Section 85 places a statutory duty on all 'relevant authorities' to have regard to the purpose of conserving and enhancing natural beauty when discharging any function affecting land in AONBs.
- Section 89 places a statutory duty on local planning authorities to act jointly to produce a Management Plan for each AONB in their administrative area.
- Section 90 describes the notification required during the AONB Management Plan-making process

In June 2000 the Government confirmed that the importance and protection of AONBs are equivalent to those of National Parks.

The Dorset AONB

The Dorset AONB was designated in 1959 and is the fifth largest AONB in the country. It covers 1,129 square kilometres, approximately 42% of the county.

The AONB stretches from Lyme Regis in the west, along the coast to Poole Harbour in the east, and north to Hambleton Hill near Blandford Forum. It covers over half of Poole Harbour, including Brownsea and the smaller islands. Outside of Poole Harbour and the Fleet, the designated area ends at mean low water. The Dorset AONB also includes small areas in Somerset and Devon.

The Dorset AONB has approximately 70,000 people living within it and 1.35 million people living within 20 miles of the boundary. A number of market and coastal towns lie within the AONB, including Lyme Regis, Bridport, Beaminster and Swanage.

Context of the Dorset AONB

It is important to understand the wider context of the AONB in order to manage it most effectively. The Dorset AONB lies within an area known for its outstanding environmental quality. To the east are the internationally important urban heaths around Poole and Bournemouth and the New Forest National Park. To the northeast, the Dorset AONB shares a boundary with the Cranborne Chase and West Wiltshire Downs AONB near Blandford. To the west lie the Blackdown Hills AONB and the East Devon AONB which meets the Dorset AONB at Lyme Regis and includes the eastern section of the Jurassic Coast World Heritage Site. The surrounding countryside in Dorset, while not being covered by landscape designations, is still of extremely high quality. To the north lies the Blackmore Vale, to the east the Frome and Piddle Valleys and to the south the Isle of Portland. Significant and growing urban populations adjacent to the AONB at Dorchester, Weymouth, Yeovil, Taunton and the Poole-Bournemouth conurbation look to the AONB as an area for leisure and recreation.

As a coastal protected landscape, management of the Dorset AONB must also take into account the special issues relating to its links to the marine environment. Harbour, estuarine and intertidal areas lie within the boundary; activities within these as well as out at sea can have significant implications for the character and qualities of the AONB.

Managing the Dorset AONB

The majority of the Dorset AONB is in private ownership and actively farmed (over 70%). The Dorset AONB Partnership has influence over the landscape through the planning process, by shaping grants and other incentives, and through guidance and advice. There are many decisions affecting the landscape over which the Partnership has no direct influence, however it seeks to improve understanding to enable better decisions to be taken.

Delivery of the Dorset AONB Management Plan is coordinated by the Dorset AONB Partnership, which brings together local authorities, statutory agencies local community and landowner representatives (partners are listed on the back cover of the plan). The Partnership has a team of dedicated staff which delivers a wide range of projects and advises on activities and initiatives in the AONB. This Team is funded by Defra, Dorset County Council, West Dorset District Council, Purbeck District Council, North Dorset District Council and Weymouth & Portland Borough Council.

The Partnership also works closely with a wide range of organisations, communities and landowners across the area, notably Dorset Coast Forum, World Heritage Team, Dorset Wildlife Trust, National Trust, Dorset Countryside, Dorset Loves Art, local area partnerships plus many others. The success of the Partnership is dependent on its close working relations with these organisations and those who farm, live and work here.

The AONB Partnership also works with the Health & Wellbeing Board, and Local Enterprise Partnership and Local Nature Partnerships, raising issues and promoting opportunities afforded by the AONB landscape.

The Dorset AONB Partnership is a member of the National Association for AONBs, the South West Protected Landscapes Forum and Europarc, which bring together the family of protected landscapes at regional, national and European levels. Through membership of these bodies, the Dorset AONB Partnership develops joint initiatives, shares experience, influences national and European policy and lobbies for greater recognition and protection for AONBs.

Many of the principles of this Management Plan can be applied to landscapes outside the AONB boundary. Where appropriate, the Dorset AONB Partnership works with partners to deliver projects across the county of Dorset rather than just within the AONB, ensuring that the context of the AONB is recognised. Many projects also operate collaboratively with adjacent protected landscapes to make best use of available resources.

This Management Plan

What is the Plan for?

This plan is for guiding and inspiring action that will bring us closer to achieving the vision. It meets the statutory requirement on local authorities to produce a Management Plan but goes beyond that requirement by:

- Bringing together partners to agree a target or vision for this protected landscape
- Galvanising and prioritising action
- Promoting collaboration in action for best results
- Helping to prioritise resources

The plan places a focus on how the primary purpose of conserving and enhancing natural beauty will be delivered; social and economic issues are covered in terms of their relationship to that primary purpose.

Who is the Plan for?

The AONB Management Plan is just that – a plan for the AONB area. It provides a framework that can help guide all activities that might affect the AONB. Its audiences include:

- AONB Partnership organisations – these organisations will have a key role in delivering and championing the Management Plan
- Relevant authorities – all public bodies and statutory undertakers have a duty to have regard to the primary purpose of the AONB; this Management Plan will guide them in fulfilling their statutory duties
- Landowners and managers – those who own and manage land in the AONB have a vital role to play; the plan aims to guide, support and attract resources for sensitive management of the AONB
- Local communities – all of us that live and work in the AONB can play an active role in caring for the Dorset AONB; the plan identifies some of the priorities for action and ways to get involved

How does it relate to other plans, strategies and processes?

This plan should be used to guide and inform all other plans and activities developed by public bodies and statutory undertakers that may affect the AONB, in line with their duty of regard for the primary purpose of the AONB. It should also be used as a guide and information base for other people and organisations in and around the AONB.

- Local & spatial plans: it provides part of the evidence base for local plans including those for transport, waste and minerals
- Catchment plans: it will provide part of the evidence base for the three catchment management plans being developed by partnerships within the AONB.
- Marine plans: it will provide part of the evidence base for the plans being developed by the Marine Management Organisation (MMO)
- Development management: local planning authorities and the MMO have a statutory duty of regard for the AONB when making planning decisions. In making these decisions the relevant authority should seek the advice of Natural England, the statutory agency responsible for AONBs. In addition, this Management Plan is a material consideration in the planning process. Planning authorities seek advice from the AONB Team under the Dorset AONB planning protocol
- Community planning: it can help inform neighbourhood and parish plans and community strategies
- Rural investment strategies: it can guide the targeting and prioritising of land management grants and other rural industry investments

Key challenges for the Dorset AONB

This plan has been developed and reviewed with the input and involvement of a wide range of stakeholders. Through this process, local people and organisations have provided extensive input in identifying the local actions and priorities that will conserve and enhance this nationally important landscape. Three major cross-cutting challenges have been identified affecting the landscape and its management; these have been considered throughout the plan-making process.

Environmental Change

While primarily concerned with climate change, environmental change also encompasses local threats resulting from increased global trade and travel, including new pests and diseases (e.g. Ash Dieback, *Chalara fraxinea*).

Coping with climate change is likely to be one of the greatest challenges of the 21st century as global warming makes its impact. The latest climate change projections for Dorset indicate there are likely to be warmer wetter winters, hotter summers, more extreme weather events (e.g. heat waves, torrential down pours of rain, extreme wind and storm events) and rising sea levels. These changes in climate are likely to create significant impacts which will affect all aspects of Dorset's economy, society and infrastructure and the natural environment. For example, in Dorset we are likely to be particularly vulnerable to:

- Greater and more unpredictable risk of coastal erosion as a result of rising sea levels and increased storminess, with potential for damage to coastal properties, businesses, infrastructure and access.

- Potential impacts and changes to Dorset’s agricultural sector, including flooding/saturation and a reduced number of days that land can be worked, greater risk of soil erosion, increase/change in pests and diseases, crop damage, increased need for irrigation, changes in crops and cropping practices. The viability of Dorset’s agricultural sector is heavily influenced by fluctuations in commodity prices, which are significantly impacted by severe weather events in the world’s ‘breadbaskets’.
- Greater flooding from more intensive rain events.
- Significant impacts to the natural environment including the loss of some species as they are unable to adapt to new climatic conditions and the arrival of new species, some of which may harm native species and indigenous ecosystems.
- Risks to our health and wellbeing from greater extremes of temperature and rainfall and the impacts on our homes and services.

The changes in global temperatures are already modifying weather patterns, causing impacts and increasing the vulnerability of communities. Although it is not possible to show that a particular weather event was caused by climate change, the severe rainfall events experienced locally in Dorset in 2012 resulting in extensive flooding from groundwater and surface run off are likely to become more frequent in future. Addressing climate change will require further mitigation by reducing emissions of greenhouse gases in addition to adapting to the inevitable changes that will occur.

In Dorset there has, and continues to be significant activity to mitigate climate change which is co-ordinated through the delivery of three key strategies promoting energy efficiency, renewable energy and sustainable transport:

- The Bournemouth, Dorset and Poole Renewable Energy Strategy to 2020 (2013) which illustrates how the renewable heat and electricity potential in the county may be achieved.
- The Bournemouth, Dorset and Poole Energy Efficiency Strategy (2009) aims to achieve a step change in energy efficiency performance in the domestic, business, public and community sectors in Dorset as well as tackle fuel poverty.
- The Bournemouth, Poole and Dorset Local Transport Plan 3 (LTP3) (2011-2026) provides the strategic framework for delivering sustainable transport locally.

Economy and reduced public finance

Since the last Management Plan was adopted in 2009, the UK economy, in parallel with many western economies, has experienced lengthy periods of recession and/or slow growth. There has also been a significant reduction in public spending over this period and the voluntary sector is experiencing a fall in income. There is and will continue to be a knock-on effect in terms of delivery of conservation and enhancement; reduced guaranteed income and increased competition for available funds are making delivery more difficult via the ‘traditional’ means. Increasingly, the ‘civil society’ is being expected to adopt responsibility for the parts of their local environment that were supported to a greater extent by public funding.

Development pressure

There is a need for additional housing and associated infrastructure to accommodate a growing population and a growth in low-occupancy households. This presents challenges to the AONB’s landscape in terms of:

- Land-take for building with associated potential landscape and visual impacts.

- Increased nutrients being introduced to sensitive river catchments. There is a need for all new developments in the Poole Harbour catchment to be nutrient-neutral, which may necessitate off-setting measures on affecting agricultural land use and operations.
- Increased recreational pressure from a growing population. While many areas of the AONB are robust and afford ample opportunities for outdoor recreation, some are particularly sensitive to such disturbance.

How can the AONB help address these challenges?

The AONB's designation, landscape assets and management structures each present opportunities to address those challenges.

Environmental change

By the nature of the AONB Partnership, it is well placed to spread information and bring people together quickly in response to key environmental changes. Many of the policies in this plan support adaptation and mitigation, particularly those related to species and habitat conservation, local food, low carbon farming and production of sustainable local wood fuel. There is also a considerable amount of work addressing the impacts of climate change. The Wild Purbeck Nature Improvement Area aims to increase resilience in the natural environment and the Communities Living Sustainably in Dorset project will investigate the impact of climate change and how it may be mitigated on commercial fishing, farming and four communities in the West Dorset area and identify how they will need to adapt.

Economy and reduced public finance

The AONB landscape and the designation itself are an economic asset. They contribute to the economy by:

- Adding value to existing businesses: the area's natural beauty slows staff turnover and are an attractive base for wealth-creating enterprise
- Providing a wealth of natural assets: the foundation of all economy
- Being big business for tourism: significant to Dorset as around 20% of all the AONB's businesses are tourism-linked
- By accommodating sensitive growth: AONB designations should be seen as an enabler of high quality development and enterprise

There is also strong evidence to show that investment in the natural environment has benefits in excess of costs. The Dorset AONB Partnership's work will contribute to economic growth by:

- Supporting rural businesses for example through grants and advice
- Building on our successful track record of fund-raising, liaison and consensus-building
- Working in partnership, maximising efficiency and adding value
- Providing specialist guidance and services

The Partnership strives to achieve exceptional value for money and its team has a strong track record in drawing in additional funds to invest in the landscape and its sustainable management.

Development pressure

The AONB team works with its constituent planning authority partners through the Dorset AONB planning protocol to help minimise impacts on the AONB from development. The team can also take a proactive role in landscape planning, for instance by identifying areas within the Poole Harbour catchment which are suitable, and have opportunity for woodland planting in order to reduce the amount of nutrient entering the system.

Key concepts within this plan

The key concepts that underpin our approach to managing the AONB are sustainable development, the ecosystem approach and the landscape approach.

Sustainable development

This Management Plan is underpinned by the five UK principles of sustainable development:

- Living within environmental limits: respecting the limits of the planet's environment, resources and biodiversity to improve our environment and ensure that the natural resources needed for life are unimpaired and remain so for future generations.
- Ensuring a strong, healthy and just society: meeting the diverse needs of all people in existing and future communities, promoting personal wellbeing, social cohesion and inclusion and creating equal opportunities for all.
- Achieving a sustainable economy: building a strong, stable and sustainable economy which provides prosperity and opportunities for all, and in which environmental and social costs fall on those who impose them (polluter pays) and efficient resource use is incentivised.
- Using sound science responsibly: ensuring policy is developed and implemented on the basis of strong scientific evidence, whilst taking into account scientific uncertainty (through the precautionary principle) as well as public attitudes and values.
- Promoting good governance: actively promoting effective, participative systems of governance in all levels of society, engaging people's creativity, energy and diversity.

In addition to these five principles, the UK government's vision for sustainable development 'Mainstreaming Sustainable Development' sets out their priorities for delivering it, including:

- Green economy: a green economy is not a sub-set of the economy; our whole economy needs to be green. A green economy will maximise value and growth across the whole economy, while managing natural assets sustainably
- Action to tackle climate change
- Protect and enhance the natural environment
- Fairness and improving wellbeing
- Building a 'big society'

Ecosystem approach

By bringing together three core principles of the ecosystem approach, we can ensure that the threats to the Dorset AONB are adapted to or mitigated against and that the benefits we derive from the natural environment (ecosystem services) are safeguarded and enhanced. The principles are:

- The natural systems that operate within the AONB are complex and dynamic, and their healthy functioning should not be taken for granted.
- Those that live, work and visit the AONB benefit from services provided by the natural environment. These services underpin social and economic wellbeing and have a value – both monetary and non-monetary.
- Those that benefit from the services provided by the AONB and those who are involved in the management of them should play a central role in making decisions about them.

There are a number of drivers for change, both direct and indirect, identified in each chapter under the Changes, Needs & Opportunities sections. The actions in the following tables attempt to secure the positive contribution that the AONB provides to society.

Consideration of these principles underpins the development and delivery of this Management Plan and is evident through coherent policies delivering across a number of themes, significant stakeholder input in management and action planning. Two landscape scale projects – South Dorset Ridgeway Landscape Partnership and Wild Purbeck Nature Improvement Area – embody these principles and enhance a variety of ecosystem services.

Adaptive management is also an important tenet of the ecosystem approach; where monitoring or other feedback suggests the need to amend policy or action, the Dorset AONB Partnership will make the necessary changes. Amendments will be made with rigorous assessment against the core principles of the Ecosystem Approach. New and revised actions that will contribute to policy delivery will be considered, and the plan updated according to need.

Revisions will be made available on www.dorsetaonb.org.uk on a web version of the plan.

Ecosystem services

The landscape of the Dorset AONB provides a lot to those that live, work and visit here, from the quantifiable benefits of fresh food and clean water to those that are harder to define such as mental health benefits from contact with the natural environment. These benefits can be defined as ‘ecosystem services’ and described in four categories:

- Provisioning services: the products we gain and use from the AONB, such as food, energy, and water.
- Regulating services: the natural functioning of the AONB purifies water, pollinates crops and maintains air quality.
- Cultural services: non-material benefits derived from interaction with the AONB, such as inspiration, education and wellbeing.
- Supporting services: the foundations for all other services – primary production, the formation of soil, nutrient cycling and water cycling.

Using the Ecosystem Approach means that the Dorset AONB Partnership is helping deliver the aspirations of Biodiversity 2020; the Government’s commitment to the delivery of the Aichi Biodiversity Targets under the Convention on Biological Diversity. The mission for Biodiversity 2020 is “to halt overall biodiversity loss, support healthy well-functioning ecosystems and establish coherent ecological networks, with more and better places for nature for the benefit of wildlife and people”.

Landscape approach

The landscape approach and an understanding of landscape character guide the AONB Partnership's work. This fits well with the ecosystems approach as both encourage consideration of the links between various elements of the landscape in their management.

The European Landscape Convention (ELC) promotes the protection, planning and management of landscapes and seascapes and reinforces the approach to landscape character assessment. In line with the convention and the principles of sustainable development, this Management Plan uses an understanding of landscape character to help guide local activity and ensure that planning decisions and management practices conserve and enhance the distinct character and quality of the AONB's landscapes.

Using landscape as a guide

The ELC applies to all landscapes; it includes open countryside and urban areas, as well as the coastal and marine environment. Landscape character assessment recognises the holistic nature of the landscape, defined as *"part of the land, as perceived by local people or visitors, which evolves through time as a result of being acted upon by natural forces and human beings."* Landscape character goes beyond landscape and scenic beauty - it is about the interaction of people and place over time, encompassing a suite of perceptual and aesthetic qualities and historical, cultural, ecological and economic aspects.

Conservation and enhancement of the character and quality of the AONB landscape lie at the heart of all the chapters in this Management Plan. There are four landscape management strategies that can be used:

Conserve - for landscapes in good condition with strong character where the emphasis is on protecting the key characteristics of the area.

Enhance - for landscapes where some features have fallen into decline. Management should aim to reintroduce features, improve their management and remove features that detract from the overall character.

Restore - for landscapes where features have been lost or are in a severe state of decline. Management should aim to repair and re-establish characteristic features.

Create - for landscapes where condition is poor and character weak beyond repair. Management should consider creation of a new landscape.

In taking forward these approaches, AONB management tends to focus on large or 'landscape scale' initiatives rather than small sites. Initiatives also tend to be integrated to include many different interests.

2. STATEMENT OF SIGNIFICANCE

AONBs are designated for the fine quality of their landscape – their outstanding natural beauty. It has long been recognised that natural beauty does not simply refer to the visual appearance of the countryside, but includes flora, fauna, geological and physiographical features, manmade, historic and cultural associations and our sensory perceptions of it. The combination of these factors in each area gives a unique sense of place, and helps underpin our quality of life.

The Dorset Area of Outstanding Natural Beauty has a suite of special qualities that together make it unique and outstanding, underpinning its designation as a nationally important protected landscape. These are the special qualities we need to conserve and enhance for the future and they should be considered in all decisions affecting the AONB. This Statement of Significance is based on the 1993 Assessment of the Dorset AONB produced by the Countryside Commission. The special qualities of the Dorset AONB are:

Contrast and diversity – a microcosm of England's finest landscapes...

The AONB is much more than one fine landscape – it is a collection of fine landscapes, each with its own characteristics and sense of place, including different landforms, soils and wildlife habitats. Contrasting and complex geology gives rise to the chalk downland, limestone country, greensand ridges and clay vales that occur in the Dorset AONB; they are often closely juxtaposed to create striking sequences of beautiful countryside that are unique in Britain. The transitions between the component landscapes of the mosaic are often particularly attractive, with strong contrasts in some areas and a gentle transition of character in others.

The ridge tops of west Dorset and the chalk escarpments add an extra dimension to the Dorset AONB landscape by providing stark contrasts of landform that serve to increase and emphasise its diversity. These areas of higher ground also allow the observer uninterrupted panoramic views to appreciate the complex pattern and textures of the surrounding landscapes.

Nowhere is the contrast and diversity of this rich assemblage of landscapes more graphically illustrated than in the Isle of Purbeck. Here, many of the characteristic landscapes of the Dorset AONB are represented on a miniature scale to create scenery of spectacular beauty and contrasts, which mirrors that of the whole AONB.

Within this overall context, there are numerous individual landmarks, such as hilltop earthworks, monuments and tree clumps that help to contribute an individuality and sense of place at a local scale.

In addition to its outstanding scenic qualities, the AONB retains a sense of tranquility and remoteness that is an integral part of these landscapes. It retains dark night skies and an undeveloped rural character. The AONB's Landscape Character Assessment, 'Conserving Character', adds further understanding of the contrast and diversity of the AONB landscapes and their management requirements.

Wildlife of national and international significance...

The contrast and diversity of the AONB as a whole is reflected in its wildlife. The range of habitats and associated species is unusually rich, including 80% of all British mammal species, 90% of bird species and 80% of butterfly species. The AONB's southern location and relatively warm climate make it hospitable to many species unable to survive further north and also home to species new to Britain, naturally expanding their ranges with the changing climate. The AONB includes many areas of international significance, including Poole Harbour and the Fleet which are key sites for breeding and overwintering birds, lowland heath areas in the east, calcareous grasslands in the Cerne and Sydling Valleys, ancient woodlands at Bracketts Coppice and the West Dorset alder woods, and important cliff and maritime habitats along significant sections of the coast. Further coastal and marine areas are proposed for protection at European level. Many further areas are important at the national level and are supported by a large number of locally significant sites. The quality of the wider AONB landscape offers high potential to rebuild extensive mosaics of wildlife habitat and to improve the linkages between them.

A living textbook and historical record of rural England...

The Dorset AONB boasts an unrivalled expression of the interaction of geology, human influence and natural processes in the landscape. In particular, the Dorset AONB has an exceptional undeveloped coastline, renowned for its spectacular scenery, geological and ecological interest and unique coastal features including Chesil Beach and the Fleet Lagoon, Lulworth Cove and fossil forest, Durdle Door and Old Harry Rocks. The unique sequential nature of the rock formations along Dorset and East Devon's Jurassic Coast tells the story of 185 million years of earth history. The significance and value of this to our understanding of evolution is reflected in the designation of the coast as a World Heritage Site. The dynamic nature of the coast means that it is constantly changing and new geological discoveries are constantly being made, emphasising the importance of natural coastal processes. With relatively little large scale development, the Dorset AONB retains a strong sense of continuity with the past, supporting a rich historic and built heritage. This is expressed throughout the landscape, as generations have successively shaped the area. It can be seen in field and settlement patterns and their associated hedges, banks and stone walls, the wealth of listed historic buildings and the multitude of archaeological sites and features. The South Dorset Ridgeway is a fine example of this, with a concentration of prehistoric barrows and henges to rival that at Stonehenge and Avebury giving a focus to this ancient landscape.

Industrial activity has also left its mark. Examples of our industrial heritage include traditional stone quarrying in Purbeck, and the thousand year old rope industry around Bridport which have shaped the landscape, local architecture and town design.

A rich legacy of cultural associations...

Over the centuries, Dorset's landscapes have inspired poets, authors, scientists and artists, many of whom have left a rich legacy of cultural associations. The best known of these is Thomas Hardy whose wonderfully evocative descriptions bring an extra dimension and depth of understanding to our appreciation of the Dorset landscape. Other literary figures inspired by Dorset's landscapes include William Barnes, Jane Austen, John Fowles and Kenneth Allsop. Turner, Constable and Paul Nash are just a few of the many artists associated with Dorset, while Gustav Holst captured the character of the Dorset heathlands in his work 'Egdon Heath'. Such cultural associations past, present and future, offer a source of inspiration to us all and may help develop new ways of understanding and managing the AONB.

