



## Farming in Protected Landscapes North Wessex Downs Area of Outstanding Natural Beauty

The Farming in Protected Landscapes Programme seeks to provide investment in protected landscapes to help deliver outcomes for the environment, people and place by working in partnership with farmers.

The programme will run from July 2021 to March 2024 and will be delivered by farmers and land managers in partnership with the North Wessex Downs AONB. Funding will support groups and individuals proposing projects and approved by the AONB FiPL Officer or Local Assessment Panel.

Before you apply:

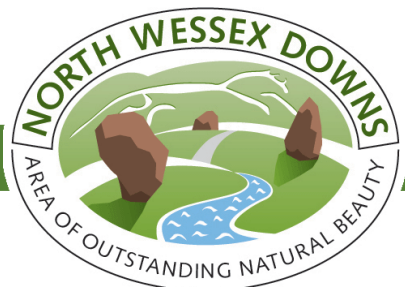
1. Contact Rob West, Farming in Protected Landscapes Officer, [RobertWest@northwessexdowns.org.uk](mailto:RobertWest@northwessexdowns.org.uk) for advice on the programme including to discuss your ideas, the payment rates and intervention rates for your project.
2. OR submit an Enquiry Form to [info@northwessexdowns.org.uk](mailto:info@northwessexdowns.org.uk) from the website: [Farming in Protected Landscapes - North Wessex Downs AONB](#)
3. Discuss your project ideas and subsequently build an effective application using the information found in this guidance.

How you apply

1. The AONB staff will send you an application form for you to complete and return to the FiPL Officer.

Once you have applied

- You should expect to hear back from your Protected Landscape team within 10 working days of your application being submitted. This will likely be an update as the turn-around for projects could potentially take 8 weeks with the Panel meeting at that frequency.



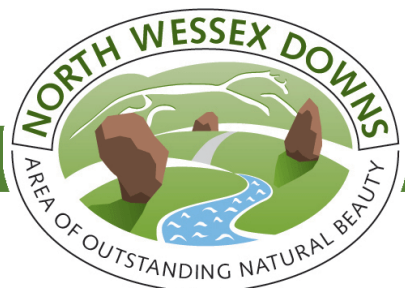


## Programme Themes and Outcomes

This programme has been designed with local flexibility at the forefront. As the decision makers, Protected Landscapes will be able to make funding decisions that take into account the wider strategic priorities of their landscapes.

FiPL seeks to achieve several outcomes across the four programme themes: climate, nature, people and place. Applicants will be asked in their applications to demonstrate how their project meets these outcomes.

Theme	Climate	Nature	People	Place
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• More carbon is stored and/or sequestered</li> <li>• Flood risk has been reduced</li> <li>• Better understanding among farmers, land managers and the public as to what different habitats and land uses can deliver for carbon storage and reduced carbon emissions</li> <li>• The landscape is more resilient to climate change</li> </ul>	<ul style="list-style-type: none"> <li>• There is a greater area of wildlife rich habitat</li> <li>• There is greater connectivity between habitats</li> <li>• Existing habitat is better managed for biodiversity</li> <li>• There is an increase in biodiversity</li> </ul>	<ul style="list-style-type: none"> <li>• There are more opportunities for people to explore, enjoy and understand the landscape</li> <li>• There are increased opportunities for more diverse audiences to explore, enjoy and understand the landscape</li> <li>• There is greater public engagement in land management, for example through volunteering</li> </ul>	<ul style="list-style-type: none"> <li>• The quality and character of the landscape is reinforced or enhanced</li> <li>• Historic structures and features are conserved, enhanced or interpreted more effectively</li> <li>• There is an increase in the resilience of nature friendly sustainable farm businesses, which in turn contributes to a more thriving local economy</li> </ul>