3. LANDSCAPE & SEASCAPE CHARACTER

National Character Areas

At a national level, England is divided into 159 National Character Areas (NCAs), large areas that share similar landscape characteristics. The Dorset AONB covers NCAs 136 South Purbeck and 139 Marshwood and Powerstock Vales in their entirety, and a significant area of 134 Dorset Downs and Cranborne Chase and 138 Weymouth Lowlands. Towards the boundary, the designation overlaps smaller areas of 133 Blackmoor Vale and the Vale of Wardour, 135 Dorset Heaths, 140 Yeovil Scarplands and 147 Blackdowns.

Natural England is currently updating the NCA profiles, for each profile an understanding of the landscapes key characteristics, the ecosystem services it provides, and the key drivers for change, inform a suite of Statements of Environmental Opportunity (SEOs). The SEOs offer guidance which could help to achieve more sustainable growth and a more secure environmental future. The NCA profiles can be viewed at www.naturalengland.org.uk.

Dorset AONB Landscape and Seascape Character Assessment

A Landscape Character Assessment for the Dorset AONB – Conserving Character – was published in 2008 (available at www.dorsetaonb.org.uk). The Dorset Coast Landscape & Seascape Character Assessment was published in September 2010 (available at www.dorsetforyou.com).

These documents provide an understanding of:

- The qualities and features that make the landscape/seascape special
- How these features combine in different ways in different places to give each area its own unique character
- The strength and condition of these features and how they are changing.

In this section we have summarised the key characteristics of the different landscape and seascape types. This provides a spatial framework for AONB management.

The Dorset AONB landscape character assessment identifies 14 landscape types, such as open chalk downland, clay vales, limestone hills and rolling wooded pasture. These landscape types share common combinations of geology, topography, vegetation and human influence but are not specific to a particular location. The landscape character assessment breaks these landscape types into individual and unique geographical areas called landscape character areas, such as the Upper Piddle Valley or Marshwood Vale. The assessment identifies 34 landscape character areas in the AONB.

The character and quality of the land and sea interface is an important aspect of the AONB, however the coastline is constantly changing, subject to powerful coastal and hydrological processes. The Dorset Coast Landscape and Seascape Assessment is a valuable tool, promoting an integrated approach to decision making in this transitional area. The assessment reflects the terrestrial landscape character types identified in Conserving Character, plus it identifies 11 seascape character types of coast and sea.

It is important to identify and recognise the landscape and seascape character types/areas that lie outside the AONB boundary as they contribute to the setting of the AONB.

Landscape character types

The following descriptions give a summary of the character or the key characteristics of the landscape and seascape types that are contiguous with the AONB boundary.

Open Chalk Downland

The open chalk uplands of the Chaldon Downs, Dorchester Downs and South Dorset Downs form significant areas of the AONB. They are the AONB's largest-scale landscapes of simple, rolling open hills and dry valleys with large agricultural estates mainly under arable production. Partly circled by a narrow face of steep escarpments, the open uplands provide the setting for a series of intimate chalk river valleys. There are strong cultural associations with Thomas Hardy.

Chalk Ridge / Escarpment

The North, West and South Escarpments and the Purbeck Ridge form dramatic backdrops to, and give views of, much of the surrounding AONB. With an undeveloped and open character, this landscape type with its steep sides supports important patches of chalk grasslands and hanging woodlands.

Chalk Valley & Downland

The distinctive, secluded chalk valleys of the AONB drain the surrounding open chalk downlands. Flowing southwards into the larger Stour, Piddle and Frome rivers, each valley has its own unique character and sense of place, with a diversity of important habitats and cultural features.

With traces of old water meadows, distinctive church spires, country houses and characteristic settlements of stone, brick and flint, the chalk valleys display a rich rural cultural heritage.

Clay Valley

The sweeping landscapes of the Kimmeridge Coast, Corfe, and Bride Valleys each have a unique identity. Enclosed by surrounding escarpments and ridges, they generally have a settled rural character with coastal influences. A patchwork of rolling pastures and scattered woodlands have been shaped by centuries of woodland clearance and agricultural improvement. Small farmsteads and nucleated villages with landmark churches are dotted throughout the landscape.

Lowland Heathland

The internationally important lowland heathland landscape of the South Purbeck Heaths, similar to many other heathland landscapes around the Poole Basin, is a complex and diverse mosaic of open dry and wet heath and wooded scrubby heath. A range of land uses affect condition, with the fragile heaths under constant pressures. Remaining heathland patches, many of which are internationally important habitats, are fragmented by significant conifer plantations, with a variety of land uses including mineral extraction and planned farms.

Valley Pasture

The valley pasture landscape type is found along the Rivers Stour and Frome, formed from alluvial deposits. They have wide, open meandering floodplains that historically support transport routes and market towns around the fringes. A series of wet woodlands, large pastures and water meadows are typical of this landscape type.

Limestone Plateau

The Purbeck Plateau is the only limestone plateau in Dorset. It has a simple but striking character represented by its exposed and treeless appearance. A long tradition of stone extraction has left its mark, shaping a near continuous network of stone walls, extraction routes and small quarries dotted across the area. Limestone villages and open grasslands add to the character of this distinct landscape type.

Ridge & Vale

The ridge and vale landscape type covers two character areas to the east and west of Weymouth. Backed by the South Dorset Escarpment, these types are characterised by low lying limestone ridges running east to west, with undulating clay vales of mixed farming and nucleated villages.

Rolling Wooded Pasture

The rolling wooded pasture landscape type is found around the margins of the Dorset Heaths. Although land cover varies, the areas are unified by remnant heathy patches within a well wooded landscape of pastures and dense hedgerows, shaping an intimate and rural landscape. Rempstone has a more agricultural character; towards Lulworth the area has strong parkland character.

Coastal Grassland

Coastal grasslands, as a habitat, are found along much of the immediate coastline. It becomes a landscape type where the characteristic coarse grasses, exposed by the full force of the coast, are backed by the southern escarpment and divide it from the inland landscapes. A lack of development and the sweeping coastal views underpin a natural appearance.

Clay Vale

The clay vale landscape type is represented by the intimate and rural Marshwood and Halstock Vales. They have predominantly small pastoral fields with trimmed hedgerows and hedgerow oaks, patterns of medieval settlement and clearance and a long tradition of dairy farming. Scattered farmsteads underpin the largely undeveloped and tranquil character.

Wooded Hills

Significant areas of the western end of the AONB form the intimate wooded hills landscape type, with several clusters of conical shaped hills formed around the Marshwood Vale. Typically, woodland is found on the valley sides with a network of dense hedgerows, holloways, winding lanes and small clustered settlements dotted throughout the pastoral landscape. The market and coastal towns in and around the area support a long tradition of artistic interpretation of the landscape and local cultural traditions.

Limestone Hills

Although found elsewhere around the northern part of the county, the only limestone hill landscape within the AONB is found at Melbury Park. Much of the area is dominated by the designed parkland at Melbury with its distinctive, sweeping landscape. Elsewhere, a series of low, rounded limestone hills with dense wooded sides contrast to the broad, clay valleys of pastures, arable fields, winding lanes and springs.

Undulating River Valley

The undulating river valleys of the Brit and Axe are centred on the floodplains and associated surrounding branching valleys and undulating hills. They have a diverse character ranging from open countryside to market towns and villages dotted along the upper terraces. Characteristic features include damp pastures, linear wet woodlands along the valley floor with small broadleaved woodlands dotted around the surrounding hills.

Transition to the sea: coastal seascape character types within the AONB

Sandy Beaches

These predominantly sandy beaches are generally not associated with extensive sand dune systems, except at Studland. They are important recreational beaches, have warm sea temperatures and are important for marine and coastal biodiversity. Coastal defences are present on some beaches.

Shingle Beaches and Spits

Chesil Beach is an impressive example of this type due to its height and extent and is a unique feature on the Dorset coast. These areas have large, often raised shingle beaches and spits. Dominated by shingle, the grain size varies from very fine to large shingle and sometimes mixed with sand. They are often important for protection of cliff bases.

Slumped Cliffs

These are softer rock cliffs, susceptible to erosion and landslips although may be stable for long periods. The softer substrate provides habitat for colonisation of cliffs with vegetation over time. Beaches, usually shingle, protect cliff bases. Significant fossils are often present and they are an important cliff type within the Jurassic Coast World Heritage Site.

Hard Rock Cliffs

These hard cliffs are variously made of sandstone, chalk or limestone with vertical or near vertical faces and ledges. They are often dramatic, with pinnacles and pillars, and are often highly visible from long distances - conversely, they also provide significant panoramic viewpoints. They are generally un-vegetated with ledges important for nesting seabirds. While still mobile, in comparison to the slumped cliffs seascape type they are more stable and resistant to erosion. They are also an important cliff type within the Jurassic Coast World Heritage Site.

Intertidal Rock Ledges

These horizontal rock ledges within the intertidal zone include loose rocks and boulders and experience varying levels of inundation depending on tides and location. They often include important intertidal habitats and are frequently in remote, inaccessible locations.

Natural Harbour

This is the type for Poole Harbour, the majority of which lies within the AONB boundary. With a distinctive mix of tidal mudflats, marshland, reed bed, open water and shingle bank it has indented and shallow shorelines to the harbour which resemble large lakes. Characterised by a large scale, open, tranquil and generally unspoilt landscape it is of significant conservation value and offers important vistas and views of historic and cultural importance.

Saline Lagoon

The Fleet is the tidal water impounded by Chesil Bank; open to the sea through Portland Harbour. It includes a distinctive mix of tidal mudflats, marshland, reed bed, open water and shingle bank, has an indented and shallow shoreline and is of a large scale: open, tranquil and generally unspoilt. As with Poole Harbour, it is internationally important for wildlife and has important vistas and views of historic and cultural importance particularly related to Abbotsbury and the ancient Swannery.

Landscape condition

As part of the Dorset AONB landscape character assessment, a broad survey of the condition of the landscape was also carried out in 2006/2007, and is summarised in the map above. The survey will be repeated in the lifetime of this plan to highlight any notable changes in landscape condition; the areas in decline will be prioritised for completion by 2016. Landscape Condition Assessment takes into account a range of factors including landform, historical and ecological features, field boundaries as well as land use and settlement patterns. The condition and integrity of these features, plus how the landscape is

currently changing and likely to change in future all form part of the assessment. The actions that will be carried out through this Management Plan should aim to conserve and enhance the condition of the landscape and its associated features.

4. POLICY FRAMEWORK

This Policy Framework sets out our objectives and policies for managing the AONB to achieve the Vision. The Policy Framework is presented in two sections:

Natural Beauty and Heritage

This section covers the qualities and topics that make up the natural beauty of the AONB. It is presented in six themes:

- Landscape
- Biodiversity
- Geodiversity
- Coast and Sea
- Historic and Built Environment
- Cultural Landscape

Living, Working and Enjoying

This section covers activities that influence the natural beauty of the AONB. It addresses these activities in terms of how they relate to AONB purposes (see page X). Activities in this section are presented in four themes:

- Land management and local products
- Exploring, enjoying and learning
- Planning, highways and infrastructure
- Community action

Each chapter includes background information to describe the topic, its significance to the AONB and its purposes, and a description of the resources in the AONB that relate to the topic. There is also a description of how things are changing and the needs and opportunities arising as a result. Each chapter then contains a table which sets out the objectives, management policies, actions and targets to be delivered over the five-year lifespan of this Management Plan.

In this plan, definitions are as follows:

Objective – this is what we want to achieve

Management Policy – this is broadly how we will achieve the objectives

Action – this is what we will actually do to deliver the policy. Due to the cross-cutting nature of the Partnership's work, many of the actions within the plan could be associated with several of the plan's policies and objectives. Rather than repeating actions across the plan their position is one of best fit

Target – how much action we hope to achieve

Indicator – something we will measure to see if actions are achieving the desired outcome

For each action the likely lead organisations and some potential partners are included, though these are not exhaustive. The likely role of the Dorset AONB Team is also outlined, as follows:

Lead – projects that the AONB Team will lead and co-ordinate

Partner – projects led by others but where the AONB Team will play an active role in delivery

Promoter – projects that are important in delivering the AONB Management Plan but where input and resources from the AONB Team will be limited, and projects the AONB Team may promote as best practice.

The Delivery column of the tables indicates whether the action is new or a continuation of an existing initiative. It also indicates whether funds are already available or new funds required. The delivery plan will form the basis for the AONB Partnership's annual Defra grant application which will identify the costs for each activity and the detail of how it will be delivered and when. The AONB Team will work to secure resources for AONB management, building on the success of previous Natural England, Heritage Lottery Fund, Arts Council and Local Action bids. The annual Defra grant application is where the AONB Partnership will prioritise its own resources, targeting funds and staff time to those initiatives that will deliver most for the AONB.

Progress on delivery of the plan will be measured both in terms of performance and also in relation to the environmental condition of the AONB.

Policy context

This Management Plan sets out the priorities specifically for the Dorset AONB in relation to the purposes of the AONB designation. Delivery of the plan will need to address a number of key challenges which have implications for the AONB in coming years. These include climate change; population growth and changing lifestyles and the resulting need for more housing; agricultural change as food security places greater demands for production; and visitor pressure particularly on the coast.

There are many other plans, strategies and policies that affect the management of the AONB. These are presented in the Strategic Environmental Assessment for the AONB Management Plan and are not repeated within this document.

Delivery partners

The tables in the following chapters include the objectives, policies and actions to be delivered over the next five years.

Delivery partners are often abbreviated as follows:

AONB Dorset Area of Outstanding Natural Beauty Partnership/Team

[APA Activate Performing Arts](#)

[AR ArtsReach](#)

BAA CfDS British Astronomical Association Campaign for Dark Skies

BHS British Horse Society

BTC Bridport Town Council

BU Bournemouth University

CCD Creative Care Dorset

CHCC Charmouth Heritage Coast Centre

CPRE Campaign to Protect Rural England

CLA Country Land and Business Association

DAPTC Dorset Association of Parish & Town Councils

DC Dorset Countryside

DCA Dorset Community Action

DCAL Dorset Campaign Against Litter

DCH Dorset County Hospital

DCC Dorset County Council

DCF Dorset Coast Forum

DCG Dorset Coppice Group

DCM Dorset County Museum

DD Dorset Dogs

DDHF Dorset Design & Heritage Forum

DEP Dorset Energy Partnership

DERC Dorset Environmental Records Centre

DF&D Dorset Food & Drink

DIGS Dorset Important Geological Sites

[DIVA DIVA Contemporary](#)

DLA Dorset Loves Arts

[DFS Dorset Forest School](#)

DMO Dorset Destination Management Organisation

DSWA Dorset Dry Stone Walling Association

DT11 Forum Community Partnership

DVA Dorset Visual Arts

DWT Dorset Wildlife Trust
EA Environment Agency
EH English Heritage
FC Forestry Commission
FPCI Frome & Piddle Catchment Initiative
FWAG Farming & Wildlife Advisory Group South West
HS Hardy Society
HC Hardy Country Group
HWB Health & Wellbeing Board
JCWHT Jurassic Coast World Heritage Team
KMC Kingston Maurward College
LAs Local Authorities (County, District & Borough Councils)
LAGs Local Action Groups
LEP Local Enterprise Partnership
LGAP Local Geodiversity Action Plan working group
LNP Local Nature Partnership
MMO Marine Management Organisation
NE Natural England
NFU National Farmers' Union
NT National Trust
NDDC North Dorset District Council
NWPP Natural Weymouth & Portland Partnership
P&TCs Parish & Town Councils
PAW Purbeck Art Weeks
PBDMG Poole Basin Deer Management Group
PDC Purbeck District Council
PSTT (Primary Science Teaching Trust)
RSPB Royal Society for the Protection of Birds
[SS SatSymph](#)
SSE Scottish & Southern Energy Power Distribution
SDRLP South Dorset Ridgeway Landscape Partnership
SWCPT/A South West Coast Path Team / Association
SWPLF South West Protected Landscapes Forum

VCD Volunteer Centre Dorset
WDDC West Dorset District Council
WPD Western Power
[WRMT Windrose Rural Media Trust](#)
WPBC Weymouth & Portland Borough Council
WW Wessex Water
WT Woodland Trust
WP Wild Purbeck Nature Improvement Area

SDRLP partners: AONB, APA, AR, BU, DIVA, DC, DCC, DCM, DERC, DFS, DWT, FWAG, KMC, WRMT, SS

WP partners: AONB, DCC, DWT, EA, FC, FWAG, JCWHT, KMC, NT, NE, RSPB, NFU, CLA, WT

Woodlink partners: AONB, DCC, DC, DCG, DERC, DWT, FC, FWAG, NDDC, NE, RSPB, WDDC, WT,

Abbreviations / acronyms

The tables in the following also include the following:

ELMS Environmental Land Management Schemes

LPA Local Planning Authority

PES Payment for Ecosystem Services

4A.1 LANDSCAPE QUALITY

OUR AIM

The diverse character and high quality of the AONB's landscapes will be conserved and enhanced, strengthening the special qualities that underpin the designation. A common understanding of what makes each landscape special will enable us to plan ahead to conserve and enhance their distinct character and unique sense of place whilst enabling adaptation to changing conditions and supporting the needs of people and communities.

Introduction

The European Landscape Convention defines landscape as 'an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors'. The themed chapters which follow in this plan address different aspects of the landscape and the planning and management of activities that can influence them. This chapter focuses specifically on the characteristics and qualities of the landscape, such as the undeveloped rural character, tranquility and remoteness, dark night skies, and panoramic views, and looks at some of the broad issues that can affect them.

Significance to the AONB

The character and quality of the landscape underpins the purpose of the AONB designation and supports a host of environmental, social and economic benefits. From contributing to our health and wellbeing to supporting our tourism industry, the landscape is a changing backdrop to our daily lives. By conserving and enhancing the natural beauty of the landscape, and the condition of its characteristic features, we will continue to benefit from the AONB now and into the future.

Description of the resource

Running throughout each character area are qualities that make the AONB inspiring and special, such as the sense of tranquility and remoteness and sweeping views across diverse landscapes. The variety of landscape types found within the area is a defining feature of the AONB underpinned by diverse geology, with dramatic changes from high chalk and greensand ridges to low undulating vales or open heaths. It is often the transition from one landscape type to another that creates drama and scenic quality. At the local level, individual landmark features and boundaries add to character.

Changes, needs and opportunities

- Climate change will have numerous impacts upon the character and quality of the landscape. Existing and new development will need to adapt to become more energy efficient and resilient to extreme weather events such as flooding, heat waves, storms and the cumulative effects of incremental change such as higher average temperatures. Nature conservation, farming, and other land management practices will need to adapt to ensure that the landscape and the ecosystems it supports can continue to function effectively. It may result in the introduction of new grazing

regimes and unfamiliar crops that can alter the traditional appearance of the farmland. Climate change may also create changed habitats and the introduction of pests and disease, e.g. the Chalara dieback of Ash. These can have adverse impacts upon landscape character and condition at a large scale, requiring joint working across boundaries to implement and monitor landscape scale initiatives to increase resilience to change.

- The incremental loss and fragmentation of habitats can result in cumulative adverse impacts upon landscape character and quality. The deterioration of habitats can result in the loss of important landscape features and the wildlife they support. The presence of wildlife and the sounds they make are an important experiential quality of the landscape.
- The current emphasis on growth and a presumption in favour of sustainable development, places greater pressure on protected landscapes to accommodate development. Large settlements within, or adjacent to, the AONB are under pressure to expand and will need to show great sensitivity to the landscape and scenic beauty of the designation. The implementation of robust mitigation and enhancement measures ensures that any new development is sustainable, respects local landscape character, and improves the quality of its associated features.
- Coastal change is likely to have significant consequences; an integrated approach to terrestrial and marine planning and management needs to address conflicts between no active intervention areas and the desire to protect important coastal habitats and developments
- There is growing pressure for renewable energy developments in the south west. In particular a substantial solar and wind resource alongside a viable Feed in Tariff, has resulted in a rising demand for wind farms and field scale solar parks, which can have significant adverse landscape and visual impacts, if poorly sited.
- Inappropriate, intrusive and degrading elements such as utilities infrastructure, overhead lines, pylons, masts/aerials, fly tipping and litter impact on the landscape.
- The cumulative effects of small scale incremental change can have a combined adverse impact upon landscape character and quality. Small highways alterations such as the creation of new access points through important boundaries, and the introduction of signs and over-engineered traffic calming schemes can all be detrimental.
- The removal and lack of management of boundary features such as stone walls, park railings, hedgerows, banks and ditches and local landmarks such as tree clumps can weaken the character of the landscape.
- Light and noise pollution from transport, development and recreation erodes tranquility and remoteness, the sense of wildness, and quality of the dark night skies.
- Agricultural development and land management practices have a significant influence upon the landscape and scenic beauty of the AONB. As farming becomes more technologically advanced there is an increased demand for larger-scale buildings alongside changing regulations for slurry and water management.
- Some equine development and management practices have altered the traditional appearance of the landscape. The siting of field shelters, creation of field units with high visibility fencing and intensive grazing regimes can all have a negative impact.
- There is an opportunity to increase awareness and understanding of the landscape's ability to accommodate different types of change without causing harm, and how this varies across the different landscapes of the AONB.

Objective L1: Conserve and enhance the AONB and the character and quality of its distinctive landscapes and associated features

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
L1a: Conserve and enhance landscape character and quality and promote the use of landscape and seascape character assessment to shape decisions affecting the AONB	Update Dorset AONB landscape character assessment to include seascape assessment	Produce interactive web version of existing landscape and seascape character assessments by 2015	Existing initiative; £ available	AONB / LAs	Lead
	Undertake Landscape Condition Survey prioritising areas in decline	New condition data by 2016	New initiative; £ required	AONB / LAs	Lead
	Provide advice and training on application and use of landscape / seascape character assessment	On-going engagement with planners and members, 1 training event for each LPA by 2015	Existing initiative; £ available	AONB / LAs	Lead
L1b: Conserve, enhance and create local landscape features such as landmarks, boundary features, tree clumps etc.	Provide advice to local communities and help identify and promote funding opportunities, engage through community planning and ELMS	ELMS scheme coverage; number of plans that reference AONB conservation	New initiative; £ required	AONB / DAPTC / LAs / DC / DLA	Joint lead
L1c: Conserve and enhance the special qualities of the AONB such as tranquility and remoteness, wildness and dark skies	Support and promote initiatives for the understanding and protection of tranquility, remoteness and wildness	No net loss of tranquility	Existing initiative; £ available	AONB/ CPRE	Joint lead
	Support and promote initiatives that contribute to Dark Skies over Dorset and creatively engage with local people and communities	2 Dark Sky Discovery Sites by 2019 Number of people involved	Existing initiative; £ available	BAACfDS /CPRE/A ONB/DLA	Joint lead

	Implement measures to conserve and enhance remoteness of the southern shore of Poole Harbour, the shore of the Fleet and identify other appropriate areas	No loss of remoteness in identified area, e.g. through development or access pressures	New initiative; £ required	AONB / NE / DCC	Joint lead
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Objective L2: Conserve and enhance the AONB by removing, avoiding and reducing intrusive and degrading features

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
L2a: Avoid and reduce the cumulative impacts of change that erodes landscape character and quality	Deliver through inclusion of appropriate policies in Local Plans, supplementary planning documents and through AONB planning protocol	Fixed point photography monitoring	Existing initiative; £ available	LAs / AONB	Partner
	Produce and promote guidance to inform best practice development and land management (e.g. agricultural buildings, caravan and camping, habitats and wildlife)	Guidance produced by 2016	New initiative; £ available	LAs / AONB	Joint Lead
	Inform and implement “code of best siting practice” for the siting and design of superfast broadband cabinets and poles	Implementation of code for 5 years	Existing initiative; £ available	LAs	Promoter
	Promote equestrian guide to keeping horses in protected landscapes	On-going	Existing initiative; £ available	AONB / FWAG / BHS / LAs	Promoter

	Further develop and promote the Coastal Car Parks Design Guide and implement best practice examples	Update by 2015	Existing initiative; £ available	LAs / AONB/DLA	Joint Lead
L2b: Reduce noise and light pollution	Raise awareness and understanding of the negative effects of light pollution, produce and promote best practice guidance for lighting strategies	Update AONB website with light pollution web page Produce guidance by 2019	New initiative; £ available	AONB / DCC / DLA	Lead
		Light pollution monitoring, CPRE data, Star Count etc.	Existing initiative; £ required	BAACfDS /CPRE/AONB/DLA	Joint Lead
		Support and promote Dorset Highways street lighting policy	Existing initiative; £ required	DCC	Promoter
L2c: Remove, avoid and reduce intrusive and degrading features to restore and enhance landscape character and quality	Place the most intrusive low and medium voltage power lines in the AONB underground	2 undergrounding schemes implemented by 2019	Expansion of existing initiative; £ available	SSE/WPD /AONB	Partner
	Support initiatives that reduce litter and fly tipping in the countryside	Support local litter campaigns Reduction in fly tipping incidents	Existing Initiative; £ available	DCAL CPRE/AONB/LAs /EA/DLA/DD	Partner

Objective L3: Plan and manage for future landscapes that are resilient and can positively adapt to change

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
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L3a: Use understanding of landscape and seascape character to assess landscape sensitivity and plan for positive change	Support and promote initiatives that explore ability of different landscapes / seascapes to accommodate change	NDDC/PDC joint landscape sensitivity study complete by 2015	Existing initiative; £ available	LAs/ AONB	Partner
L3b: Monitor and address changes in landscape condition	Undertake landscape condition survey	Prioritise areas in decline for completion by 2016	Existing initiative; £ available	AONB/ LAs/ NE	Lead
L3c: Ensure resilience and adaptation to change, such as the effects of incoming disease and pests, at a landscape scale	Deliver through inclusion of appropriate policies in Local Plans, supplementary planning documents and through AONB planning protocol	Appropriate policies adopted in all Local Plans affecting the AONB	Existing initiative; £ available	LAs/ AONB	Partner
	Support and promote initiatives that create, conserve and enhance habitats and open space networks at a landscape scale	100 ha of land managed to improve habitat connectivity	Existing initiative; £ available	NE / AONB / DWT / FWAG / LAs	Joint lead

4A.2 BIODIVERSITY

OUR AIM

Biodiversity in the AONB will be thriving, with extensive connected mosaics of wildlife habitat supporting robust populations which are able to adapt to the changing environment. The AONB will be valued as one of the richest wildlife areas in the country, enriching the lives of local communities, landowners and visitors, all of whom take an active role in caring for their wildlife.

Introduction

Biodiversity is the variety of all life on Earth. It includes all species of animals and plants, and the natural systems that support them. Biodiversity matters because it supports the vital services we get from the natural environment. It contributes to our economy, our health and wellbeing, and it enriches our lives. Dorset has an exceptional wealth of biodiversity and this chapter addresses the issues and opportunities for the habitats and species in the Dorset AONB. There has been a long history of partnership working to deliver biodiversity conservation in the county, and this plan seeks to complement this, and should be read in conjunction with the **Dorset Biodiversity Strategy** and any successor.

Significance to the AONB

Biodiversity is a fundamental element of natural beauty. The AONB's wealth of wildlife, from the common and widespread to the globally rare, is one of the outstanding qualities that underpin its designation. The biodiversity of the AONB is shaped by the underlying geology and the landscapes that arise from it. It is also influenced by the social, cultural and economic activities of past and present land use, which biodiversity supports by providing resources such as food, timber, clean water and crop pollination amongst others. Biodiversity also provides us with opportunities for recreation, relaxation and inspiration and a range of associated tourism opportunities. Dorset is particularly rich in some habitats and species. For example, lowland heathland and the characteristic species associated with it form a recognisable landscape across southern England, but in Dorset there is a concentration of species such as sand lizards and smooth snakes that do not occur in such numbers anywhere else in the country. The same could be said of the coastal habitats of Poole Harbour and the Fleet. Since 1945, the landscape has changed markedly in response to changes in economic, agricultural and forestry policies. For example, some of our most cherished wildlife areas have become degraded over time through habitat loss and fragmentation associated with agricultural intensification and increasing development pressures. Current and future pressures and competing land uses will continue to have impacts, including reform of the Common Agricultural Policy, climate change, invasive species (new pests and diseases). A step-change in our approach to nature conservation is required to ensure that natural systems are repaired and rebuilt, creating a more resilient natural environment for the benefit of wildlife and ourselves. Biodiversity 2020, Defra's strategy for England's wildlife and ecosystem services, will guide this step change, in conjunction with local data on functioning ecological networks and habitat restoration opportunities.

Description of the resource

The Dorset AONB encompasses a breadth of biodiversity – chalk and limestone grassland which is found across the AONB and along the coast; lowland heathland concentrated in the eastern part of the AONB; ancient meadows and woodlands scattered throughout; the coastal habitats of Poole Harbour and the Fleet; and maritime coast and cliff along much of the Jurassic Coast. This is reflected through a number of nature conservation designations:

- Three Ramsar Sites; wetlands of global importance: Chesil Beach and the Fleet, Poole Harbour and Dorset Heaths.
- Nine Special Areas of Conservation (SACs) of international importance for habitats and species: Cerne and Sydling Downs; West Dorset Alder Woods; Brackett's Coppice; Chesil and the Fleet; Dorset Heaths (Purbeck and Wareham) and Studland Dunes; Dorset Heaths; Isle of Portland to Studland Cliffs; St. Aldhelm's Head to Durlston Head; and Sidmouth to West Bay.
- Three Special Protection Areas (SPAs) of international importance for birds: Poole Harbour; Dorset Heathlands; and Chesil and the Fleet. Together, SACs and SPAs form a network of 'Natura 2000' sites - European sites of the highest value for rare, endangered or vulnerable habitats and species.
- Nine National Nature Reserves (NNRs) lie wholly within the AONB: Stoborough Heath, Hartland Moor, Studland and Godlingstone Heath, Arne Reedbeds, Hambledon Hill, Hog Cliff, Horn Park Quarry, Durlston and the Valley of the Stones.
- 67 Sites of Special Scientific Interest (SSSIs), of national importance for their wildlife and/or geological interest, which cover 7% of the AONB
- 646 Sites of Nature Conservation Interest (SNCIs) covering nearly 5.5% of the AONB.
- Five Local Nature Reserves (LNRs). These are for people and wildlife, their designation reflecting the special value of wildlife and greenspaces to a local community: Jellyfields, Walditch, Bothenhampton Nature Reserve, Hilfield Hill and Woolland Hill.

The AONB includes 25 of the 56 England Priority Terrestrial and Maritime Habitats, along with 409 of the 943 Priority Species, including early gentian, southern damselfly, Bechstein's bat, marsh fritillary, sand lizard and nightjar. The majority of the land-based habitats are under agricultural or forestry management and in private ownership.

Much of the biodiversity is linked to a range of habitats across the AONB, which, whilst previously much more extensive, remain as a core of high biodiversity and the basis of a functioning ecological network.. Strengthening the network will enable the landscape to bear environmental change, and will also greatly contribute to the aesthetic quality. Hedges, stone walls, streams, ancient trees, copses, rough grassland, scrub, small quarries, ponds, fallow fields and uncultivated margins; all these are valuable assets to the AONB's biodiversity, landscape character and cultural heritage.

[TABLE OF BIODIVERSITY IN THE LANDSCAPE]

Changes, needs and opportunities

- Climate Change is predicted to have a number of implications for biodiversity. While there remains uncertainty about how global trends will be manifested locally, effects include:
 - Predicted changes such as drier summers, warmer winters and more extreme weather will benefit some species but disadvantage others.

- Some species ranges will alter: in general a north-east shift is predicted and in Dorset this will include new species arriving from the continent.
 - Changes in seasons, with unpredictable effects on the growing season, will affect life cycles of both resident and migratory species.
 - Sea level rise will affect intertidal and coastal habitats such as saltmarshes, mudflats and lagoons, particularly where their movement is constrained by hard coastal defences.
 - Indirect impacts will arise from changes in land use such as change to cropping patterns, the arrival of new pests and diseases or an increase in tourism.
- Global markets and lack of opportunities for new entrants, combined with an ageing farming population and policy reviews (such as the review of the Common Agricultural Policy for 2014 – 2020) have implications for agricultural management upon which much biodiversity currently depends.
 - The Marine and Coastal Access Act 2009 will establish a national network of Marine Conservation Zones (MCZ) that will form part of an ecologically coherent network of Marine Protected Areas that also includes European Marine Sites. Recommended for designation in 2013 is the Chesil Beach and Stennis Ledges MCZ. The Marine Management Organisation is producing Marine Plans for all English seas by 2022.
 - Past loss of habitat has left remaining areas isolated and fragmented. For example chalk grassland has declined by over 75% since the 1940s with remaining habitat in scattered, relatively small patches
 - National guidance on linking and restoring habitats to create networks of places where wildlife can thrive is outlined in Biodiversity 2020 (BD202), the wildlife and ecosystem services strategy for England. Local focus will be provided by the Dorset Nature Map and the Dorset AONB habitat connectivity mapping. These tools identify target areas for habitat restoration at a landscape scale and therefore contribute to BD2020 Outcomes 1, 3 and 4.
 - Forestry plantations on heathland, grassland and ancient woodland sites conflict with the conservation of these priority habitats. Opportunities to address these conflicts on the Public Forest Estate are presented through the Forestry Commission’s Open Habitats Policy.
 - Under-management reduces the biodiversity value of some habitats e.g. inappropriate or lack of grazing on grasslands, wetlands and heathlands, and lack of coppicing in woodlands.
 - Pollution from a variety of sources can affect wetland and coastal systems. Implementation of the Water Framework Directive aims to bring waterbodies into good ecological status.
 - The Catchment Based Approach was adopted by Government in June 2013. This partnership approach will ensure that local stakeholders influence and inform the development of Catchment Plans to improve the water environment at a local level. The Frome & Piddle, West Dorset Rivers and Stour catchments all fall within the Dorset AONB.
 - Increased development pressure will affect biodiversity through direct loss, fragmentation of habitats and species and indirect pressure such as recreational use.
 - Environmental change will affect, often harmfully, many Priority Species in Dorset, reducing their diversity and abundance.
 - The Lawton Review and subsequent Natural Environment White Paper presented a challenge to re-think our approach to biodiversity conservation and adopt the principles of ‘more, bigger, better, joined’. This has led to the establishment of the Dorset Local Nature Partnership and the Wild Purbeck Nature Improvement Area, which in turn will help deliver the national mission set out in Biodiversity 2020 which can be summarised as “to

halt overall biodiversity loss, support healthy well-functioning ecosystems and establish coherent ecological networks, with more and better places for nature for the benefit of wildlife and people.

- In 2013, funding for the South Dorset Ridgeway Partnership Scheme was approved. This will resource biodiversity conservation activity in conjunction with local communities, landowners and farmers in the area.
- The National Ecosystem Assessment highlighted that biodiversity is consistently undervalued in decision making, and that many of the services that we get from nature are in decline. Opportunities to increase recognition of the value of biodiversity in decision making are developing, such as Payment for Ecosystem Services and Nutrient Offsetting.
- Woodland management opportunities will be shaped by the reformed Common Agricultural Policy, the recommendations of the Independent Panel on Forestry and markets for woodland products, including woodfuel.
- A lack of current data and regular monitoring of species and habitats, such as species rich ancient hedgerows, veteran trees and ponds, limits our ability to make informed decisions about them.
- Recreation pressures continue to increase as Dorset's population grows and visitor numbers increase. Horse and pony grazing can damage semi-natural grassland; increased traffic can damage wildlife-rich verges; while dogs can be a significant source of habitat eutrophication and disturbance to ground nesting birds.
- Awareness of British wildlife and its conservation has increased, with more people making an active contribution through recording schemes, volunteering and buying land for conservation. However, the current economic climate threatens to erode this awareness and involvement, as economic pressures take priority.

Objective B1: Restore, reconnect and manage terrestrial and freshwater habitats and associated species at a landscape scale to increase resilience to environmental change and maintain the services they provide

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
B1a: Develop and support initiatives to restore England's Priority Habitats, conserve and enhance their associated species, and increase their resilience to environmental change	Review delivery of the Dorset Trees, Woods and Forests Strategy	Secure 100 ha enhanced woodland management by 2019 (BD2020) Dorset Trees, Woods and Forest Strategy reviewed by 2015	Existing initiative; £ required	Woodlink /LNPNTL and owners	Joint lead (Woodlink)
	Establish a connected mosaic of multi-functional woodland, wet woodland and open habitat through woodland planting and management in the Frome and Piddle Catchment	Secure agreements for creation of 135 ha of new woodland, including 15 ha of wet woodland by 2015 (BD2020) Secure 150 ha of new woodland elsewhere in the AONB by 2019 (BD2020)	New initiative; some £ available	Woodlink/FPCI/LNP//Landowners	Joint lead (Woodlink)
	Bring into positive management existing grassland habitats, restore potential grassland habitats and secure their ongoing management through Pastures New	Restore and reconnect 120 ha of grassland habitat by 2019 (BD2020)	Existing initiative; some £ available	DWT/AONB/LNP/NE/FWAG/NE/DC/LAs/Landowners	Partner
	Conserve and enhance rivers, streams and winterbournes across the AONB, including the Frome, Piddle and North Winterborne catchments and create floodplain wetlands/flood storage areas, building on existing catchment initiatives	Secure enhancement of 5 km of in-stream or riparian habitat by 2019 (BD2020) Secure restoration of 2 sections of the South Winterbourne totalling 1.5km by 2018 (BD2020)	Existing initiative; some £ available	DWT/AONB/FPCI/LNP/WW/EA/FWAG/NE/DC/LAs/Landow	Partner

				ners	
	Deliver a landscape scale heathland restoration plan through the Wild Purbeck NIA	Introduce low impact grazing to 1700 ha of heathland by 2015 (BD2020) Secure 60 ha high quality heathland restoration from forestry by 2016 (BD2020)	Existing initiative; £ available	WP/LNP /LAs/Landowners	Joint lead (WP)
	Scope a landscape scale project to enhance habitat connectivity, biodiversity, landscape and heritage in the west of the AONB	Undertake project scoping by 2016	New initiative; £ required	DWT/F WAG/A ONB/NFU/DCC/EA/Landowners	Partner
	Promote the sensitive restoration of plantations on ancient woodland sites (PAWS) to native broadleaved woodland	Secure 150 ha PAWS restoration to native broadleaved woodland by 2019 (BD2020)	New initiative; some £ available	FC/FWAG/WT	Promoter
	Produce and deliver a river and wetland restoration plan for the Frome and Piddle Catchment to deliver key ecosystem services	Secure 15 ha of wetland restored, 6000 m of ditches managed for conservation & 15 ponds and scrapes restored / created (BD2020)	New initiative; £ available	WP/FPCI //Landowners	Joint lead (WP)
	Develop, establish and resource future activity within the Nature Improvement Area	Establish a complementary suite of activity for delivery within the NIA for 2015-2019 (BD2020)	New initiative; £ required	WP	Joint lead (WP)
	Seek to maximise biodiversity enhancement, particularly priority habitat delivery, through the Poole and Wareham Flood & Coastal Risk Management Strategy	Ensure no net loss of habitat due to coastal and flood risk management	New initiative; some £ available	EA	Promoter
B1b: Support landowners and managers to achieve best practice biodiversity and ecosystem services management	Target advisory support and grant aid to help achieve landscape-scale biodiversity gains	50% AONB in ELMS by 2019, at least 50% of SSSIs in favourable condition while maintaining 95% in favourable or recovering condition by 2019, 66% SNClS in favourable management	Existing initiative: some £ available	DWT/F WAG/NE /AONB/Landowners	Partner

		by 2019 (BD2020) 90% of priority habitats in favourable or recovering condition 79ha habitat restored in the South Dorset Ridgeway area by 2019			
	Provide coordinated advice to landowners to increase habitat connectivity and resilience to environmental change	Ensure 50% AONB in ELMS by 2019 (BD2020)	New initiative; some £ available	DWT/FWAG/NE/AONB/	Partner
	Develop and support projects that survey and enhance farmland for farmland birds and rare arable flora	7% of arable land in favourable options for farmland birds in the South Dorset Ridgeway area by 2019 (BD2020)	New initiative; some £ available	FWAG/NE/RSPB/AONB/DERC	Partner
B1c: Avoid and reduce the impacts of development on biodiversity and ensure biodiversity enhancements are delivered	Implement heathland mitigation programme in east of AONB and extend to other schemes as opportunities arise	No. of mitigation schemes funded through developer contributions by 2019	New initiative; £ required	DCC/Las/LNP	Promoter
	Ensure planning policies protect biodiversity at a landscape scale and seek opportunities to protect and enhance functioning ecological networks	All Local Plans to include appropriate biodiversity policies	New initiative; £ required	DCC/Las/LNP	Promoter
	Ensure no net loss of biodiversity through development and where appropriate seek opportunities to make biodiversity gains	Biodiversity mitigation plan in all relevant developments	Existing initiative; some £ available	DCC/NE/DWT	Promoter

Objective B2: Safeguard irreplaceable biodiversity and restore lost or declining habitats and their associated species

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
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B2a: Support the conservation of priority habitats and species	Survey, manage & create ponds to conserve their associated species	Secure enhancement/creation of 15 ponds by 2019 (BD2020)	Existing initiative; £ required	DWT	Promoter
	Survey and conserve veteran and landmark trees and their associated wildlife and gather information on their cultural and historical value	Survey veteran trees in 15 parishes by 2019 & produce 10 veteran/landmark tree management plans by 2019 (BD2020)	Existing initiative; £ Required	DWT	Partner
	Support Osprey conservation projects in and around Poole Harbour	Nesting ospreys at Arne by 2019	Existing initiative; some £ available	RSPB	Promoter
	Restore and create traditional orchards using local fruit varieties	5 orchards enhanced/created by 2019 (BD2020)	New initiative; £ required	FWAG/A ONB/DWT/DCC	Partner
	Support local/community wildlife recording projects	10 projects developed/supported by 2019 (BD2020)	Existing initiative; £ available	DWT	Promoter
	Establish Biodiversity Champions to ensure biodiversity recognition in community plans	20 biodiversity champions engaged by 2019 (BD2020)	Existing initiative; £ available	DWT	Promoter
	Carry out pilot roadside verge restoration project within the South Dorset Ridgeway area	Undertake botanical survey of 100 km roadside verge by 2019 & 6 km of verge habitat restored by 2019 (BD2020)	New initiative; £ available	SDRLP	Joint lead (SDRLP)
B2b: Promote sustainable and appropriate measures to allow biodiversity and the ecosystem services it provides to adapt to a changing environment	Develop a co-ordinated deer management initiative, building on existing schemes	Deer initiative successfully operating across the AONB by 2019	New initiative; £ required	AONB/FC/DI/PBD MG/DWT	Joint lead
	Raise awareness, promote recording and control invasive plants through a targeted and co-ordinated approach	10 km cleared starting from upper reaches of catchments by 2019 Ha rhododendron clearance	Existing initiative; £ available	DWT/FWAG/AONB/EA/NE/NT	Partner

B2c: Promote monitoring of key habitats and indicator/ flagship species in the AONB	Support community training and involvement in producing sound environmental data	Scope and establish a citizen science project by 2019 (BD2020)	New initiative; £ required	DAPTC / DWT / AONB	Partner
	Trained volunteers to deliver regular survey in the South Dorset Ridgeway	30 survey transects undertaken by volunteers & 3 habitat restoration reports (BD2020)	New initiative; £ available	SDRLP	Joint lead (SDRLP)

Objective B3: Provide greater protection, conservation and understanding of marine and inter-tidal habitats in and linked to the AONB

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
B3a: Promote further understanding of the marine environment	Deliver bathymetry and habitat survey for Lyme Bay	Bathymetry survey data obtained by 2015 Seabed habitat sampling under way by 2019	New initiative; £ required	DWT	Promoter
B3b: Support the sustainable management of the marine environment, including the creation of Marine Protected Areas at appropriate locations	Support the delivery of the Lyme Bay Fisheries and Conservation Reserve and Poole Harbour Aquatic Management Plan	Ensure fishery is managed sustainably (BD2020)			
	Designate and/or develop management plans for marine and coastal SACs and Marine Protected Areas	Ensure management plans in place for designated sites by 2019 (BD2020)	Existing initiative; £ available	DWT/NE	Promoter

4A.3 GEODIVERSITY

OUR AIM

Dorset's internationally important geodiversity will continue to be valued and conserved, providing an educational resource for lifelong learning and research. It will underpin a sustainable geotourism market that benefits the rural economy. The significance of geodiversity to the landscape, built environment and distinctiveness of the AONB will be celebrated, recognised and reflected in wider policy and management.

Introduction

Geodiversity can be defined as the variety of geological processes that make those landscapes, rocks, minerals, fossils and soils which provide the framework for life on Earth.

Significance to the AONB

Geodiversity underpins the natural beauty for which the AONB is designated. The diverse underlying geology and geological/ geomorphological (i.e. landform-related) processes are intrinsic to ecosystem service delivery, influencing soils and hydrology, wildlife habitats, landform, land use and architecture that make up the character and distinctiveness of the landscape. Dorset has an extremely rich geodiversity, most notably recognised through the designation of the coast as part of England's first natural World Heritage Site (WHS). The Jurassic Coast WHS was selected for its unique exposure of a sequential record through the Jurassic and Cretaceous periods; this diversity is reflected throughout the Dorset AONB. The network of inland geological and geomorphological sites represents a valuable but less well-known scientific record of the geology and environmental history of the area and often link to the local stone industry.

Geodiversity contributes to the cultural life of the AONB: the Jurassic Coast is a key part of the AONB's 'living textbook' special quality and the qualities of stone for building have long influenced the area's architecture.

Description of the resource

The geology of the Dorset AONB spans some 200 million years of Earth history. Much of west Dorset is formed from Jurassic sediments that record changing marine conditions and contain an exceptional fossil record. Cretaceous chalk and sands lie across the central swathe of the AONB covering the Jurassic beds. In the east more recent deposits from the Cenozoic – sands, gravels and clays – overlie the Cretaceous rocks, giving rise to important heathland habitats. In addition to the geology and fossils, the Dorset coast is renowned for its geomorphology and active erosion processes. Key sites and features include Chesil Beach, one of the world's finest barrier beaches; West Dorset's coastal landslides; Horn Park Quarry National Nature Reserve; the fossil forest and dinosaur footprints in Purbeck and the Weymouth anticline and the Purbeck monocline structures. Many of the rocks and mineral resources are important for the extraction industries; the variety of building stones found in the AONB is a major contributor to the local distinctiveness of our settlements.

Changes, needs and opportunities

- Rising sea levels and increased frequency of storm events is bringing greater pressure for coastal/flood defence works that can adversely affect geodiversity.
- Built development can have negative impacts on geodiversity sites and processes, both inland and along the coast; coastal developments in particular can result in greater future demands for defence work which can exacerbate impacts.
- Awareness and understanding of the importance of geodiversity is gradually increasing, led by national and local policy; the World Heritage inscription has significantly raised understanding of the geological interest of the coast though understanding and awareness of inland geodiversity is lower.
- The new UK Geodiversity Action Plan sets out national objectives for enhancing geodiversity; Dorset's Local Geodiversity Action Plan (LGAP) was developed in 2013 setting out local geodiversity effort which will contribute to the national whole.
- Access to inland geodiversity sites is relatively poor and many sites are not actively managed, limiting their value for education.
- Interpretation of geodiversity and its links to landscape character needs improvement through a variety of media appropriate to location and the range of audiences.
- Use of local stone for building has significantly decreased over the last 100 years; recently a greater understanding of the importance of local stone has developed. Key sources of stone for repairs to historic buildings and use in vernacular developments need to be identified and protected.
- There are opportunities to conserve and interpret geodiversity through restoration of quarry sites. Additionally, new quarry sites or cuttings may offer important opportunities for improving scientific records, collecting geological specimens and enhancing access to geodiversity in the county.
- Irresponsible fossil collection can result in damage to sites and loss of material that may have significant scientific value. The West Dorset Fossil Code addresses these issues.
- There are opportunities to use the World Heritage Site and the AONB's wider geodiversity to stimulate scientific research.

Objective G1: Conserve and enhance the geodiversity of the AONB and value the contribution it makes to landscape character

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
G1a: Support greater collaborative working and co-ordination of geodiversity work in the AONB	Establish and resource the LGAP working group linked to appropriate local/national/international networks to further geodiversity work in Dorset	Working group established by 2015 Progress towards delivery of LGAP	New Initiative; £ available	DCC/NE/ DIGS/ JCWHT/A ONB/LAs	Partner
	Identify priority landscape-scale geomorphological features and key viewpoints from which they are evident and explore potential for further designation	Sites researched and prioritised by 2016	New Initiative; £ required	AONB/LG AP/JCWH T	Joint lead
G1b: Provide targeted advice and support to landowners and managers on the management of designated/priority geological sites, including for conservation and access	Deliver the management plan for Horn Park Quarry National Nature Reserve	Maintain good SSSI condition within the NNR	New Initiative; £ required	NE/ JCWHT/D CC/ DIGS/AO NB	Promoter
	Provide management advice for priority geodiversity sites	Condition of geological SSSIs maintained or improved by 2019 Local Geological Sites maintained or improved by 2019	Existing Initiative; some £ required	NE/DCC	Promoter
G1c: Promote full consideration of geodiversity conservation in all plans and strategies affecting the AONB, notably local plans, minerals plans and shoreline management plans	Identify and protect sources of stone for repairs and future development	Geoconservation reflected in Local Plans	Existing Initiative; £ available	DCC/NE/ LGAP	Promoter
	Provide information on local stone use	Conservation Area appraisals	Existing	LAs /	

	in different settlements	contain information on stone types and sources	initiative; £ available	JCWHT / DERC / AONB /	
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Objective G2: Increase awareness, understanding and appreciation of geodiversity in the AONB

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
G2a: Increase public understanding of geodiversity and recognition of its links to biodiversity, hydrology, landscape and local distinctiveness	Develop trails to link and promote priority geodiversity sites within the context of the wider landscape	Trails in place by 2018	New Initiative; £ required	DCC/AO NB/NE/ DIGS/ JCWHT/ landowners/DC/D LA	Joint lead
	Develop exemplar interpretation revealing links between geodiversity and the AONB's special qualities	Black Down interpretation in place by 2017	New initiative; £ required	SDRLP	Lead (SDRLP)
	Promote the West Dorset Fossil Collecting Code of Conduct	Decrease in number of reported breaches		JCWHT / NE / CHCC/DLA	Promoter
G2b: Promote research, monitoring and recording based on the World Heritage Site and inland geodiversity	Ensure research opportunities are communicated, for instance with new exposures	Research outputs derived from AONB sites are available to local partners	Existing initiative; £ required	DCC/ JCWHT/ Universities/AONB / DIGS/NE	Partner

4A.4 COAST & SEA

OUR AIM

The outstanding coast and marine environment of the Dorset AONB will be conserved, enhanced and enjoyed. This unique part of the AONB will benefit from sensitive integrated management that recognises and works with the links between land and sea and the dynamic nature of the coast. This special environment will provide a unique experience for local people and visitors, through sustainable high quality access and tourism, supporting thriving coastal businesses and products that contribute to the sensitive management of the environment.

Introduction

This chapter relates to the unique qualities and challenges associated with the coast and marine environments both within and integrally linked to the Dorset AONB. While there is considerable cross over with other chapters in relation to wildlife, geodiversity, heritage, access and local products, this chapter focuses specifically on coastal and marine issues. These include management of the coast and shoreline, links with marine spatial planning and marine protected areas and conservation of the Heritage Coasts and setting of the World Heritage Site.

Significance to the AONB

The coast and marine environments of the AONB are among its most popular and defining characteristics. Our unique World Heritage Site is globally significant, but also one of the most dynamic and changing parts of the AONB. Approximately half of Poole Harbour lies within the AONB boundary and habitats along the coast are particularly special due to the maritime influence. Being a coastal AONB, Dorset also supports a range of maritime industries and a rich coastal and marine heritage.

Description of the resource

The AONB includes approximately 95 miles of coastline, much of which is covered by nature conservation designations. Key marine habitats are at Chesil Beach and the Fleet, which is the UK's largest tidal lagoon and a marine Special Area of Conservation (SAC); Poole Harbour, the UK's largest lowland natural harbour and a Special Protection Area for birds (SPA); Kimmeridge where there is a voluntary marine reserve and the subtidal rocky reefs adjacent to the coast between Swanage and Portland which have been designated as a candidate Marine SAC. Many important wildlife species depend on both marine and terrestrial habitats for their survival, emphasising the need for integrated management.

Much of the coastline is within the Dorset and East Devon World Heritage Site; the AONB designation provides the statutory landscape protection for its setting and presentation. There are also two Heritage Coasts within the AONB – West Dorset and Purbeck. Heritage Coasts are stretches of largely undeveloped coastline of exceptional or very good scenic quality. While not a statutory designation, they are a material consideration in planning terms and are defined with the aim of protecting their special qualities from development and other pressures. Their statutory protection is delivered through the AONB designation where they overlap.

The main ports along the coast are at Poole and Portland, both just outside the AONB boundary. Fishing harbours and anchorages that support the inshore fishing community are located at Lyme, West Bay, Weymouth, Lulworth, Kimmeridge and Chapman's Pool. Coastal resorts provide a link between land and sea where people live, come to visit and carry out the increasing trend of water-based recreation.

The AONB's coastline also has 1,727 reported shipwrecks, of which 3 are protected and four designated under the Protection of Military Remains Act (which covers only 50 vessels worldwide).

Changes, needs and opportunities

- The Marine and Coastal Access Act 2009 has initiated the development of a Marine Plan for the marine area adjacent to the Dorset AONB and the establishment of Marine Conservation Zones (MCZ). It will also provide public access for recreation on foot along the English coastline by creating clear and consistent rights of way. Weymouth Bay is the first stretch of coast where this has already been implemented.
- The Dorset Coast Land and Seascape Assessment of 2010 provides a comprehensive description of the seascape and coastal landscape units - a solid evidence base to inform a wide range of planning and management decisions.
- The Shoreline Management Plan (SMP2) sets out the broad approach to coastal defence over a 100-year period; some interventions will have land and seascape implications. Around Poole Harbour, the Flood and Coastal Risk Management Strategy sets out the aims for the evolution of the harbour as a consequence of sea level rise.
- It is important to ensure that the marine and terrestrial planning systems link together and that impacts on the AONB from marine-based developments are considered.
- The European Marine Strategy Framework Directive requires European Member States to develop marine strategies. Each strategy should culminate in the execution of a programme of measures designed to maintain or achieve good environmental status in the marine environment by 2020.
- Lack of resources for integrated coastal zone management and its current lack of statutory footing are limiting progress.
- Sea level rise, increasing wave heights and coastal erosion, exacerbated by climate change, threaten some areas, affecting coastal communities, infrastructure and key recreational/wildlife sites such as Studland and Brownsea and the continuity of the South West Coast Path National Trail.
- Some geological processes (landslides and rock falls) along the coast have become more active producing significant changes to the coastal landscape. Recent serious incidents have raised uncertainties about landowner liabilities leading to impacts on coastal access.
- Marine-based pollution can have serious impacts on the AONB, with marine litter degrading beaches and harming wildlife and the risk of major oil or chemical spills.
- Land-based pollution can impact on the quality of inshore waters, affecting marine and inter-tidal wildlife and tourism.
- The statutory marine planning system should provide an opportunity to consolidate and provide new data on the value and quality of coast and marine ecosystems, land and seascapes, and ecosystem services valuation.
- Some inappropriate marine-based transport and recreational activity can impact on the tranquility, wildlife value and public enjoyment of coastal areas.

- Hosting the sailing event for the 2012 Games in Portland Harbour presented a unique opportunity to celebrate and raise awareness of the coastal and marine environment; it will be important to build on the legacy this created.
- Dorset's coastal resorts are a significant gateway for accessing and understanding the coastal environment.
- Dorset is also home to a strong and functional Coastal Partnership, the Dorset Coast Forum (DCF) which facilitates partnership working, knowledge transfer and communication between all interested sectors. Key resourced DCF activities include Beachcare and Litter Free Coast and Sea.

Objective CS1: Conserve and enhance the coast and marine environment of the AONB through integrated management that recognises the links between land and sea

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
CS1a: Develop greater integration between marine and terrestrial planning and ensure consideration of the AONB, World Heritage Site and Heritage Coasts in both	Engage with the Marine Management Organisation in the statutory marine planning process for the Southern inshore and offshore areas. Use policy developed in the C-SCOPE pilot marine plan as a framework for scrutiny of statutory objectives and policy.	Development of a statutory marine plan which complies with the policy of the AONB Management Plan	New initiative; £ available	DCF, LAs MMO	Partner
	Promote the use of the Dorset Coastal Planning web based tool which provides information on planning policies and activities to support integrated coastal zone management	Increased use of the Dorset Coastal Planning tool by decision makers and developers	New initiative; £ available	DCF	Partner
CS1b: Promote measures to reduce water pollution in all catchments draining into inshore waters in or adjacent to the AONB	Target advice and support to relevant catchments	15 km river with protection measures in place Bathing water quality as indicator	Existing initiative; £ available	NE/FWA G	Promoter
	Develop and implement the Poole Harbour Nutrient Management Plan	No decrease in Poole Harbour water quality	Existing initiative; some £	EA / WW / LAs	

			available		
CS1c: Promote and support measures to reduce marine pollution and litter	Support and expand the Great Dorset Beach Clean, Litter Free Coast & Sea and Dorset Beachcare	Beach clean held annually No. of social media followers and supporters increase	Existing initiative; £ available	DCF/DC/ DLA	Promoter
	Lobby for international cooperation measures to reduce risk of marine pollution	Cross Channel Declaration adopted by 2016	New initiative; £ available	DCC/DCF	Promoter
CS1d: Support partnership working between organisations, businesses and individuals with an interest in the coastal zone	Seek resources to support the Dorset Coast Forum as an exemplar Coastal Partnership	DCF adequately resourced to 2019	Existing initiative; some £ available	All partners	Promoter

Objective CS2: Support the natural evolution of the coast, allowing natural coastal processes to operate where possible

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
CS2a: Ensure that the South West Coast Path National Trail is available as a continuous route for accessing the coast	Identify sections of the Coast Path likely to be affected by coastal change and plan ahead to roll path back or create alternative routes	Coast Path closures decrease	Existing initiative; £ required	DC/SWC PT/NE	Promoter
	Ensure consideration of natural beauty in statutory Coastal Access decision-making	New coastal access has no significant impact on landscape character	Existing initiative; £ available	NE	Partner
	Develop and deliver the Landslides Emergency Response Protocol	Protocol in place by 2015	Existing initiative; £ available	LAs/JCW HT/NT/E mergency services	Promoter
CS2b: Support coastal management	Develop plans for future management	Plans in place by 2019	Existing	NT/NE/E	Promoter

which promotes natural processes wherever possible	of wildlife/recreation sites likely to be adversely affected by coastal erosion and sea level rise, including Brownsea, Studland and the Wareham Channel		initiative; £ required	A	
CS2c: Promote raised awareness of coastal change and appropriate adaptation responses	Support initiatives that engage AONB communities in coastal change and adaptation planning	LiCCo completed successfully CLSD engages 1 coastal community	Existing initiative; £ available	DCF / NT / JCWHT / CLSD	Promoter
	Designate coastal change management areas	Areas identified in supplementary planning document by 2015	Existing initiative; £ available	WDDC / WPBC	Promoter

Objective CS3: Maintain and enhance the open and undeveloped nature of the AONB's coastal landscapes and seascapes

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
CS3a: Conserve and enhance the coastal and marine landscape/seascape and improve our understanding of it	Include appropriate policies in the Marine Plan, Local Plans, supplementary planning documents	Appropriate policies adopted in all plans affecting the AONB	Existing initiative; £ available	LAs/ AONB	Partner
CS3b: Conserve tranquil areas along the coast	Identify tranquil areas and maintain through zoned management as part of the Dorset & East Devon Coastal Corridor Action Plan	Identify area by 2016	New initiative; £ required	NT/AONB/LAs/JC WHT/DC	Partner
CS3c Conserve the undeveloped nature of the coast	Ensure appropriate policies in Local Plans and prevent intrusive coastal development	Policy in Local Plans as developed	Existing initiative; £ available	LAs	Promoter
CS3d Remove intrusive and urbanising features from the coast	Promote and implement guidance on the management of car parks in the	Guidance implemented on any car park renovation scheme in	Existing initiative;	WDDC/A ONB/WP	Joint lead

	coastal corridor to reduce urbanising features and sign clutter	the AONB	£ required	BC, PDC/JCW HT/NT/D C/DLA	
CS3e: Create and manage semi-natural habitat along the coastal strip through targeting of advice and ELMS	Proactively target new ELMS and support existing agreement holders	Length of coast (km) managed in ELMS	Existing initiative; £ available	NE/AON B/FWAG SW/ NT/ DC	Partner

4A.5 HISTORIC & BUILT ENVIRONMENT

OUR AIM

The AONB's iconic, plentiful yet finite historic resource, from its ancient monuments and earthworks to the distinctive buildings of its picturesque villages and towns, will be conserved and valued as part of a constantly evolving historic landscape. The rich cultural landscape will remain a source of local pride, strengthening the local economy. Local communities will be actively engaged in celebrating and researching our past, and sensitively shaping its future.

Introduction

Dorset has an exceptional wealth of nationally important heritage, especially for the prehistoric period. This chapter addresses the issues and opportunities for the historic environment and the sites and features within it, from the prehistoric to the present. Historic landscapes include the enclosure patterns, settlement patterns and designed landscapes in parks and gardens; historic sites include the ceremonial, agricultural, industrial, and those related to settlement and defence. The built environment of this chapter refers to the historic built heritage, for instance that which is covered by Listing and Conservation Area status. Other aspects of the built environment are addressed in the Planning, Development and Infrastructure chapter.

Significance to the AONB

The marks of human occupation are integral components of the 'natural' landscape; a record of how people have used the environment and the resources it provides over time. The Dorset AONB has nationally important prehistoric features that reveal the evolution of the landscape and human history during this period. Its transport, settlement patterns and administrative boundaries have Roman and Saxon origins and its villages and hamlets contain fine historic churches and houses. Underpinned by a complex and diverse geology, the AONB contains a wealth of traditional building materials that have helped develop a unique sense of place and time depth to our villages and towns. The settlement patterns are constrained by the surrounding landscape and, along with a range of rural industries such as coppicing and water meadows, have further strengthened the sense of place.

Description of the resource

The Dorset AONB boasts some of the finest visible archaeological remains in the country, such as Maiden Castle and the extensive Neolithic / Bronze Age ceremonial landscape of the South Dorset Ridgeway. Significant features span all ages, from the Neolithic to the present day, and are visible in the AONB's landscape; there is even some evidence of earlier human activity. The Dorset AONB has 547 Scheduled Monuments totalling over 1100 ha. Also within the AONB are 18 registered parks and gardens covering over 2400 ha (1 Grade I, 9 Grade II*), 17 locally important parks and gardens, 82 conservation areas, and nearly 4000 listed buildings (113 Grade I, 2221 Grade II*).

The Dorset AONB also has one of the highest proportions of listed buildings in the country, many of which are thatched, lending a local distinctiveness to most of its settlements. Offshore, there are 1,727 reported shipwrecks between Lyme Regis and the mouth of Poole Harbour, 270 of which have been located on the seabed. Of these, three are protected wrecks and there are six sites designated under the Protection of Military Remains Act – six of only 56

vessels designated within British waters.. Archaeology is under-recorded in the AONB, both for specific features, such as historic agricultural buildings and rural industries, and geographically, such as the vales in the west of the area. Woodland archaeology is also under-recorded, both in terms of archaeology beneath woodlands which is hard to survey and also archaeology relating to past woodland management, such as sawpits and wood banks.

Historical development of the AONB

- Neolithic (c.4000 – c.2400BC): Long barrows (e.g. Hell Stone, Portesham), bank barrows (e.g. Broadmayne), the Long Bredy cursus and the causewayed camp and long mound on the site that later became Maiden Castle date from this period. Agriculture begins.
- Bronze Age (c.2400 – c.700BC): The South Dorset Ridgeway encompasses the most extensive Bronze Age cemetery in the country, comprising a minimum of 676 round barrows, the majority in 14 major groups (e.g. Poor Lot, Kingston Russell). Stone circles date from this period (e.g. The Nine Stones, Winterbourne Abbas). Agriculture expands, and more field systems (e.g. Valley of Stones) date from this period. Over-cultivation leads to formation of heathland in some areas.
- Iron Age (c.700BC – 43AD): There are over 16 hillforts in the AONB (e.g. Eggardon & Maiden Castle), and large areas are covered by the geometric pattern of field systems from this age.
- Roman (43AD – c.410): Civil and military development under the Roman administration left significant marks, e.g. the 9km Dorchester aqueduct, much of our present road network, including those linking Dorchester to a port on the Wey (S), Exeter (W) and Ilchester (NW). Fine villas have been uncovered (e.g. Frampton). There was a significant pottery industry in Purbeck during the Roman era exporting Black Burnished Ware across the empire.
- Saxon/Early Medieval (c.410 – 1066): the Saxon estate structure created the majority of our parish boundaries that still make up a fundamental part of our present day administrative system. Fine Saxon churches exist (e.g. the Romanesque church at Studland). The recent find of the ‘Pit of Doom’, a mass grave on the South Dorset Ridgeway containing 50+ decapitated Scandinavian men, killed sometime between 970 AD and 1025, brings to attention a comparatively little-known period.
- Medieval (1066 – c.1500): The Normans left their mark in the fine castle at Corfe, motte and bailey castles (e.g. Chelborough) and abbeys which were significant and powerful landowners (e.g. Abbotsbury, Cerne and Forde). Deserted medieval settlements can be seen (e.g. Modbury, Holworth and Ringstead), abandoned as a consequence of adverse climatic conditions, economic depression and plague. Strip lynchets, the distinctive terraces on some hill sides (e.g. surrounding Abbotsbury) are from this period, testament to great endeavour for only small areas of cultivation.
- Post-medieval (c.1500 – c.1800): The start of the parliamentary enclosures marked this period (e.g. Langton Herring, 1761). Early industry left its mark, such as watercress beds (e.g. Sydling), water meadows and associated weirs, channels and sluices, sheep washes (e.g. Lyscombe), quarrying (Purbeck), and there was the growth of country houses and their designed landscapes (e.g. Melbury). Flax and silk industries flourished around Beaminster and Bridport; rope and net manufacture continues there today.
- Industrial (c.1800 – 1913): Enclosure continued and agriculture became more mechanised, the railways were developed and this led to the rise of the tourist industry, export of agricultural goods (e.g. milk to urban areas) and increasing population. Relics from this era include lime kilns, Victorian architecture and Brownsea’s brick-making industry.

- War & Inter-war (1914 – 1945): As well as significant defence infrastructure (e.g. the development of radar at Worth Matravers, coastal batteries, anti-tank blocks on the Fleet and pill boxes), this period saw the plantation of heath with conifers (e.g. Wytch Heath). The traditional Dorset fingerpost dates from this period.
- Post-war (1945 - present): Since the war period there has been a reinvigoration of traditional crafts, growth of tourism and a huge increase in our knowledge and understanding of the historic environment. There is increasing pressure on heritage assets due to agricultural intensification and development.

Simplified HLC Map [map to be inserted]

This map summarises the broad historic landscape types found in the AONB. These types are based on the recognisable patterns and features such as hedgerows, woodland, ponds and modified watercourses. It also takes account of more intangible patterns such as settlement, land-use and the mixture of enclosed and non-enclosed land, arable and grazing, woodland and parkland. More detailed information such as the type of enclosure (e.g. medieval, piecemeal, planned etc) and the evolution of the landscape has also been mapped.

Changes, needs and opportunities

- The latest Heritage at Risk Register, published by English Heritage in 2012, shows
 - Scheduled Monuments at Risk in the Dorset AONB: 126
 - Buildings at Risk in the AONB: 8
 - Places of worship at risk: 1
- Scheduled Monuments are at risk from the impacts of land management, particularly deep ploughing, sub-soiling and rooting depth of crops; lack of management resulting in burrowing animal damage and scrub encroachment; coastal and inland erosion exacerbated by climate change (e.g. Flowers Barrow); visitor pressure; and a lack of funding for sensitive management.
- Important buildings are at risk from a lack of funding for maintenance and limited supply of traditional materials and crafts for on-going repairs, such as thatching, stone working and traditional wood work skills. Redundant buildings will fall into disrepair unless appropriate, sustainable uses can be found for them. Inappropriate design, site choice, materials and scale of new development can impact on the historic character of settlements.
- Historic parks and gardens are at risk from a lack of protection at the local level, changes in land use and a lack of funds for ongoing management. Opportunity exists to identify and protect parks and gardens of county importance by developing an assessment methodology. Restoration strategies offer opportunities for future protection and heritage based tourism.
- Marine archaeology is both under-recorded and under threat, particularly from trawling where no protocol exists for recording finds.
- Changes in land use and management alter the wider historic character e.g. afforestation and loss of important boundary features). Stone walls are particularly at risk due to the expense of repair, leading to dereliction and inappropriate repair.

- The completion of the Historic Towns Survey, Stone Catchment Mapping and the Historic Landscape Characterisation will provide a valuable resource to understand, conserve and enhance the built and wider historic character of the landscape.
- The distinctiveness of vernacular architecture within the historic landscape is at risk from inappropriate maintenance and repair due to both lack of understanding and lack of skills. Work with local authorities through the Dorset Design and Conservation Officers Group can help to address this.
- Some funding opportunities for managing heritage assets exist, such as Heritage Lottery Fund (HLF), Environmental Stewardship and the Monument Management Scheme. Environmental Stewardship targeting and coverage will be subject to the reviewed Common Agricultural Policy, and the future of the Monument Management Scheme is uncertain.
- Public enthusiasm for archaeology and the historic environment has remained high in recent years. Opportunity exists to further engage communities in education, celebration and interpretation, particularly through the South Dorset Ridgeway Landscape Partnership, Historic Environment Liaison Scheme and community archaeology projects.
- The gathering of information from metal detectorists, farmers, community groups and others helps increase our understanding of the historic environment and enables better management decisions to be made. This is only possible if information continues to be identified by the Portable Antiquities Scheme (PAS) and / or entered onto the Historic Environment Record (HER) and Selected Heritage Inventory for Natural England (SHINE).
- The South Dorset Ridgeway Landscape Partnership, with significant support from HLF, presents a significant opportunity to plan and manage the historic environment as part of a more integrated approach that links biodiversity, access and learning through a landscape scale approach.
- The historic environment remains under-recorded; however recent improvements in our understanding have been made through the National Mapping Programme and the extensive excavations during the construction of the Weymouth Relief Road.

Objective H1: Conserve and enhance the historic environment and built heritage of the AONB, recognising the historic character of the landscape as well as the irreplaceable features set within it

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
H1a: Provide targeted advice, grants and assistance to conserve the historic environment	Target ELMS to deliver maximum benefits for the historic environment	40% scheduled monuments at risk brought into favourable management by 2019	New initiative; some £ available	NE/EH/D CC/DC/F WAG SW/NT/ AONB	Promoter
	Support targeted grants such as the Dorset Monument Management Scheme	60 monuments brought into favourable condition by 2019	Existing initiative; £	DCC/DC/ EH	Promoter

			available		
	Develop a joint monitoring and restoration programme for buildings at risk	Programme in operation by 2019	Existing initiative; £ required	LAs/EH/NE/AONB	Partner
	Develop a creative project to enhance the management and enjoyment of hillforts in the AONB	Project underway by 2019	New initiative; £ required	AONB/NT/DCC/EH/DC/DLA	Joint lead
	Develop a priority list of locally important heritage assets that contribute to local distinctiveness	Undertake feasibility study by 2015 Undertake an audit of important heritage assets with parishes	New initiative; £ required	DCC/EH/AONB	Joint lead
	Deliver a restoration programme for traditional Dorset fingerposts and other historical roadside heritage	65 distinctive roadside features restored by 2019	Existing initiative; some £ available	AONB/DCC	Lead
H1b: Promote further understanding and application of historic environment conservation resources and tools	Complete the Historic Landscape Characterisation of the AONB and Historic Town Surveys	Assessments completed and tools available by 2015	Existing initiative; £ available	DCC/EH	Promoter
	Raise awareness and promote use of Historic Landscape Characterisation and Historic Town Surveys	Train 20 LA Officers on use and application by 2019 Web versions available by 2015	New initiative: £ required	DCC/EH/AONB	Partner
	Review Building Materials Survey and link to Strategic Stone Study	Survey reviewed by 2015	Existing initiative: £ required	LAs/DDHF/AONB	Partner
	Provide training for Local Authority Members and Planning Officers on the historic environment and the resources available to aid decision-making	5 training events held by 2019	New initiative; £ required	DCC/EH/AONB	Partner
H1c: Promote the training in, and use of, historic environment conservation skills to protect the character	Undertake a skills audit on heritage construction and restoration and develop a database on sourcing local/recycled materials	Audit and database completed by 2015	New initiative; £ required	LAs/AONB/Training provider	Partner

of the historic environment				s	
	Promote availability and use of local thatch and historic glazing in locally appropriate materials and styles	Guidance and seminars by 2015	Existing initiative; £ available	LAs/DDHF	Promoter
	Develop a programme of training in the restoration of boundary features in the AONB, including stone walls, hedgerows, banks and ditches	People trained by 2018	New initiative; £ required	SDRLP/D SWA/NT /Communities	Joint lead (SDLP)
H1d: Support the development and use of the Dorset Historic Environment Record (HER), Selected Heritage Inventory for Natural England (SHINE) and the Portable Antiquities Scheme (PAS)	Undertake the National Mapping Programme in the AONB to identify unrecorded archaeology through aerial photo analysis	75% of AONB covered by NMP by 2019 NMP records incorporated into HER	Existing initiative; £ available	EH/AONB/DCC	Partner
	Develop accessible online access to the Dorset HER	Partnership agreement reached with Local Authorities Dorset HER available online	New initiative; £ required	DCC	Promoter
	Continue to identify historic parks and gardens of local importance and provide management advice and support	Confirm methodology and complete by 2015	Existing initiative; some £ available	DCC	Promoter
	Expand the recording of archaeological finds through the PAS and integrate onto the HER	Year on year increases in the number of finds being recorded through the PAS	Existing initiative; some £ available	DCC	Promoter
	Expand the recording of archaeological finds through the SHINE and integrate onto the HER	Year on year increases in the number of finds being recorded through SHINE	Existing initiative; some £ available	DCC/NE	Promoter
	Develop a protocol for recording finds derived from the sea or seabed.	Protocol in place by 2019	New initiative; £ available	DCC/EH	Promoter

Objective H2: Increase knowledge, understanding and involvement in the historic environment

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
H2a: Develop, coordinate and promote initiatives that engage local communities with the historic environment to further their understanding and pride in our rich heritage	Deliver a programme of research, celebration and enjoyment of hillforts in the AONB	Number of people involved	New initiative; Some £ available	NT/DLA	Promoter
	Deliver programmes to support local communities to record and conserve historic features e.g. Discovering the Ridgeway, Grade II listed building survey pilot, etc.	80% parishes to have a trained volunteer officer in place by 2015 22 streetscape surveys for local community use 240 new historic building or monument surveys	Existing initiative; £ available	SDRLP/EH	Joint lead (SDRLP)
	Scope potential for an umbrella heritage group to support community archaeology initiatives, link to research frameworks and academics, access funding and share learning	Umbrella heritage organisation scoped by 2016	New initiative; some £ available	AONB/DCC/EH	Lead
	Support museums and visitor centres to interpret the AONB's historic environment	County Museum Archaeology Gallery refit by 2017	New initiative; some £ available	SDRLP/VC/NT	Joint lead (SDRLP)
	Raise awareness of the importance of Poole Harbour and the Studland Peninsula in the D-Day landings through Operation Smash	Programme delivered by 2019 with 500 people engaged	New initiative; some £ available	PDC/AONB	Promoter

	Develop & deliver a Community Archaeology Project	Research and practical trials on best practice in community archaeology	New initiative; £ available	SDRLP	Joint lead (SDRLP)
	Archaeological fieldwalking events combined with access to cultural artefacts generate artistic responses, which are curated into a touring exhibition (of both artefacts and artwork).	10 archaeological interpretive public events, 200 active participants, 600 visitors to touring exhibition	New initiative; £ available	SDRLP	Joint lead (SDRLP)
	Deliver an evening/weekend course on heritage of the Ridgeway landscape	36 individuals complete a bespoke 20 week landscape heritage course	New initiative; £ available	SDRLP	Joint lead (SDRLP)

4A.6 CULTURAL LANDSCAPE

OUR AIM

The rich legacy of cultural and landscape associations left by artists, writers and musicians is explored and enjoyed by local people and visitors who gain a strong sense of landscape change and their role in it. The special qualities of the Dorset AONB's landscape continue to inspire artists, writers and musicians, whose work in turn develops strong connection between people and the landscape increasing understanding, appreciation and wellbeing. Land managers and planners work with artists to find creative solutions to conserving and enhancing the area's natural beauty. A vibrant cultural industry brings strength to the social fabric and local economy of the AONB.

Introduction

This chapter represents a unique opportunity to draw together the substantial inheritance from past cultural activity in the landscape and contemporary artistic resources and networks, to engage people with this outstanding landscape. Our history has been passed down to us by cultural representation, through language and story, images and paintings. Renowned writers, artists and musicians have been profoundly inspired by this landscape, shaped by nature and industry.

This chapter looks both to the past and the future. It explores the opportunities to celebrate this rich legacy of work and to use it to develop a deeper understanding and connection to the landscape. It also looks to the future, to how artists, crafts people, writers, musicians, performers and other creative practitioners can widen the base of people who care about the landscape and become involved in safeguarding its future. It also considers how creative engagement with our inspirational landscape can benefit the local economy and wellbeing.

Significance to the AONB

The rich legacy of landscape-inspired work by writers, artists and musicians of the past has been recognised as one of the special qualities of the Dorset AONB. The artworks created by these nationally and internationally renowned figures not only depict landscapes of the past but help us understand more about how people lived and how both landscape and lives have changed over time.

The landscape continues to inspire a strong cultural community in Dorset who will in turn provide future generations with a legacy of high quality work that reflects our special landscape and life within it. The arts present an opportunity to celebrate and value Dorset's historic and contemporary cultural heritage having proven value through their application within interpretation, education, design and building in the public realm, in social cohesion, in play and learning.. From climate change to Neighbourhood Planning, from the landscape as a 'Living Textbook' to the promotion of biodiversity, the arts can create opportunities for people to engage with the landscape and environment they are part of and to explore relationships with the industrial heritage, the unique stories across history, the wealth of visual art, and contemporary issues influencing the landscape.

Building on the legacy of internationally renowned writers and painters and the recent outstanding Cultural Olympiad in 2012, the arts can bring economic, educational and social benefit to support distinctiveness and engagement. With a strong arts and culture community, the AONB can use the arts to engage people with the landscape, to explore the contemporary stories that shape the landscape, shift our perceptions and negotiate change. This chapter therefore also explores the opportunities for working with this strong network of artists to achieve the primary and secondary purposes of the AONB.

Description of the resource

Dorset AONB's landscape quality has inspired numerous renowned visual artists who lived or visited the area in the past. It was in the 19th century with new connections by rail that Dorset began to attract a wealth of artistic talent with JMW Turner, John Constable, Paul Nash, members of the Bloomsbury group amongst those producing an abundance of work during this time. There remains a strong body of visual art representing the landscape; the distinctive topography and structure of the landscape unifying very diverse styles of representation as it did with past artists.

There is also a rich heritage of writing inspired by the landscape. Perhaps the best known is the work of Thomas Hardy, who embedded the landscape deeply in his work not only depicting its qualities but also how it shaped the lives of people who lived here. Reverend William Barnes also captured the essence of the Dorset landscape and dialect in his works, as well as the traditions of rural life. Other writers include Jane Austin, Daniel Defoe, John Fowles and Kenneth Allsop.

Musical inspiration can be heard in the work of Gustav Holst in his Egdon Heath work and music was a central part of rural life – Thomas Hardy took part in the West Gallery musical tradition here. Materials from the AONB landscape have made a significant contribution to artistic work around the world. For example, Purbeck stone was crafted into celebrated decorative work in St Paul's Cathedral and Blenheim Palace by Sir James Thornhill. High profile architectural advances continue at Hooke Park promote contemporary use of natural materials derived from the AONB landscape.

The Dorset landscape continues to attract artists, writers and musicians to visit and live, with over 3% employment in the creative industries in Dorset. Over 600 artists open their studios during Dorset Art Weeks with Purbeck Art Weeks and other open studio events also very popular. There are also 6 Dorset organisations funded by the Arts Council as National Portfolio Organisations (Activate, Artsreach, Bridport Art Centre, B-Side, Dorchester Arts and Walford Mill) which form a backbone for visual art and performance activity and strive to provide a rich cultural programme for people who live, work and visit the AONB. They have exemplary experience of delivering high quality engaging arts project in the landscape, and these organisations and artists represent a network for partnership projects between artists, producers and the AONB.

Artists and arts organisations have recognised the value of the landscape in their work, for example through the 2012 Cultural Olympiad, biennial Inside Out Festival, the Jurassic Coast Creative Coast programme, the Dorset Loves Arts network, the Dorset Cultural Partnership and the Dorset Design and Heritage Forum all of which have the landscape or environment central in their work.

Changes, needs and opportunities

- The Drawing Inspiration project has improved our understanding of the legacy of work by visual artists relating to the AONB landscape. However, there is still much scope to research and celebrate this extraordinarily rich body of work to deepen understanding of the landscape and of landscape change.
- The Hardy Country Group are working to relate the work of Thomas Hardy to the landscape through the new Visitor Centre at Thorncombe Woods as well as events and walking trails. The South Dorset Ridgeway Landscape Partnership will undertake further research into other writers, past and present, relating to that area.
- Further research is required to fully recognise the legacy of music and craft relating to our special landscape, as well as opportunities to use this in the future to increase awareness and understanding of the cultural, historic and environmental influences that make up the AONB.
- By creating partnerships with arts organisations, the AONB extends the pool of expertise and skill, encouraging a more holistic, coherent and imaginative approach. These collaborations generate the capacity to attract further funding, promote sharing of resources and sustainability, and encourage good communication across different sectors and providers.
- The Dorset Loves Art Environment Hub offers the opportunity for effective dialogue and networking between environmental and cultural organisations and practitioners in order to achieve high quality, efficient good practice in delivering partnership arts projects and maximising creative ideas and opportunities.
- The diversity and wealth of contemporary arts practice in Dorset, across disciplines, provides a powerful tool for working with people and the landscape. The arts enable people to engage with the environment, using still and moving image, sound, live performance, music, visual art and language. Responding to places and contexts, they can provide stimulating, engaging and imaginative experiences for people.
- Artists can create opportunities for increased understanding and valuing of the landscape, particularly through directly engaging with an audience: artists can explore specific themes such as climate change, biodiversity and geodiversity and address important issues and complex questions at the heart of the AONB through public engagement.
- Working with artists can raise the profile of the AONB by exploring what the AONB means to individuals and communities that exist within it, including communities that are hard to reach through conventional means.
- The AONB Partnership adopted as guidance the Jurassic Coast public arts code in 2010, promoting the involvement of artists working in the public realm to create and develop sustainable high quality works and improving environment, through collaboration with planners, architects and engineers. The Partnership also supported the development of guidance for communities, Creativity in Community-Led Planning.
- An arts-inclusive approach is exemplified South Dorset Ridgeway Landscape Partnership; the 5-year programme has arts organisation involvement in many aspects, including audience consultation during bid development.
- There is an opportunity to take advantage of the lack of one centralised venue for arts presentation in order to promote arts work within communities and places throughout the AONB. The landscape is a site and platform for both work and audiences as exemplified through the Inside Out Festival. Bringing art and culture to rural communities has been an inclusive approach championed by Artsreach for many years. This also

creates opportunity for a fluid collection of projects that are out in the landscape and delivered through a programme of exploratory works rather than passive visitor-driven events.

- The outstanding and diverse landscape reflected in artistic production attracts substantial numbers of visitors to the region. This has been recognised nationally and internationally, not least the international exposure during the 2012 Olympics and the work of the Jurassic Coast World Heritage Site.

Objective CL1: Increase awareness, understanding and appreciation of the landscape through the legacy of cultural associations

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
CL1a: Develop and support initiatives that use the legacy of cultural associations to develop greater understanding and appreciation of our landscape and landscape change	Build on Drawing Inspiration project to celebrate the legacy of visual art and further develop understanding and recording of landscape change	Partnership formed and new resources identified by 2016 Communities and volunteers involved in fixed point photography using Gigapan	New initiative; some £ available	AONB/DL A	Joint lead
	Support Hardy Country Group to explore literary links with the landscape and events to celebrate these links	Action plan implemented	Existing initiative, £ required	AONB/N T/HS	Partner
	Support further research into landscape inspired music & literature legacy and develop partnership approach to promoting and celebrating this legacy of work	Research by 2015 Partnership and resources developed by 2016 Events and participatory activities by 2019	New initiative; some £ required	DLA/AONB/SDRLP/LEP	Partner
	Promote community initiatives that use cultural legacy to develop greater understanding of the AONB landscape	Showcase examples such as Bridport Town Hall	New initiative, no £	AONB / DCA	Joint lead

			required		
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Objective CL2: Embed cultural activities into the conservation and enhancement of the AONB to achieve environmental, economic and social benefits

CL2a: Develop and support cultural initiatives that support conservation and enhancement of the AONB and its economy	Support the development of a Cultural Tourism alliance and ensure that the cultural legacy of work as well as current landscape inspired work is celebrated	Cultural tourism alliance established	New initiative; £ being sought	DLA/LEP	Partner
	Support links with open studio events to develop awareness and understanding of the landscape	Open studio trail produced for Drawing Inspiration Inclusion of events in DAW and PAW programmes by 2016	Existing initiative; £available	DLA/DVA /PAW	Partner
	Support Inside Out Festival and share good practice in outdoor performance	Inside Out programmes in SDR in 2014	Existing initiative; £ available	APA	Promoter
	Support creative industries to develop and sustain products and services that relate to the AONB		New initiative; £ required	DLA/LEP/AONB	Partner
	Work with artists to develop understanding of connection between food and the local landscape	Participatory projects with target groups by 2016	New initiative; some £ required	DF&D/LEP/DLA	Partner
CL2b Support initiatives that explore and utilise art as a tool to conserve and enhance the AONB landscape	Develop project to establish a creative and effective approach to remote viewing opportunities to help conserve remoteness and tranquility of sensitive sites	5 sites identified and remote viewing established by 2018	New initiative; £ required	LNP/DLA	Partner

	Work with artists to develop awareness of dark skies and what local people can do to conserve this special quality	6 dark skies participatory events for local people by 2017	Existing initiative; some £ required	DLA/AONB	Partner
	Establish good practice of design in the public realm by engaging artists in planning and design, including creative neighbourhood planning	Examples of good practice implemented and promoted by 2019	Existing initiative; some £ required	DDHF/DLA/AONB	Partner
	Support partnership working with arts organisations to raise awareness of impacts on the AONB of climate change and opportunities for more sustainable living	1 high profile project by 2017	New initiative; £ required	DLA	Partner
CL2c Support and develop initiatives that aim to increase wellbeing by establishing and strengthening connections to the landscape	Broaden awareness and participation of health benefits of the natural environment by engaging artists to work with under-represented groups	3 pilot projects to support research	New initiative, £ required	HWB/DLA/AONB	Partner
	Support Dorset County Hospital to 'bring the landscape into the hospital environment' to promote healing	3 pilot projects to support research	Existing initiative	DCH/DLA/LNP/HWB	Partner

4B.1 LAND MANAGEMENT & LOCAL PRODUCTS

OUR AIM

The AONB will support food and drink production, farming and forestry as an integral part of a vibrant and sustainable economy; land and sea-based businesses are recognised and rewarded for their conservation and enhancement of the AONB's diverse landscape. Local provenance and high environmental standards in primary production confer a marketing advantage. These rural businesses support a skilled workforce and their activity is understood and appreciated by residents and visitors.

Introduction

This chapter relates primarily to forestry and farming which cover over 88% of the AONB. It includes the chains that connect primary production to end use, such as processing, distribution and market place. Minimising the physical distance between production and consumption has been shown to maximise returns to the local economy, and reducing the steps in those chains is shown to improve producers' profit. Ideal land management comprises maintaining profitability and a vibrant community, whilst conserving and reinforcing the AONB landscape. Fisheries are considered because of the AONB's marine areas, but also because of their contribution to the food chain, coastal communities and local culture. Land-based agricultural diversification is included, but farm tourism is considered under Exploring, Enjoying and Learning. Rural crafts based on land management are considered here, such as stone walling, coppicing, stone carving and rush/willow weaving.

Significance to the AONB

Despite being relatively small players in the local economy and employment, farming and forestry have a great impact and influence on the landscape. Much of the AONB is occupied by these land uses, and the landscape itself and some of its most important habitats are the product of thousands of years of agriculture and forestry activity. Game management can be an important component of both, as the driver for much historic woodland planting and management. Quarrying and stone working are other rural industries that are significant to the landscape in terms of quarries as landscape features themselves, but more importantly in providing material that characterises many of the vernacular styles of the AONB settlements. Sustainable land management will benefit a variety of services derived from the land, not least the maintenance of the landscape, while helping to ensure the viability of the industry into the future. Other provisioning, cultural and regulating benefits of sustainable land management include supporting pollinating insects, maintaining species diversity and regulating water supply. Untimely or inappropriate management can have serious negative impacts, particularly grazing regimes and the management of soil, water and nutrients (including manure). Other activity (e.g. coppicing, charcoal manufacture, hedging and stone walling, livery) has become subsidiary to the major land-based industries and these have localised influences on the landscape, its appearance and the quality of its habitats. In particular, the local styles of stone walling and hedging contribute to the diversity of landscape character within the AONB and the maintenance of local distinctiveness.

[ALC map]

Description of the resource

Farmland covers 77% of the AONB; woodland 11%. Both have played a significant part in the shaping of the landscape that we see today, and will continue to do so into the future. Farming types reflect the wide range of soils, hydrology and topography, with stock farming dominant in the wetter, steeper and more marginal areas, and dairy and arable dominant on the more freely-draining soils that are most easily cultivated. Horticulture is largely based around the Grade 1 soils, and does not occupy large areas. There are some orchards mainly in the Brit Valley and Marshwood Vale and a small number of vineyards scattered across the south of the AONB. With the AONB's high quality natural environment, agri-environment scheme participation is high (e.g. in 2013 57% of the AONB was covered by Environmental Stewardship agreements). Livestock, particularly cattle, are an essential tool for managing many of the AONB's most important semi-natural sites, which are both designated for their wildlife interest and represent visually outstanding elements of the AONB landscape. Livery provides some farm diversification (as well as individual businesses), and around the main settlements recreational horse-keeping is popular. There are a few studs in the AONB and one racing stable with attendant gallops.

Approaches to forestry in the AONB can be categorised as:

- Forestry Commission plantation (dominant in the east)
- Estates, with management for timber and game
- Farm woodlands where the main emphasis is game
- Small farm woodlands with no management
- Woodlands managed traditionally to maintain their nature conservation value

Estate and farm woodlands are home to the AONB's coppicing activity, producing a range of products (e.g. charcoal, thatching spars, walking sticks and turned wood furniture).

Approximately 125 inshore fishing vessels hold permits to fish commercially within the Southern Sea Fisheries district, operating from the ports and harbours of Lyme Regis, West Bay, Portland, Weymouth, Wyke Regis, Lulworth, Kimmeridge, and Swanage. The fleets target a mixed offshore fishery with potting forming the staple for many of the smaller vessels. Shellfisheries are important in Portland Harbour and the Fleet, with important wild bass nurseries within the latter. Angling from the coast and from commercial enterprises also contributes to locally caught fish. The onshore fishing industry includes landing facilities, fish merchants and fish processors and supports related service industries that maintain vessels and equipment. There is also some freshwater fish-farming, mainly of trout. Watercress beds occupy similar sites on chalk streams, though only a small number operate within the AONB.

With such a range of products from land and sea, Dorset has a fine reputation for local food and drink.

Changes, needs and opportunities

- The review of the Common Agricultural Policy for 2014 – 2020, and more specifically the new Rural Development Programme for England, will have implications for the way agriculture is supported. The Rural Development Programme for England has helped maintain and restore many terrestrial habitats that rely on low input agriculture and ‘traditional’ woodland management. This is under review as part of the Common Agricultural Policy (CAP) for the period 2014 – 2020, and there is likely to be significant change and delay in implementation, including reduced resources and the introduction of new Environmental Land Management Schemes.
- The LEADER approach is likely to continue as part of any new Rural Development Programme, with two Local Action Groups operating across the AONB (Chalk & Cheese across the majority of the AONB and Sowing the Seeds in the North Dorset area). Availability of European funds to facilitate development of an environment-based economy will depend on outcome of the CAP reform.
- The establishment of the Dorset Local Enterprise Partnership presents opportunities for rural industry, including farming and food & drink, particularly through the delivery of the European Structural and Investment Fund that will focus on innovation, research & development, support for Small and Medium Enterprises, low carbon, skills, employment, and social inclusion.
- An ageing farming population has resulted in changes to the demographics of the farming sector, and may result in an increase in holding size as businesses are aggregated, or a change in land management as land is bought by new entrants. Both could result in a contraction of the traditional skills base and site-specific management knowledge required to manage the AONB’s landscape.
- 2000-2010 saw a significant decrease in holdings less than 5ha (-88%) along with a reduction of 10% for holdings of between 5-19ha, 20% for holdings of between 20-49ha and 18% for holdings between 50-100ha. The only farm size category to see an increase in number during this period is holdings over 100ha, which saw an increase of 25%.
- In the same period, livestock numbers decreased. Sheep numbers decreased by 22% and cattle by 7%. This has significant implications for the management of the AONB’s grasslands. Certain sections of the industry have adopted the challenge to work towards ‘sustainable intensification’.
- The skills requirements of the land and sea-based industries are changing; simultaneously, some important traditional skills are being lost as practitioners retire. New entrants require adequate training and new skills are required as industries evolve. Training opportunities exist, particularly through Kingston Maurward College and linking with the Dorset County Farm Estate.
- Predicted warmer and drier summers will affect crop choice, with a move towards growing produce more suitable to these conditions, e.g. grape vines and sunflowers and this could change the landscape considerably. However, there is likely to be greater volatility in the climate, affecting the success of crops on a seasonal basis. Different pests and diseases may also appear with the changing climate.
- Climate change will also affect water, soil and air resources. Though wetter winters are predicted, rain patterns may change to more intense, sharper storms. These events have greater erosive power and could result in less water reaching the aquifer to replenish groundwater reservoirs, limiting supply for domestic and industrial use. Crop and climate change could increase the demand for irrigation, which is currently minimal; placing further pressure on resources.
- Climate change is also impacting the marine sector. Fish species are already changing with rising sea temperatures and predicted increased storminess at sea may decrease the number of fishing days possible for inshore boats.

- Fishing fleets are in decline – there are less fishing vessels now than 10 years ago. The advent of Marine Protected Areas presents opportunities and challenges for the fleet.
- There is an increasing uptake of renewable energy opportunities that will help to reduce the impacts of carbon emissions on the environment, either installation of a range of technologies including/or such as solar, wind and biomass, Biomass sources include arable (where they may compete with food crops) and non-arable sources such as food waste or woodfuel from existing woodland.
- Large areas of the AONB are subject to projects with land managers to introduce measures to protect soil, water and air (e.g. Poole Harbour Nutrient Management Strategy, Catchment Sensitive Farming, Soils for Profit and Frome and Piddle Catchment Initiative amongst others). These have the potential to impact the landscape through changing land management.
- The establishment of the Dorset Local Nature Partnership, Wild Purbeck Nature Improvement Area and Defra’s Green Food Project as a result of the Natural Environment White Paper and Lawton Review present opportunities for both food & drink and sustainable farming, which in turn will help deliver the national aspirations set out in Biodiversity 2020.
- The National Ecosystem Assessment highlighted that many of the services that we get from nature are in decline. Mechanisms to increase recognition of the value, and quantify the cost of failing to restore and maintain, these ecosystem services in decision making are developing, such as Payment for Ecosystem Services and Nutrient Offsetting.
- The Dorset Trees, Woods and Forests Strategy was launched in 2008 and provides a clear vision for forestry and woodland use and management in the county. Woodland management opportunities will be led by the reformed Common Agricultural Policy, the recommendations of the Independent Panel on Forestry, the Woodland Carbon Code and increased markets for woodland products, including woodfuel.
- Casual horse-keeping and commercial livery provision, both as farm diversification and as individual business has increased. While it can be an important income stream, in some cases it can have negative landscape impacts such as field fragmentation with post and wire fencing, highly visible electric tape and unsuitable yard construction.
- There is significant interest in local, seasonally produced food: 52% of Dorset respondents to the Monitoring Engagement in the Natural Environment survey buy local and seasonal products and 32% buy eco-friendly products or brands. This aligns to a 2011 survey by IGD that showed that 36% of shoppers nationally said they would be prepared to pay extra for locally produced food.
- The local/ethical product market offers diversification opportunities, but is limited by a number of factors, including a lack of marketing resources and poor rural broadband connectivity. Local processing facilities (e.g. abattoirs), poor distribution networks and demand for continuity of supply are also limiting factors and have great influence on costs.
- Dorset Food and Drink offers an opportunity to support producers in their efforts to add value to local products and also help unlock the considerable appetite for local produce by residents and visitors. Dorset Food and Drink will support local marketing, promotion of seasonality, provision of processing and distribution facilities, expanding opportunities and making Dorset products more visible in the shop window.

Objective LM1: Maintain and promote the skills, practices and businesses that deliver sustainable management of a changing countryside, coast and sea

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
LM1a: Provide targeted, integrated advice and support on best practice management of the AONB's special qualities	Co-ordinate and target advisory support and grant aid to enable adaptation to environmental change and funding uncertainty while maximising the benefits to the AONB	50% of AONB in ELMS by 2019 (BD2020)	New initiative; some £ available	NE/FWA G/DWT/ DCC/EH	Promoter
	Provide coordinated advice to maximise opportunities for resilience to environmental change	200 ha land managed for improved habitat connectivity by 2019 (BD2020) 30 farms offered subsidised support for advisory visits/plans by 2019	New initiative; some £ available	SDRLP	Joint-lead (SDRLP)
	Provide support, guidance, training, demonstration and promote cooperation for land managers to implement best practice management	Guidance produced and circulated; 3 demonstration sites and 5 events by 2019	New initiative; £ required	DWT/AO NB/FWA G/FC/EH	Partner
LM1b: Maintain skills, allow adaptation and encourage new entrants into appropriate land/sea-based sectors	Conduct a training needs analysis for farm workers	Pilot in SDRLP area for 60 farmers and farm workers by 2019	New initiative; some £ available	SDRLP/L EP	Joint lead (SDRLP)
	Provide training in direct marketing and IT skills for farmers and local producers	60 people trained by 2019	Existing initiative; £ required	KMC	Promoter
	Provide training in rural skills such as coppicing, hedge laying and stone walling	100 people trained by 2019	Existing initiative; £ required	DWT/K MC/DC/ FWAG/D SWA	Promoter

	Provide training in best-practice game management and development of demonstration sites	20 Gamekeepers skilled in best-practice game management by 2019 5 demonstration sites established by 2019	New initiative; £ required	AONB / FWAG SW	Lead
	Develop the County Farm Estate to demonstrate good practice land management	2 demonstrations held by 2019 Annual County farm walk	New initiative; £ required	DCC/AO NB/FWAG	Partner
	Provide training and support of Volunteer Rangers and apprentice Countryside Rangers	8 Countryside Apprentices and 40 Volunteer Rangers by 2019	New initiative; £ available	SDRLP	Joint-lead (SDRLP)

Objective LM2: Support the development of, and market for, local products that deliver positive environmental, social and economic outcomes

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
LM2a: Promote production, distribution and use of local products that deliver positive environmental outcomes	Develop and deliver Dorset Food & Drink membership & business support	90 members in the AONB by 2019 Locality accreditation established by 2015	New initiative; £ required	AONB / Local food producers	Lead
	Develop accreditation for locally-landed sustainably-harvested fish and shellfish	Accreditation scheme in place by 2014	Existing initiative; £ required	DWT	Promoter
	Promote consumption of local wild venison	Run a creative campaign by 2019	Existing initiative; £ required	AONB	Lead
	Establish a community food hub	Established by 2017	New initiative; £ available	CLSD	Promoter
	Deliver a creative project to promote local food and craft and their landscape links	Delivered by 2017	Existing initiative; £ required	AONB/ DLA	Joint lead
LM2b: Promote the use of local woodland products, including woodfuel, that are economically, socially and environmentally sensitive					
	Establish a woodland owner's network to promote sustainable woodland management, and share best practice	Network established by 2017	New initiative; £ required	Woodlink/LNP/NT/WT/Landowners	Joint lead (Woodlink)
	Support community-supported woodland management and woodfuel initiatives and promote high quality, local, sustainably produced woodland products through Direct from Dorset	3 woodfuel co-ops established by 2019 5 Producers accredited by 2019	Existing initiative; £ required	Woodlink/LNP//CLSD/NT/Landowners	Joint lead (Woodlink)
	Develop a market for woodfuel from non-marketable conservation arisings	Market research undertaken by 2015	New initiative; £ available	WP/LNP/DCG/LAs/Landowners	Joint lead (WP)

Objective LM3: Conserve and enhance the natural resources of the AONB, and the services they provide

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead /	AONB
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				Partners	Team Role
LM 3a: Promote improvement of our understanding of the AONB's environmental assets and the services they provide	Undertake mapping of the Ecosystem Services provided by the Dorset AONB and integrate into Dorset Nature Map	Mapping undertaken by 2019 that will help guide 2020 delivery	Existing initiative; £ required	AONB/FPCI	Lead
	Develop the State of the Environment Report for Dorset to monitor the services provided by the natural environment	Report produced for Dorset by 2015 that will help guide BD2020 delivery	Existing initiative; £ available	LNP/AONB	Partner
	Promote the services that are provided by the natural environment to the Local Enterprise Partnership and Health and Wellbeing Board	On-going engagement with the LEP and HWB	Existing initiative; £ available	LNP / AONB	Partner
	Develop climate change adaptation plans with farmers and fishermen in the AONB	40 fishermen and farmers engaged by 2016	New initiative; £ available	CLSD/NFU/NE/NE	Promoter
LM 3b: Support and promote measures to conserve and enhance the AONBs environmental assets and the services they provide	Support and promote water-sensitive farming practice, through initiatives such as Catchment Sensitive Farming, the Poole Harbour Nutrient Management Plan and through the Catchment Approach	No. of farms visited per year Reduction in nitrates reaching Poole Harbour	Existing initiative; £ available	FWAG/WW/EA/FPCI	Promoter
	Support Payment for Ecosystem Services initiatives within the Frome and Piddle Catchment	Successful implementation of PES within the Frome and Piddle Catchment	New initiative; £ required	RSPB/FPCI	Promoter
	Support and promote measures that improve water efficiency and saving, and discharge quality from domestic and industrial properties	Water use data; reduction in per capita consumption	Existing initiative; £ available	WW/EA/FP CI	Promoter
	Promote uptake of soil, nutrient and manure management plans	20 plans produced and implemented by 2019	Existing initiative; £ available	NE/FWAG/EA/WW/NT/FPCIPrivate sector	Promoter
	Deliver the Carbon to help farms adopt climate change mitigation adapt to a changing environment	6 farms energy audits, 3 of these published as case studies	New initiative; £ available	SDRLP/NFU	Joint lead (SDRLP)

4B.2 EXPLORING, ENJOYING & LEARNING

OUR AIM

The Dorset AONB will be recognised as a special place where all are able to explore, experience and learn about our varied landscapes and rich natural and cultural heritage. Improved public transport provision with a more usable access network will encourage people to get out and enjoy the AONB without depending on their cars. Greater understanding of the AONB's contribution to our health, wellbeing and economy will inspire local businesses, communities and visitors to become custodians of our outstanding landscape – to play their part in caring for the area and safeguarding its future, ensuring that their activities do not cause harm to landscape and wildlife.

Introduction

This chapter focuses on the role the Dorset AONB plays in contributing to the exploration, enjoyment and learning for local people and visitors, how we interact with the landscape and how we ensure that our impacts on it are positive.

Significance to the AONB

The coast and countryside of the Dorset AONB is a popular area for recreation and leisure. While recreation is not an objective of the AONB designation, our remit is to meet the demand for recreation in so far as is consistent with the conservation of natural beauty and the needs of agriculture, forestry and other uses. In reality the AONB receives more visits than some National Parks and underpins our tourism-based economy.

The AONB's high quality landscape and heritage has a tremendous contribution to make to people's health and wellbeing. The AONB offers a 'living textbook' for people of all ages to experience, spanning geology, wildlife, human influence and natural processes in the landscape and adjoining marine environment. The AONB is also a source of inspiration and has a rich cultural tradition which adds to the quality of life of residents and draws many visitors. Visitor impacts need to be carefully managed to ensure that the AONB can continue to sustain these benefits while retaining its natural beauty. People's interactions with the AONB play a fundamental role in safeguarding its future; the more people understand the importance of the area and benefit from its special qualities, the greater their support and involvement in its protection.

Description of the resource

The Dorset AONB offers a range of opportunities for enjoyment and recreation, both inland and along the Jurassic Coast. The AONB includes coastal and market towns, attractive villages and a wide range of natural and cultural heritage assets, with key sites such as Corfe Castle, Maiden Castle and Durdle Door. The Dorset AONB provides a focus for recreation for Dorset residents, tourists and day visitors as well as people from growing conurbations like Bournemouth, Poole, Yeovil and further afield, with 1.35 million people living within 20 miles of the AONB boundary.

Dorset has an extensive public rights of way network of 2,383 miles of footpaths, bridleways and byways; the AONB includes 71 miles of the South West Coast Path National Trail and a number of other promoted long distance routes. There are 5,461 hectares of open, accessible countryside in the AONB. Additionally, many private landowners and estates provide land or routes with permissive public access. There are several National Cycle Network routes, including a route being developed between Bridport and Maiden Newton, and additional routes in and around the towns of Dorchester, Bridport and Weymouth, as well as the 'Petit Tour de Manche' linking Dorset to Brittany and Normandy.

Walking is the most popular recreational activity nationally and it is the main activity of leisure trips. Natural England's Monitor of Engagement with the Natural Environment (MENE) research estimates that over half of the adult population visit the natural environment at least once a week, with 52% of the visits were taken to the countryside. Dorset Citizens' Panel results (2011) show that enjoying fresh air and pleasant weather, scenery and wildlife were the major motivations for visits. Popular activities include dog walking, cycling, riding, country sports, hang gliding, climbing, sailing, kayaking, fishing, fossil hunting and bird watching. Many people enjoy simply relaxing and enjoying the views and tranquility while newer activities such as coasteering, night biking and geo-caching are becoming popular.

As well as supporting leisure and activity, the AONB contributes to Dorset's wider tourism offer through the food and local products it generates and the cultural heritage, such as 'Hardy Country'. In 2009, there were estimated to be over 7 million day trips to the AONB and over 2 million staying trips. Tourism directly supports nearly 12,000 full time equivalent jobs in the AONB districts (West Dorset, Weymouth & Portland, North Dorset and Purbeck), with visitor spend contributing over £690 million to the local economy. The South West Coast Path attracts 6 million people and contributes an estimated £307m annually into the regional economy.

High visitor numbers present management challenges at some sites, particularly along the coast. Wider impacts relate to transport issues, with 80% of visitors arriving by car and 75% using their car to get around while staying here. Traffic in the AONB can have significant impacts on the landscape and environment. However, there are some successful sustainable transport opportunities along the coast such as the X53 coastal bus service & improved facilities at Norden Park & Ride.

Changes, Needs and Opportunities

- Dorset's Public Rights of Way network enables exploration of our unique and beautiful landscapes and also offers 'utility routes' for off-road transport. The Rights of Way Improvement Plan (ROWIP) highlights priorities for making the network more usable, including tackling problems such as path severance and broken networks.
- Dorset's Local Action Forum is an advisory body established under the CROW Act 2000 and provides independent advice on the management and improvement of Public Rights of Way.
- Rural roads also offer a network to explore the AONB but walkers, cyclists and horse riders can be discouraged from using them by increasing traffic volumes and excessive speeds.

- As the climate changes, the South West Coast Path National Trail and dynamic coastline are facing additional pressure from increased visitor numbers, unusual and extreme weather and a greater range of recreational uses. Footpath and transport links to and from the Coast Path are not always good, making sustainable coastal access hard to achieve in practice.
- The Marine & Coastal Access Act 2009 aims to provide clear and consistent public access to the English coastline for most types of open air recreation on foot, with the first stretch implemented in Weymouth Bay.
- Dorset's inland long distance trails such as the South Dorset Ridgeway, Wessex Ridgeway, circular walks and rides offer a different experience to coastal walking and can relieve pressure on coastal areas and support specialist inland tourism. New initiatives e.g. the Maiden Newton – Bridport cycle route and the 1SW off-road cycling mapping project provide further opportunities. Resources to maintain all these routes, local links to them and provision for horseriders and cyclists are limited.
- Further measures are required to assess the environmental impact of visitors, especially as numbers increase and the tourism season extends. The sensitivity of areas to these impacts varies across the AONB.
- Robust research has proven the link between experiencing natural outdoor spaces and our health and wellbeing. Encouraging healthy lifestyles for children, young people and their families is considered a priority by the Children's Trust Board. This may present the opportunity to work with the public health sector in delivering access to the countryside.
- Over 90% of respondents to the Dorset Citizens' Panel results (2011) agreed with the statement "access to open green space is important to my physical and mental wellbeing". However, some people are infrequent visitors to the countryside, highlighting barriers which prevent enjoyment and confident exploration of the AONB. Older people, those living in deprived areas, and those without a car are least likely to visit the countryside.
- Although public transport is limited, there are further opportunities to enhance visitor experience by promoting circular walks and local facilities to services such as the coastal X53 bus service. The Swanage-Wareham rail re-connection to the mainline services offers increased sustainable transport opportunities. DCC's Visitor Management and Travel Planning initiative aims to maximise the use of existing sustainable transport options.
- Feasibility studies have identified that marine based tourism and transport opportunities could help reduce congestion and the environmental pressure on coastal communities and roads; this is being developed by the Jurassic Coast Marine Links Project.
- Trends show a growth in short breaks and activity/cultural based visits with greater demand for high quality, sustainable and locally distinctive products, which could increase visitor time and spend in the AONB. Greater involvement of local residents in tourism is vital to ensuring sustainability and maximising local benefits, as could new visitor gifting schemes. The Europarc Charter for Sustainable Tourism may be a useful mechanism to engage with local businesses, communities and heritage organisations to develop a consensus approach.
- Dorset LEP is working to re-establish a Destination Management Organisation for Dorset to promote Dorset's unique tourism offer; cultural tourism is a big opportunity.
- Interpretation of the AONB varies in quality and there is a need to update and upgrade information and interpretation in a consistent way to ensure that it is accessible, non-intrusive, better promotes the special qualities of the AONB and uses local materials, crafts, new technology and social media. Understanding the audience is crucial in order to be effective.

- Limited understanding of the AONB as a working landscape and of the individual's responsibilities when using it can result in conflicts between recreational users and land managers, e.g. litter, dogs disturbing livestock or wildlife. There can also be conflicts between different recreational users of the AONB and balancing the needs of all can be difficult.
- There are many organisations offering schools the opportunity to develop understanding of the landscape and heritage of Dorset though resources to support learning outside the classroom are under pressure. Further opportunities to engage with schools and colleges may develop through the changes to primary and secondary curriculum and transition of some schools to academies.

Objective E1: All people are able to explore, enjoy, experience and benefit from the special qualities of the AONB in a sustainable way

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
E1a: Promote greater understanding, awareness and enjoyment of the Dorset AONB and its special qualities	Interpret the special qualities of the AONB through site specific, high quality, non intrusive interpretation that appeal to a range of audiences, using artists, technology and local materials with best practice showcased on the AONB website	SDRLP delivery includes: 4 smartphone soundscape apps 60 guided walks, New interpretation on Black Down 10 promoted circular walks	Existing initiative; £ available	SDRLP /DLA	Lead (SDRLP)
	Review and refresh interpretation panels along Jurassic Coast	Review complete by 2016	New initiative; £ required	AONB / JCWHT / DC/DLA	Joint lead
	Develop promote a range of experiences that showcase the special qualities of the AONB including Hillforts, Hardy Country, South Dorset Ridgeway, Dorset Food & Drink through creative partnership working	Number of new outdoor experiences on offer	Existing initiative; some £ available	AONB/H C/DLA/D F&D/SD RLP/NT/ LEP/DLA	Lead
	Support and promote events that celebrate the special qualities of the AONB	6 events annually Promotion on website, e-news and social media 5 festivals, 195 people involved in organising, 2,800 attending	Existing initiative; £ available	SDRLP	Lead (SDRLP)

		3 photo competitions, 150 people involved			
	Develop opportunities for shared and consistent messages between managed countryside sites in the AONB as gateways to the wider countryside	60 1/2 day workshops involving 900 people	Existing initiative; £ available	SDRLP	Lead (SDRLP)
		Pilot in South Dorset Ridgeway by 2019	Existing initiative; £ available	SDRLP	Lead (SDRLP)
	Work with partners to develop public understanding of the AONB as a working, changing (and shared use) landscape to encourage responsible and safe access and reduce conflict	Joint promotion of safety access messages	Existing initiative; some £ available	JCWHT / AONB / SDRLP/D LA	Partner
	Develop consistent and audience-appropriate messages, promotional materials and campaigns to communicate AONB special qualities, opportunities for exploring and enjoying, ecosystem benefits and AONB role in family of nationally important protected landscapes	Website, e-news, social media, campaigns etc	Existing initiative; £ available	AONB	Lead
		Joint messages and initiatives developed with new partners	New initiative; £ required	DLA/DD/CLA/NFU	Partner
E1b: Actively develop and promote opportunities to explore and enjoy the countryside to infrequent visitors	Identify and promote a network of easy access viewpoints for quiet & accessible enjoyment of the varied AONB special qualities	3km surfaced, improved access trail at Black Down by 2016 15 sites identified and promoted on website	Existing initiative; £ available	SDRLP	Joint lead (SDRLP)
	Build confidence and interest in visiting the AONB through better information, targeted promotion, events and maximise reach through use of social media	Trial Fieldfare Trust's Phototrails with 16 guides published by 2017	Existing initiative; £ available	SDRLP /DLA	Joint lead (SDRLP)
	Pilot Tramper buggy hire operation in association with local business.	Feasibility assessed for long term viability	Existing initiative, £	SDRLP	Lead

			available.		
	Develop and promote opportunities for remote viewing of sensitive and tranquil sites	10 sites identified and implemented Link to Room with a View at DCH	New initiative, £ needed	DLA/AO NB/DCH	Joint partner
E1c: Promote and develop the AONB's role in supporting health and wellbeing	Work with public health and arts/environment organisations to target and promote opportunities to access & explore natural spaces	Increase in number of people accessing natural open spaces	Existing initiative; some £ available	LNP/LEP DLA/SDR LP/DCH/ CCD	Partner
	Support community initiatives to improve the health and wellbeing of local people through access to the countryside	1 local initiative supported annually	New initiative, some £ available	DAPTC/L NP	Partner

Objective E2: Access and travel in the AONB are managed to avoid, reduce or prevent damage to the AONB

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
E2a: Support measures to improve connectivity and functionality of the rights of way network	Implement the Rights of Way Improvement Plan	ROWIP targets delivered	Existing initiative; £ available	DC	Promoter
	Support community management of RoW	No. communities involved in RoW improvement		DC/BTC/ P&TCs	
E2b: Ensure access is managed without adverse impact to the AONB	Complete and implement the Wild Purbeck Visitor Management Strategy	Plan complete by 2015 Actions in delivery by 2016	Existing initiative; £ available	WP	Joint lead (WP)
	Promote good practice in zoning, visitor management and monitoring for use in other areas	Build on Dorset & East Devon Coastal Corridor Plan recommendations by 2016	Expanded initiative; some £ available	NT / AONB / JCWHT	Partner
E2c: Promote sustainable	Support and develop mechanisms to enhance	Improvements to the whole of the	Existing	SDRLP/S	Joint lead

inland destinations to spread benefits and reduce pressure on the coast	the South Dorset Ridgeway, North Dorset Trailway, Wessex Ridgeway, other promoted routes and inland countryside sites, e.g. National Nature Reserves	South Dorset Ridgeway and promotion in partnership with SWCP by 2019 Number of communities involved in access improvements elsewhere	initiative; £ available	WCP / DT11	(SDRLP)
E2d: Support the creation, management and promotion of green links between town and countryside to encourage walking, cycling and riding	Support and promote the 1SW website as a tool to encourage off road cycling and appropriate use of bridleways	1SW website maintained to 2019 Website hits increase	Existing initiative; £ required	SWPLF / Wild Trails / AONB	Partner
	Develop links between Dorchester and Weymouth to the South Dorset Ridgeway	140km rights of way network in good or improved condition by 2019	Existing initiative; £ available	DC/AONB	Joint lead (SDRLP)
	Encourage community and strategic initiatives to create links and circular walks between towns, villages and promoted walking, cycling and riding routes	Access improvements, interpretation and promotion of 10 circular walks by 2019	Existing initiative; £ available	SDRLP	Joint lead (SDRLP)
E2e: Develop and promote integrated sustainable access and travel options in the AONB	Improve walking links between the Coast Path and access points including coastal towns and villages and public transport stops	Improve links to 5 towns and villages	New initiative; £ required	AONB/JC WHT/DC	Joint lead
	Explore new options and improvements for park and ride facilities for the Coast and monitor effectiveness	Use of Norden Park & Ride increases Scoping Bridport Park & Ride by 2016	Existing initiative; £ required	DCC / PDC / AONB / NT/BTC	Partner
E2f: Support the development of small scale marine-based transport along the coast	Secure new funds and develop local partnerships to further develop coastal passenger transport by boat	Resources secured for implementation by 2019	Existing initiative; £ required	AONB / JCWHT / NT / boat operators	Joint lead

Objective E3: The special qualities of the AONB underpin a vibrant and distinctive sustainable tourism sector

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead /	AONB
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				Partners	Team Role
E3a: Support the development of a high quality, sustainable tourism that promotes the special qualities of the AONB and supports the local economy	Support the development of a cultural tourism alliance to facilitate collaboration and joint working towards shared goals	Cultural tourism alliance established by 2016	New initiative: £ being sought	DLA / LEP / DMO	Partner
	Support communities to develop their own locally distinctive tourism offer	3 community-led initiatives by 2019	New initiative: £ available	Communities/DMO/AONB/JCWH T/DAPTC	Promoter
	Investigate European Charter for Sustainable Tourism in Protected Areas as a tool to achieve greater sustainability of tourism	Feasibility report by 2015	New initiative: £ available	AONB / JCWHT / DMO / LEP	Lead
	Work with Dorset Loves Arts (DLA) to promote cultural tourism	Plan and deliver a joint campaign in 2015	New initiative: £ available	DLA / LEP / DMO /AONB	Partner
	Promote the AONB's sustainable tourism opportunities and business through national sustainable tourism initiatives, websites and networks	Dorset AONB and its low-impact tourism offer featured on 2 websites by 2016	New initiative: £ required	AONB / LEP / DLA / DF&D	Lead
	Work with tourism businesses to improve their sustainability and reduce landscape impact through initiatives such as Dorset Food & Drink (DF&D), sustainable travel options and planning advice	No. of visitor travel plans by 2016 30 tourism members of DF&D by 2016	Expansion of existing initiative: some £ available	DCC / AONB / JCWHT /	Partner
E3b: Support tourism businesses to contribute to AONB management	Work with local businesses and communities to develop a visitor giving scheme to support landscape management	Scheme established by 2016 Target generation of £10,000 total by 2019	Existing initiative; some £ available	AONB / DWT / NT / DMO / Tourism providers	Joint lead
	Promote Jurassic Coast Business Partner Scheme	Numbers of business members	Existing initiative; some £	JCWHT	Promoter

			available		
	Promote other schemes that contribute to the management of the AONB, e.g. SWCPA	£ raised for projects in the AONB	Existing initiative; some £ available	SWCPA / AONB / DC	Promoter

Objective E4: The special qualities and experiences of the AONB inspire lifelong learning

Management Policy	Action in 2014-19	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
E4a: Support initiatives for children and young people to understand more about the Dorset AONB and its special qualities through learning outside the classroom	Work with schools in the South Dorset Ridgeway area to explore outdoor learning opportunities within walking distance	By 2019: 40 schools involved, 2000 children use learning resources, 1200 children visit Ridgeway	Existing initiative; £ available	SDRLP/DLA	Joint lead (SDRLP)
	Support uptake of Forest School activities in the South Dorset Ridgeway LP area	By 2019: 35 teachers trained to Forest Schools level 1, 7000 children involved in Forest Schools learning	Existing initiative; £ available	SDRLP	Joint lead (SDRLP)
	Through accredited training, develop network of farms available for school visits; explore options for subsidising school transport for farm visits	10 farms accredited to host school visits	Existing initiative; £ available	SDRLP	Joint Lead (SDRLP)
E4b: Support and encourage schools to make connections between the special qualities of the Dorset AONB, landscape change and their curricular and extra-curricular activities	Bespoke schools programme in South Dorset Ridgeway to take on innovative ways to engage with teachers and pupils to develop sustainable links between school activities and the Dorset AONB landscape	40 schools involved, 2000 children use learning resources 1200 children visit Ridgeway	Existing initiative; £ available	SDRLP	Joint Lead (SDRLP)
	Through the 'Big Jurassic Classroom Gets Creative with Earth Science' programme, support and develop skills in teachers to deliver effective Science teaching and	At least 18 pyramid clusters of schools across the Southwest region (Dorset, Devon, Somerset and Wiltshire) delivering teaching and	£ Available	JCWHT/ PSTT	Promoter

	learning about the Jurassic Coast	learning about the Jurassic Coast by 2016			
	Drawing Inspiration project to initiate interest and debate in schools concerning landscape change	10 primary schools & 5 secondary schools involved	Existing initiative; £ available	AONB	Lead
	Promote learning from Communities Living Sustainably In Dorset Eco-Schools initiative to encourage schools to achieve the Eco-schools (Green Flag) award	25 schools to achieve Green Flag status by 2019 Case studies on website	Existing initiative; £ available	DCA	Promoter
	Support partnership working between heritage, environmental and arts organisations to share good practice and sustain support for schools to develop links to the AONB landscape	Annual meeting of learning organisations New resources secured by 2019	Existing initiative; £ available	SDRLP/DLA	Joint Lead (SDRLP)
E4c: Support lifelong learning opportunities in the Dorset AONB	Develop links with adult learning programmes to increase understanding, appreciation and exploration of the Dorset AONB landscape, its special qualities and forces for change	36 people complete a 20 week landscape heritage course specifically designed around the South Dorset Ridgeway	Existing initiative; £ available	SDRLP/DLA	Joint lead (SDRLP)
	Support training and apprenticeship opportunities for learning new skills that help conserve, enhance, enjoy and explore the Dorset AONB landscape	8 people complete Countryside Apprenticeship 40 Volunteer Rangers	Existing initiative; £ available	SDRLP/DLA	Joint lead (SDRLP)

4B.3 PLANNING, HIGHWAYS & INFRASTRUCTURE

OUR AIM

The national importance of the AONB will be recognised and reinforced within the planning system to deliver a common vision of sustainable development in the AONB. The planning system will ensure that changes within the AONB conserve and enhance its landscape and scenic beauty, and that development meets the highest standards of sustainability, design and quality.

Introduction

This chapter covers the activities which are addressed through the planning system and the wider provision of physical development, infrastructure and services in terms of their impacts on the AONB. The National Planning Policy Framework 2012 confirmed that the purpose of planning is to help achieve sustainable development. As AONB Management Plans must also have regard to sustainable development this presents opportunities to align the objectives of this plan and effectively integrate the conservation and enhancement of the AONB within the preparation of plans and decision making. In defining sustainable development, national policy acknowledges the diverse role of the environment, contributing to the protection and enhancement of the natural, built and historic environment, habitats and species, and the reduction of pollution. In line with this holistic understanding, other themes of the plan, for example the Biodiversity and Historic & Built Environment chapters may also be relevant to the preparation of plans and decision making. Offshore developments are discussed in the Landscape Quality and Coast & Sea chapters.

Significance to the AONB

The AONB is a living and constantly evolving landscape, the result of human interaction with the natural environment. Sensitively sited and designed development can make a positive contribution to the AONB, not only in the way it appears in the landscape but how it contributes to sustaining local communities and the landscape itself. At the same time, inappropriate physical development remains one of the greatest potential threats to the AONB, if its scale, siting and design are unsympathetic to the landscape, have a negative impact on its character or affect the ability of residents and visitors to enjoy it. Housing growth, highways and traffic management and the pressure for economic and energy development are among the most significant drivers of change for the Dorset AONB. With a growing population, these pressures are greater than ever and will present major challenges within the period covered by this plan. An effective planning system and provision of appropriate infrastructure are therefore fundamental activities in delivering the statutory duty to conserve and enhance the AONB.

Roles and responsibilities

Most planning decisions in the AONB are made by the local planning authorities who, under the Countryside and Rights of Way Act 2000, have a statutory duty of regard for the primary purpose of the AONB to conserve and enhance natural beauty when discharging this and other functions. As the

Government's statutory advisor on landscape, Natural England provides input to planning decisions as the statutory consultee and may consult the AONB Team for landscape advice. The AONB Team provides advice to each planning authority through an agreed planning protocol.

Description

Development that affects any AONB is subject to the National Planning Policy Framework 2012 (NPPF), guidance for the preparation of local and neighbourhood plans, and a material consideration in planning decisions. The NPPF gives great weight to conserving the landscape and scenic beauty of AONBs that have the same status of protection as National Parks. It should be noted that the protection of the AONBs setting is inherent in AONB policy. The policies in this Management Plan have been identified for reflection in local and neighbourhood plans. The plan's objectives and the management policies of this section can be a material consideration in planning decisions.

The Localism Act 2011 introduced Neighbourhood Planning which gives people the power to influence development within their local area. It promotes a new right for communities to draw up a Neighbourhood Plan to say where they think new development should go, and what it should look like. The Act also introduces the Community Right to Build which approves development proposals which demonstrate local support through a referendum without a separate planning application. Neighbourhood Plans are beginning to come forward within the AONB area. They are required to be consistent with national planning policy and the policies in this chapter can help guide communities to identify local issues and develop innovative solutions, whilst conserving and enhancing the landscape and scenic beauty of their area.

The key activities addressed through the planning system and through the work of other statutory agencies which are relevant to the future protection of the AONB are looked at briefly here.

Development and land use

The Dorset AONB is one of the most heavily populated AONBs, with a number of market and coastal towns within its boundary. There is significant demand for housing, particularly affordable housing, and the essential services needed to support communities, exacerbated by an ageing population. Land for business use is also required; however opportunities for rural and home based businesses are currently limited by poor communication links. There is a presumption against major developments in AONBs, however there remains significant pressure for the extension of settlements within the AONB and its setting. There are some restrictions to permitted development rights in AONBs; however pressure to relax such rights and "free up" the planning system is likely to have significant impacts, especially upon the appearance of buildings, their setting and associated impacts such as traffic. Across the AONB small scale incremental development, changes of building and land use, and a resultant increase in traffic, can have a cumulative impact upon the landscape and scenic beauty of the AONB.

National policy emphasises the importance of using the highest standards of design and materials that reflect the identity of the local built and natural environment. Scale and siting are essential considerations, alongside the provision of a high standard of amenity. The avoidance and reduction of noise and light pollution is encouraged in order to protect the sense of tranquility and remoteness, and intrinsically dark skies that are special qualities of the AONB. Sustainable construction methods also offer the potential to reduce the wider environmental impacts on the area.

Green infrastructure and ecosystem services

Development proposals may provide opportunities to contribute to landscape scale strategies such as open space networks (often referred to as Green Infrastructure) and ecosystem services. Green Infrastructure is described as the network of natural and semi-natural features, green spaces, rivers and lakes that intersperse and connect villages and towns. Many of these assets can provide real benefits, providing ecosystem services, sustainable transport links, climate change mitigation and adaptation, and creating permeable habitat networks supporting wildlife.

Agricultural development

In more rural areas of the AONB, agricultural buildings and diversification opportunities are significant to AONB management. As some agricultural practices continue to intensify with an increasing awareness of animal welfare, the demand for modern large-scale agricultural buildings is rising. The introduction of new regulations regarding the management of agricultural nitrates has imposed the requirement for large-scale slurry storage facilities often in isolated and elevated locations with associated landscape and visual impacts. The need to manage surface water has resulted in the enclosure of open yards, often infilling the gaps between existing structures resulting in the visual massing of buildings.

Diversification is often vital for farmers if they are to be able to sustain their agricultural and land management activities. For a temporary period of 3 years from May 2013, the government has relaxed some of the planning controls regarding the change of use of existing agricultural buildings. For any new development and change of use, scale, siting and design, and wider impacts such as traffic, noise and light pollution are the main considerations.

Rural accessibility and transport

Access to services and facilities is a major issue in Dorset; 83% of households have at least one car. The decline in rural services combined with limited public transport provision can leave those without cars at a serious disadvantage. Much of the road network is made up of rural roads and lanes, not built or maintained for the volume, traffic size and use which they now have to sustain. Alternative forms of transport are good in some places, but limited across much of the area.

The rail network offers links from Weymouth to the east for Poole, Bournemouth and beyond, and north to Bristol. Connection from Swanage to mainline services at Wareham will open up new opportunities for sustainable travel and tourism to the Isle of Purbeck.

There are three National Cycle Routes and one regional route cross the AONB in addition to recent development of cycle lanes in mainly urban areas by Dorset County Council. National emphasis is on encouraging a modal shift towards public transport, walking and cycling and this is reflected in the emphasis that Dorset County Council has placed on the construction of cycle lanes and routes in urban areas. However in rural areas, like the AONB, public transport is poor and rural lanes perceived as unsafe and unwelcoming to many walkers and cyclists, so the car is still the transport mode of choice.

Traffic growth on the strategic road network has slowed; some types of traffic are in partial decline whilst others, such as freight traffic are rising. Freight movements are a growing concern, with larger heavier vehicles using the area, and rat running by commuter and commercial traffic, both placing more pressure on small rural lanes.

Traffic speed and volume are a real concern in settlements. Strategic routes, in particular, can have significant impacts on settlements bringing noise, lighting, vibration and air quality issues. Tranquility of both the settlements and also the countryside which surrounds the route, often over some miles

from the road itself, is reduced. Roads often provide the main central space within a village but our ability to use and enjoy it is limited by traffic and concerns for safety.

As well as the direct impacts of traffic on the environment such as noise and emissions, the way roads are managed can have wider impacts on the AONB. The Dorset Rural Roads Protocol developed jointly by Dorset AONB and Dorset County Council was adopted as County Council policy in 2008, and sets out a new approach to road management in a high quality environment. The Policy Statement in Appendix 2 of the Approved Committee Report states: *“Dorset County Council will deliver its highway service in accordance with the principles given in the Rural Roads Management Protocol. All highway policy shall support the principles of the Protocol.”* Further work by Dorset AONB to raise awareness with communities about a more sympathetic approach to highway management has been carried out through guidance such as Managing Dorset’s Rural Roads and Traffic in Villages.

National documents such as Manual for Streets 1 & 2 and Traffic Advisory leaflet TAL 1/13 Reducing Sign Clutter, have all moved away from the traditional engineered responses to highway measures and towards the same type of approach which the Dorset Rural Roads Protocol promotes.

The wider impacts of traffic also have an effect on our historic highway assets. Loss of traditional roadside features, like traditional Dorset fingerposts and milestones, and urbanising changes to the streetscape of villages, damage the AONB’s local character and distinctiveness and have negative socioeconomic impacts.

Transport is a significant issue in relation to tackling climate change with the need to reduce emissions by reducing traffic growth, use less damaging fuels and to adapt to the changing climate in the way we manage roads and other infrastructure. Recent years have brought an increase in surface water and flooding on roads resulting in severely damaged surfaces and potholes. This is a significant burden on already reduced highway budgets; prioritising effort may leave many rural roads in very poor condition.

Waste and minerals

In Dorset, average waste per person is over 500kg per year with around 39% of this going to landfill and 49% recycled/composted (2011-12). Although there are no active landfill sites within the AONB, local authority waste management policies still have significant potential impacts in terms of traffic movements, the location of waste management facilities, litter and fly-tipping. National and local policy promotes adherence to the ‘waste hierarchy’ of first reducing waste, then reusing and recycling before disposal as a last resort. Success at the top of this hierarchy will have clear benefits across the AONB. The impacts of options lower down the hierarchy have more complex implications. For example, the different transport implications of the various options for collecting waste, or the scale and location of disposal facilities. The management of waste and associated infrastructure, especially the transport of material to landfill can affect on the AONB.

There are currently 35 active mineral workings in the AONB, providing material for national and local markets as well as local employment. While large scale extraction can conflict with the primary purpose of the AONB, sensitively managed small scale extraction of building stone or clay for local bricks and tiles contributes to the character of the AONB. Future extraction pressure with its associated impacts remains an important issue in and around the AONB. There is a need to ensure adequate provision of traditional local building material for ongoing repairs of existing buildings and for new developments. Restoration strategies for redundant mineral workings must minimise landscape impact whilst maximising benefit for nature conservation, geodiversity interest with increased access and recreation opportunity.

Waste water and sewage is a distinct waste group that requires a robust network of treatment facilities and transfer infrastructure. The water companies have extensive permitted development rights, however new sewage treatment works and buildings will require planning permission. In sensitive locations the opportunity to place any infrastructure underground should be explored and the implementation of landscape mitigation measures will also be encouraged.

Renewable energy development

Concerns about the effects of climate change and energy security have placed renewable energy development high on the agenda as a key part of the solution to both challenges. Renewable energy provision in Dorset is currently poor at only 1.6% of total energy demand in 2013. In order to meet national renewable energy targets, The Bournemouth, Dorset and Poole Renewable Energy Strategy to 2020 identifies that generation needs to increase by over 15 times in just 8 years.

Large-scale renewable energy developments can have a negative impact on landscape and scenic beauty, presenting potential conflicts between the need to tackle climate change and the statutory purposes of the AONB. The introduction of Feed in Tariffs (FiT) has resulted in a rising demand for large-scale commercial wind and solar energy developments, especially within the setting of the designation. Such developments are required to feed energy directly into the national distribution network resulting in the clustering of individual developments around substations. The cumulative effects of several schemes in close proximity can detract from the landscape and beauty of the AONB, in particular the undeveloped rural character and the quality of views into and out of the designation.

Individual developments and decentralised community-scale renewable energy schemes should be permitted in AONBs where there is no significant detrimental effect on the landscape. Forms of renewable energy production that have positive benefits for the AONB should be actively promoted, for example, the production of woodfuel from the sustainable management of existing woodlands, and the production of energy from the anaerobic digestion of locally-generated waste are processes intrinsically linked to the positive management of the landscape. Other types of development that may be acceptable include small-scale individual wind turbines, and roof-mounted solar panels especially upon new and existing educational, commercial and agricultural buildings. Guidance regarding wind and solar development within the AONB can be viewed at www.dorsetaonb.org.uk

Any decisions about renewable energy development should take into account any wider infrastructure needs e.g. additional powerlines, and be based on a sound understanding of their impacts upon landscape and scenic beauty, and the enjoyment of these qualities by the public. This should take into account the differing ability of the AONB's diverse landscapes to accommodate development without harming its distinct character. It should be remembered that proposals outside of the AONB boundary can also have negative impacts upon the landscape and scenic beauty of the designation and should be carefully assessed and considered.

Tourism and visitor development

Tourism and visitor development is important to provide opportunities for local people and visitors to stay and explore the special qualities of the AONB, as well as deliver local economic benefits. There is continued pressure for tourism and visitor development especially within the fringe of settlements and in

more open, and often remote, locations along the coast. The poor siting and design of development can result in negative landscape and visual impacts, with increases in traffic and associated traffic management schemes and the proliferation of signs.

In line with the emphasis on sustainable development, there is an opportunity to create new, and enhance existing, facilities and attractions within the AONB through high quality and sensitive siting and design. The use of locally distinctive building and surfacing materials, and native planting schemes, can help to assimilate development within its rural setting.

Flood risk and coastal change

As a consequence of climate change, the increased frequency of extreme rainfall is likely to result in higher volumes of floodwater both in areas already susceptible to flooding and areas that may not have previously experienced flooding. Hard engineered water management infrastructure can have a negative impact upon the landscape and scenic beauty AONB. Interventions that support natural processes and slow down the infiltration of surface water, such as flood water storage meadows are encouraged. Sensitively sited and designed swales and balancing ponds can appear naturalistic, as well as provide recreational and biodiversity benefits. These principles are reflected in the County Council's draft Local Flood Risk Management Strategy, due for completion in early 2014.

Along the coast, higher volumes of groundwater can affect the stability of the cliffs causing significant landslides and the loss of some coastal access and infrastructure. The pressure to "roll back" developments at risk and relocate inland requires careful consideration; opportunities to enhance the appearance and quality of developments should be explored.

Public utilities infrastructure

Power distribution networks

Powerlines can also have a significant negative visual impact, especially across the more open landscapes of the AONB. Some effort has taken place to underground some of the most intrusive low and medium voltage powerlines however more work is required. Further opportunity exists through the next round of OFGEM's pricing policy 2015-2023 to underground more lines within protected landscapes.

Water distribution networks

The Water Supply Grid is an 8 year programme of works carried out by Wessex Water starting in 2012, with the following aims:

- Improve security of water supply
- Meet reductions in abstraction licences required by the EA to improve flows in some rivers and protect their ecology
- Deal with seasonal or occasional deteriorating raw water quality – particularly increasing concentrations of nitrates at some groundwater sources
- Meet future water supply demand

The programme comprises a series of individual schemes including new and improved pipelines, storage tanks and pumping stations. Various schemes are located within the AONB; mitigation and enhancement schemes seek to reduce any long term impacts upon the landscape.

Communications and energy infrastructure

Communications networks are vital to support businesses and provide essential services for communities however connectivity can be poor, especially in the more rural and remote parts of the AONB, resulting in demand for new and more efficient infrastructure. Communications infrastructure can often have a negative impact within the historic settlements and rural landscapes of the AONB, in particular tall vertical structures such as radio and telecommunications masts and poles supporting overhead cables have a significant visual impact in elevated and open locations.

Superfast Dorset is part of a national programme with the aim to provide high speed broadband for 95% of premises in Dorset by 2015. In order to enable fast implementation of the scheme it is proposed to temporarily relax permitted development rights, for a period of 5 years, to allow the installation of new broadband cabinets and poles without the need for prior approval from local planning authorities. Any new installations should be compliant with a code of best siting practice and take account of the following principles:

- The siting and design of any new communications infrastructure should be sympathetic to local character.
- New sites should be kept to a minimum and the opportunity for network operators to share existing masts, buildings and other structures should be considered.
- New lines should be placed underground and structures should be designed and coloured to complement the backdrop against which they are viewed.

Objective PH1: Support sustainable development that conserves and enhances the special qualities of the AONB

Management Policy	Action in 2014 - 2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
PH1a: Ensure that any necessary development affecting the AONB is sensitively sited and designed and conserves and enhances local character	Deliver through inclusion of appropriate policies in Local Plans, supplementary planning documents and through AONB planning protocol	Fixed point photography monitoring	Existing initiative; £ available	LAs/AON B	Partner
PH1b: Ensure that proposals affecting the AONB are assessed to a high standard	Promote assessment of landscape, visual and cumulative impacts based on current best practice guidance, encourage appropriate mitigation and enhancement	3 workshops with development management officers and members by 2019	Existing initiative; £ available	LAs/AON B	Promoter
	Produce & promote guidance on information required to be submitted with planning applications by 2016	Guidance developed by 2018	Existing initiative; £ available	LAs/AON B	Partner

PH1c: Retain, restore, manage and/or create characteristic features	Promote mitigation and enhancements for landscape character and ecosystem services through development management	% development schemes with proactive landscape enhancements	Existing initiative; £ available	LAs/AON B	Partner
	Identify and secure inclusion of open space networks (Green Infrastructure) across the AONB	West Dorset & WP Green Infrastructure Strategy	Existing initiative; £ available	LAs	Promoter
PH1d: Promote the use of high quality design, materials and standards of workmanship in all developments in the AONB	Develop and implement guidance through creative collaborations and promote through local plan policy	Completion and implementation of Purbeck Design Guidance by 2016	Existing initiative; £ available	LAs/DLA	Promoter
PH1e: Promote sustainable construction and the consideration of climate change mitigation and adaptation in all development and infrastructure management in the AONB	Develop and implement guidance and promote through local plan policy	Completion and implementation of Purbeck Design Guidance by 2016	Existing initiative; £ available	LAs/DLA	Promoter
PH1f: Support and promote appropriate farm diversification schemes that contribute to the conservation and enhancement of the AONB	Ensure appropriate diversification supported through Local Plan policy; advice provided to landowners	Policy reflected in local plans	Existing initiative; £ available	LAs/AON B/LAGs	Partner
PH1g: Conserve and enhance the AONB's undeveloped rural character, panoramic views, tranquility and remoteness and wildness	Support and promote initiatives for the understanding and protection of panoramic views, tranquility, remoteness and wildness	No net loss of tranquility by 2019	New initiative; £ required	AONB/C PRE/LAs /BAA CfDS/DL A	Joint lead

PH1h: Support the working of minerals sites at an appropriate scale and density in the AONB for the supply of building materials to conserve and enhance local character	Ensure appropriate policies in Minerals Core Strategy and through AONB planning protocol	Policy reflected in Local Plans	Existing initiative; £ available	LAs	Promoter
	Identify and protect potential sites for small scale extraction to meet local demand for building stone, bricks and tiles for repairs to historic buildings or vernacular developments	Identify sites by 2014	Existing initiative; £ available	DCC / NE	Promoter
PH1i: Promote the restoration of minerals sites to benefit landscape, biodiversity, geodiversity and access	Ensure appropriate policies in Minerals Core Strategy and promote minerals restoration strategies through AONB planning protocol	Adoption of Minerals Core Strategy, % minerals development with landscape mitigation and/or enhancements	Existing initiative; £ available	AONB/D CC	Partner
PH1j: Promote measures to increase energy efficiency	Implement the Bournemouth, Dorset and Poole Energy Efficiency Strategy and Action Plan	Targets set in strategy	Existing initiative; £ required	DEP/LAs	Promoter
PH1k: Support renewable energy production where compatible with the objectives of AONB designation	Undertake and implement landscape sensitivity study to help guide decision making on renewable energy development.	PDC/NDDC/CBC and EDDC sensitivity to Renewable Energy Development	Existing initiative; £ available	LAs/AON B	Joint lead
	Ensure renewable energy developments affecting the AONB are assessed to a high standard with consultation in line with AONB Planning Protocol	As required	Existing initiative; £ available	LAs/AON B/NE	Joint lead

Objective PH2: Impacts of development and land use damaging to the AONB's special qualities are avoided and reduced

Management Policy	Action in 2014 - 2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
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PH2a: Protect the AONB from inappropriate development and land use	Reflect as policy in Local Plans and deliver through AONB planning protocol and appropriate enforcement	Fixed point photography / videography monitoring	Existing initiative; £ available	LAs/AONB	Partner
PH2b: Protect the quality of uninterrupted panoramic views into, within and out of the AONB.	Reflect as policy in Local Plans and deliver through AONB planning protocol	Fixed point photography / videography monitoring	Existing initiative; £ available	LAs/AONB	Partner
PH2c: Avoid and reduce the impacts of waste management on the AONB	Reflect as policy in Waste Local Plan and deliver through AONB planning protocol	Waste developments cause no significant adverse effects on the AONB			

Objective PH3: Reduce the negative impacts of traffic and its management on the AONB

Management Policy	Action in 2014 - 2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
PH3a: Promote the provision of green infrastructure and sustainable links to the countryside	Deliver green infrastructure strategies and promote approach within Local & Neighbourhood Plans	Strategies and neighbourhood plans contain green infrastructure policy and provision	Existing initiative; £ available	Developers /LAs/ AONB/DC	Promoter
PH3b: Promote and develop measures to reduce the impact of traffic in the AONB	Deliver Local Transport Plan 3 to improve public transport, walking/cycling & access to services	LTP indicators	Existing initiative; £ available	DCC/AONB /DC	Promoter
	Develop a freight movement strategy to limit inappropriate use of rural routes in the AONB	Strategy produced by 2015	New initiative; £	DCC/AONB	Partner

			required		
PH3c: Reduce urbanisation and other negative impacts of highway management on the AONB	Deliver the Dorset Rural Roads Protocol, including implementation of principles, clutter audits and monitoring of schemes throughout the AONB. Review highway policies to ensure all highway policy supports the Dorset Rural Roads Protocol	Policies in place by 2014 and pilot schemes evaluated 10 Clutter Audits in the AONB by 2019.	Existing initiative; £ available	DCC/AONB /DAPTC/DLA/CPRE	Partner
	Develop guidance notes for the Dorset Rural Roads Protocol and collate case studies of local and national good practice	Guidance and case studies produced by 2016	Existing initiative; £ available	DCC / AONB	Joint Lead
	Raise awareness and deliver education about the Dorset Rural Roads Protocol to a wide audience	4 workshops for highways officers by 2018	Existing initiative; £ available	DCC / AONB	Joint Lead
	Engage with local people through community planning to deliver the Dorset Rural Roads Protocol	6 communities advised on DRRP principles by 2019	Existing initiative; £ available	DCC / AONB / DAPTC	Lead
	Provide advice and support to communities to stimulate fresh ideas and initiatives to enhance and conserve their unique and special character through Traffic in Villages principles	Work with 6 communities by 2019 Investigate use of AONB name/logo on village name signs, boundary markers, etc.	Existing initiative; £ available	AONB / DCC	Lead
	Implement Tourism signs (brown signs) with minimal impact to the natural beauty of the AONB	Tourism signs located with minimal impact on the AONB	Existing initiative; £ available	DCC / AONB	Promoter

4B.4 COMMUNITY ACTION

OUR AIM

Local communities will play an active role in the management of the AONB. Through the activities of parishes and community groups, local people will take the lead in caring for and celebrating the special qualities of their part of the AONB. Sensitive to the changing landscape, they will champion sustainability to leave a positive legacy for future generations. More people will be actively involved in work to conserve and enhance the AONB through involvement in decision making, volunteering and through local projects.

Introduction

This chapter explores the vital role of local communities in managing the AONB, through parish and community planning, input to decisions affecting the area, volunteering and direct local delivery of action to conserve and enhance the area. However, local participation is a thread running throughout the plan; opportunities for community involvement are identified in all sections. Development aspects of Neighbourhood Plans are covered in the Planning, Highways & Infrastructure chapter.

Significance to the AONB

Some 70,000 people live within the AONB boundary, making it one of the most heavily populated AONBs in the country. Parish and town councils, in common with other public bodies, have a duty to have regard to the primary purpose of conserving and enhancing the AONB and are well placed to do so. This duty should be discharged in Neighbourhood Planning and development management decisions. Local people have a wealth of knowledge of the AONB and how it has changed over time, and can use this knowledge and their aspirations to shape the future of this special landscape.

Description of the resource

The wealth of local activity in the AONB is a testament to the vibrant communities in its towns and villages. 60% of parishes in the AONB have parish plans; 5 have embarked on the Neighbourhood Planning process. Thriving market and coastal towns exist with several taking part in the 'Transition Towns' movement, finding local solutions to environmental issues. Dorset has a well-developed community planning structure which includes district-based community partnerships in Purbeck, West Dorset and Weymouth & Portland, and more local community partnerships based on market towns and their hinterlands in North and West Dorset. The Purbeck Heritage Network has been established to involve people in determining and implementing the Purbeck Heritage Strategy. The Dorset Association of Town and Parish Councils is represented on the AONB Partnership Board, providing community perspective. Many people are involved in volunteering through a range of organisations although individuals and informal groups also play a vital role by taking on specific projects to meet a local need or through the decisions they make in their daily lives. The Dorset AONB Sustainable Development fund has supported over 100 local groups, organisations and individuals to conserve, enhance or celebrate their landscape over the last 5 years.

Changes, needs and opportunities

- Parish and town councils have a statutory role to play in relation to sustainability and the AONB and more could be done to develop awareness of this role. Although surveys show that the environment is considered very important by Dorset residents, landscape conservation and enhancement does not feature strongly in parish and community plans.
- Neighbourhood Planning is more fully described in the Planning, Highways & Infrastructure chapter. While the statutory role for these plans is to guide the position and appearance of development in the neighbourhood, they can also capture wider, agreed aspirations for the social and environmental fabric: familiar territory for Parish Plans.
- The Creativity in Community-led planning initiative led by the Dorset Design and Heritage Forum has developed good practice and guidance for communities, especially those engaging in parish and neighbourhood plans. It promotes a creative approach to the process and describes cases where this approach has had immensely positive outcomes.
- Local people can help the environment and influence landscape change in the AONB through the choices they make in their daily lives, around waste and recycling, food, transport and energy. The Dorset Communities Living Sustainably programme will work with communities in and around Dorchester and Bridport to tackle climate change and live more sustainably, by testing innovative approaches and spread learning more widely.
- The Wild Purbeck Nature Improvement Area and South Dorset Ridgeway Landscape Partnership initiatives offer opportunities for communities to explore, discover and celebrate their landscape and its features. Local people are part of the decision-making process of these initiatives to shape their evolution. Dorset Wildlife Trust's Look Again project supports local people to value and manage their local wildlife assets.
- There is a need to broaden the base of involvement and support for AONB management. The growing awareness of environmental change provides an opportunity for different generations to help plan for the future of the AONB, sharing skills and experience. There is a high proportion of active retired people in the AONB, many of whom are keen to become actively involved in their communities, bringing a wealth of knowledge and experience. Likewise, communities of interest such as dog walkers may be able to become more involved. Greater opportunities are needed for children and young people (17% of AONB population) to have a voice in decisions affecting their area and to get involved future custodians of the AONB. The Dorset Children and Young People's Strategy is working towards giving children and young people a greater voice in decision-making processes; Town and Parish Councils which have attained Quality Council status also have a duty to encourage this.
- Art can provide a valuable mechanism for exploring, celebrating and helping to define what is special to communities about their local landscape; Dorset has a strong Dorset Loves Arts network to support local initiatives.
- The benefits of volunteering to the individual and the role of volunteers in helping to care for the environment are widely recognised. A more co-ordinated approach to widen the scope and quality of environmental volunteering beyond practical conservation activity has been developed by Volunteer Centre Dorset and other organisations. The capacity of people to take on volunteering roles in changing financial times may reduce.
- Chalk and Cheese and Sowing Seeds have supported local projects in the AONB with funds derived from the Common Agricultural Policy (CAP), distributed by the democratic LEADER approach. The future of these funds is uncertain as the CAP enters a new phase, but the LEADER approach has been popular across Europe.

Objective C1: Increase involvement by local people in actions to conserve and enhance the AONB

Management Policy	Action in 2014-2019	Target/Indicator	Delivery	Lead / Partners	AONB Team Role
C1a: Develop opportunities for parish and town councils and community partnerships to conserve and enhance the AONB	Support parish, community and neighbourhood planning through direct support and guidance documents	Number of parish, community / neighbourhood plans supported 22 streetscape surveys 6 case studies developed and promoted by 2015	Existing initiative; some £ available	SDRLP	Lead (SDRLP)
	Promote 'Traffic in Villages', 'Creativity in Community Planning' and other good practice guidance and activity	Web promotion and events	Existing initiative; £ available	DLA/AONB	Joint Lead
	Develop better link up with local groups and community partnerships, to support and encourage parish & town councils and community groups to get involved in the AONB and help tackle the issues it faces	Dorset AONB Annual Forum each year. Quarterly bulletin to town / parish councils E-Newsletter targeted at community groups and communities of interest eg young people, dog walkers Attend Area Community Partnership meetings	Existing initiative; £ available	AONB/DAPTC/ DLA/NWPP	Lead
C1b: Support greater local involvement in actions to conserve and enhance the AONB	Promote opportunities for local participation eg in Dorset Fingerpost Project, Dark Skies over Dorset, South Dorset Ridgeway Landscape Partnership Project, Wild Purbeck, Traffic in Villages, Drawing Inspiration, fixed point photography, community supported	Number of local participants	Existing initiatives; £ available	AONB/DLA/DW T/DAPTC	Lead

	agriculture, allotments, community orchards				
	Widen base of involvement by targeting under-represented groups in AONB-led projects, particularly young people, older and retired people	<p>Young people's rural radio project involving 100 community members, Artist led, community based project to record and celebrate local people's lives, 490 people involved, oral history sound recordings and online exhibition with audience of 6000.</p> <p>Monitor participation in South Dorset Ridgeway LP and Wild Purbeck initiatives.</p> <p>Participation by under-represented groups increased</p>	Existing initiative; £ available	AONB/SDRLP/WP	Lead
	Develop a range of funding opportunities to support community initiatives	Annual allocation/bid as funding allows	Existing initiative; £ required	LAs / LEP / LAGs / AONB	Partner
	Celebrate local action and encourage skills sharing by showcasing local achievements and good practice	Update AONB web pages annually ; Annual Forum & Annual Review Highlight community champions	Existing initiative; £ available	AONB	Lead
C1c: Support volunteer activity that contributes to the conservation and enhancement of the Dorset AONB landscape	Develop and promote wide range of landscape related volunteer opportunities	40 Volunteer Rangers	Existing initiative; some £ available	SDRLP/WP/NT/DWT/VCD	Partner
	Provide diverse opportunities for countryside volunteering through the Volunteer Centre,		Existing initiative	VCD/DC/DWT	Promoter

	Dorset and other organisations				
C1d: Promote and support the celebration and conservation of local distinctiveness	Support local events and festivals that celebrate local communities and culture	6 events annually 3 cultural events annually	Existing initiative, some £ available	AONB/SDRLP/JCWHT/LAs/NT/LEP	Partner
C1e: Involve local people in monitoring and recording landscape change	Develop a creative approach to fixed point photography / videography initiative to monitor local landscape change	Number of communities involved Volunteers involved in Drawing Inspiration	Expansion of existing initiative, some £ available	AONB / DLA	Lead
	Develop understanding of landscape change with local schools	Exhibitions and trails produced through Drawing Inspiration project Curriculum resources produced through South Dorset Ridgeway LP.	Existing initiatives; £ available	AONB/SDRLP	Lead
C1f: Promote sustainable living among communities in the AONB to reduce impacts on the local environment	Encourage households and businesses to make greener choices at home and at work'	CLSD targets met Reductions in carbon footprint, & businesses attending 'green up' events	Existing initiative; £ available	CLSD	Partner
	Encourage households and businesses to make greener choices at home and at work	Reductions in carbon footprint Businesses attending 'green up' events			
	Support the development of community sustainable living projects such as community supported agriculture, community woodland and orchards, local food hubs, allotments, and woodfuel co-operatives	No. of community initiatives	Existing initiative; some £ available	AONB/DC/CLSD /DWT/DAPTC	Partner
C1g: Promote viable local	Seek funding to develop community	Number of successful	Existing	LAG / LEP /	Partner

services in rural areas	supported services and transport hubs	community initiatives	imitative; some £ available	DAPTC / AONB	
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5. IMPLEMENTATION, MONITORING & REVIEW

How will the plan be delivered?

This Management Plan brings together the actions of many delivery partners, all of which contribute to the conservation and enhancement of the AONB. The policy framework tables in the previous chapters outline the tasks that need to be undertaken in the next five years and who will be involved; they also highlight clearly the anticipated role of the AONB Team.

As resources for delivery are limited, some actions are aspirational. However, the Dorset AONB Team has a strong track record on delivery and has helped secure substantial funding to make more of the projects outlined achievable. The Team will build on this track record to secure new funds for delivery from a variety of sources - the team's role and sources of funding are defined more clearly in the AONB Partnership's annual grant application to Defra. This is prioritised to ensure that limited resources are focused on the most important areas of work. The grant application is available on request.

How does the AONB Team operate?

The AONB Team has three roles, set out in the policy framework tables in the previous chapters.

These are:

- Lead – where the Team takes the lead role in developing, managing and implementing a project or initiative, securing and managing the funds and staff required to take it forward.
- Partner – where the Team is actively involved in the initiative but another organisation is leading. This may involve helping to steer the project, providing some financial support or taking responsibility for implementing some elements of it.
- Promoter – where the Team is not actively involved in the project or initiative but may promote it as a delivery element of the Management Plan.

The Team works closely with a wide range of organisations in the area and with landowners/ managers and local communities. The Team works at a regional, national and sometimes international level to share best practice and influence policy development.

Delivery principles

In taking forward AONB projects, the Team follows these guiding principles:

- Projects generally take an integrated approach, tackling a number of different interests together, promoting a creative approach and linking up with existing work to maximise benefits and efficiency.
- Projects are inclusive – we will develop an access and inclusion policy to help improve this as part of our work over the next five years. This will ensure that everyone has the same opportunity to get involved and that the issues that might prevent some people's engagement with AONB projects are tackled.
- Projects are based on best available evidence and current good practice, and may be adapted in response to monitoring or feedback.

- Careful consideration will be given to archiving project records.
- Local involvement – we will always endeavour to work closely with local people and encourage them to be actively involved in shaping and delivering projects from start to finish.
- We will work in partnership, bringing together relevant organisations to work with us and local communities ensuring that all relevant parties are involved.
- We will carry out our work in an efficient, sustainable way, minimising our impacts on the environment and our use of finite resources.
- We will follow Dorset County Council’s procedures as appropriate to ensure we deliver value for money and make best use of our resources. The County Council is the accountable body for the Partnership.

Landscape scale delivery

South Dorset Ridgeway Landscape Partnership

The South Dorset Ridgeway is an outstanding landscape and is considered by many experts to be as important as that around Stonehenge and Avebury.

It is a landscape of such extraordinary interest, both for its natural and built (especially prehistoric) heritage that it deserves special conservation effort as, like much of the AONB it faces a number of pressures which, if not managed appropriately could result in the loss of its special character. One such pressure is that of development; the Weymouth Relief Road was granted planning permission in 2008 and as part of the planning conditions a small fund was created to mitigate the negative impacts of this £89 million road building project on the surrounding landscape and people who live, work and visit it.

An innovative Landscape Partnership was established in June 2010, comprising 14 local organisations. Landscape Partnerships are supported by the Heritage Lottery Fund and in June 2013 the Partnership received confirmation that, using the mitigation money, other partnership funding and the contribution of local people as match funding they had secured a Heritage Lottery Fund grant of nearly £2m to deliver a Scheme of work with a total value eighteen times that of the original mitigation fund.

Landscape Partnerships are typically diverse, providing for a holistic, whole landscape approach to landscape heritage, The South Dorset Ridgeway Landscape Partnership Scheme takes an ambitious approach; bringing together a diverse partnership of archaeologists, historians, landowners, artists, naturalists, teachers and, most importantly – local people, to nurture this distinctive landscape.

The consent and involvement of local people, living and working in and around the landscape is paramount to the success of the Partnership. During the two year development of the Scheme the views of around 3,000 local people were gathered and informed the design of projects. The Partnership has made considerable effort to ensure opportunities are being offered to as wide a range of people as possible.

In all a minimum of 6000 local people will actively participate in projects, with a minimum 20,000 people engaging indirectly with projects over the five years from 2013 to 2018.

At the time of writing, partners in the scheme are: AONB, APA, AR, BU, DIVA, DC, DCC, DCM, DERC, DFS, DWT, FWAG KMC, WRMT, SS.

Wild Purbeck Nature Improvement Area

Seizing on a pilot funding opportunity that came available following the Environment White Paper launch, the Dorset AONB Team led an existing group of partners in developing a sound bid and business plan for delivery. £626,300 was secured in grant from Natural England for the period 2012-2015, leveraging in an equivalent value of work to deliver a scheme which will have long-lasting impacts for the area's wildlife and communities. The work is categorised in four main themes:

- Land management and advisory services: working directly with farmers and land managers to secure benefits to the area's wildlife in keeping with their farm businesses.
- Community: raising awareness of the area's fantastic wildlife among the community, and developing long-term opportunities for residents and visitors to become engaged in the area's wildlife management.
- Research and planning: improving the information base which informs our work and developing plans for climate change adaptation and fire management which will bring wildlife and community benefits through better responses to change.
- Green economy: working to develop opportunities for income generation from activity which in itself conserves and enhances the area

The AONB Team established and service a new formal partnership to oversee delivery - this new partnership has expanded to take in additional representative bodies that are essential to the project's success.

At the time of writing, partners in the scheme are: AONB, DCC, DWT, EA, FC, FWAG, JCWHT, KMC, NT, NE, RSPB, NFU, CLA, WT

Monitoring

Various monitoring will be undertaken for this Management Plan:

- Performance monitoring – this will be reported annually to the Partnership Board and will assess delivery of actions/outputs against the Management Plan targets. We will focus particularly on those areas being led by the AONB Partnership but will also aim to include activities being led by others.
- Condition monitoring - Landscape Condition assessment (prioritising areas in decline) will be undertaken during the life of this plan to compare against the 2006/7 baseline.
- Natural England is developing a Monitoring Framework for Protected Landscapes to provide a consistent framework for measuring environmental outcomes in protected areas. A key element of this is the supply of useful data on various condition indicators, thus providing an evidence base to

inform local review the AONB management plan, monitor the 'state of the AONB', identify exemplars, support funding bids and demonstrate benefits of protected landscape designation

- The CORDIALE Projects, invested in by Interreg IV A France (channel) England programme between 2010 and 2013, developed a landscape monitoring framework that the Dorset AONB Partnership will consider for implementation once it has been signed off.

A comprehensive Strategic Environmental Assessment was undertaken alongside the previous Management Plan to ensure that all proposed objectives and policies benefit the environment. In response to the need for proportionate assessment, the AONB Partnership has concluded that there has been no significant shift in policy and objective between this plan and its predecessor. The same is true of an Equalities Impact Assessment to ensure a non-discriminatory approach, which is to be updated according to statutory requirements.

Further information about this process and a copy of the assessments will be available on the AONB web site (www.dorsetaonb.org.uk).

Review

The AONB Business Plan and annual performance report offer the opportunity to regularly assess progress on the Management Plan and redefine priorities each year. Following the principle of adaptive management, this allows for new opportunities or challenges to be addressed should this be necessary. Stakeholders are welcome to bring issues or proposals to the Partnership at any time if they feel that action is required. The Partnership Board meets two times each year and is the body that decides how staff and financial resources are used. The Management Plan will undergo a formal review in five years, with a draft plan developed in 2018 and reviewed plan for 2019-2023 in place by March 2019.