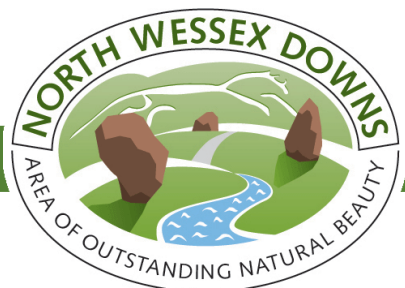
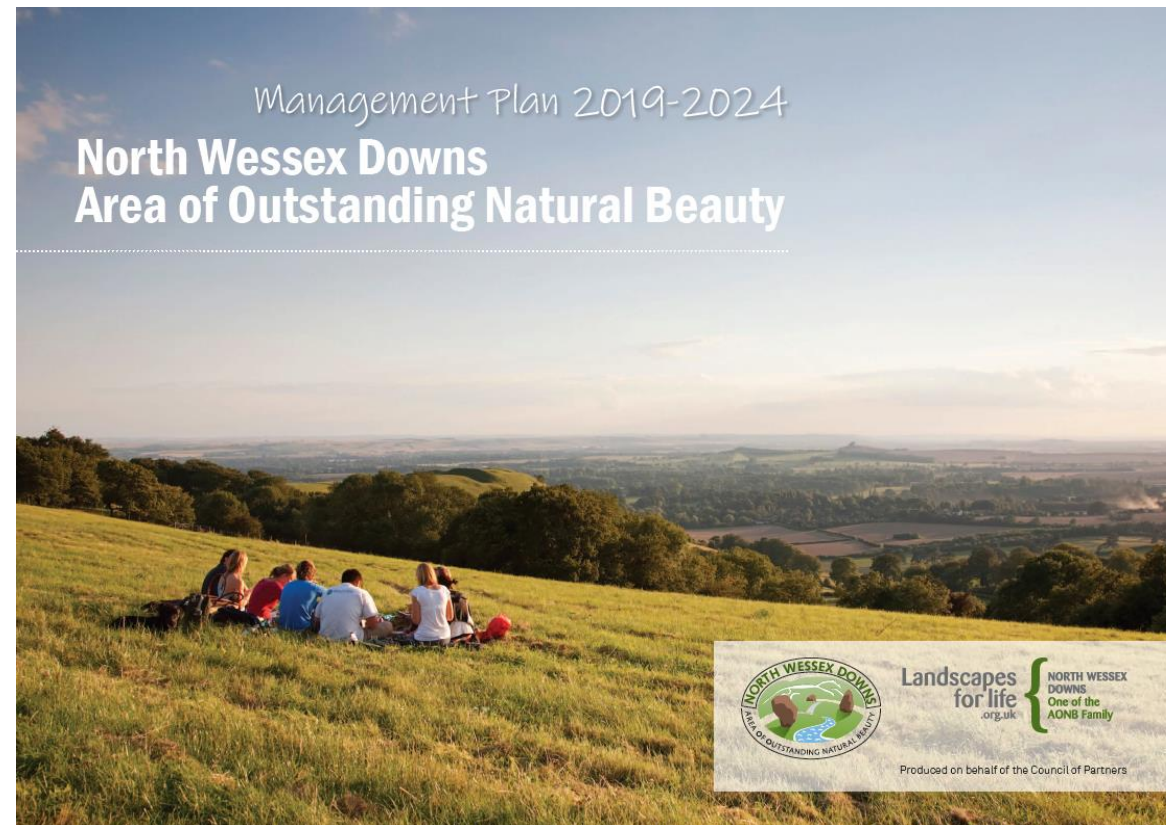




## AONB Management Plan

FiPL projects must also align with priorities in the AONB Management plan. The full plan is linked below. The plan details eight themes; for each **Key Issues**, **Strategic Objectives** and **Policies** are presented. Applicants must demonstrate their project is contributing to the achievement of one or more of these.

- Theme 1: Landscape pg.16
- Theme 2: Rural Land Management pg.26
- Theme 3: Biodiversity pg.40
- Theme 4: Historic Environment pg.50
- Theme 5: Natural Resources pg.58
- Theme 6: Development pg.70
- Theme 7: Communities pg.82
- Theme 8: Tourism, Leisure and Access pg.90





## AONB Management Plan - Landscape

### Strategic Objectives

**S.01** Maintain and enhance the tranquillity and distinctive landscape character of the North Wessex Downs and its setting with a focus on the contribution from agriculture and forestry, development and infrastructure.

**S.02** Promote understanding, appreciation and participation in the AONB by local communities, visitors and those making decisions affecting its distinctive character.

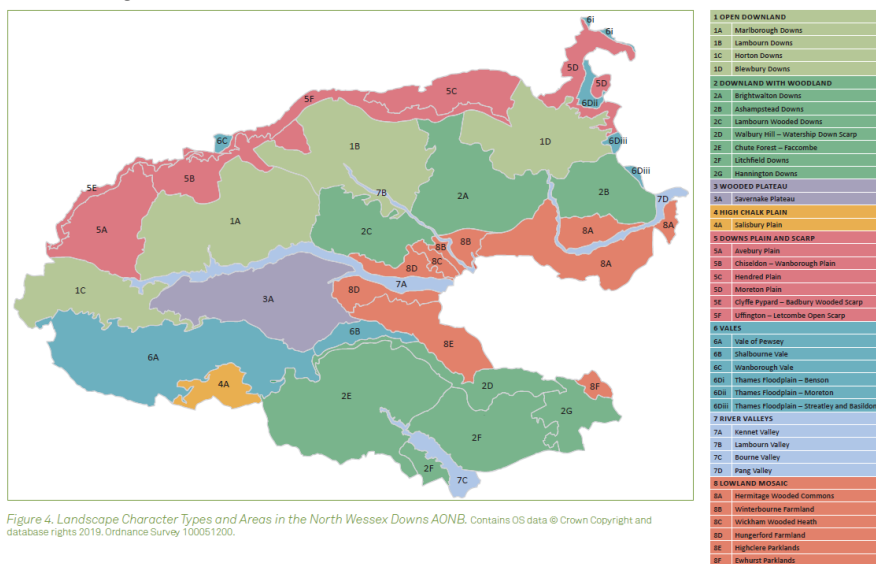


Figure 4. Landscape Character Types and Areas in the North Wessex Downs AONB. Contains OS data © Crown Copyright and database rights 2019. Ordnance Survey 100051200.

### Policies

**LA 01** Encourage all partners and other stakeholders to have regard for AONB purposes across all relevant policies, programmes and activities.

**LA 02** Seek to identify and address the main factors that threaten the special qualities of the AONB landscape, e.g. water abstraction, agricultural practices including diffuse pollution of watercourses, lack of woodland management, damage to historic sites, and built development.

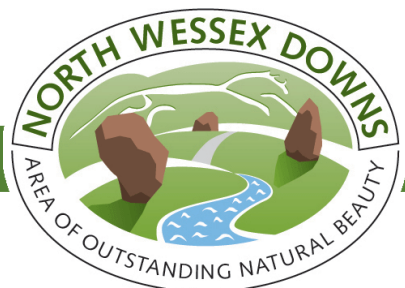
**LA 03** Use the North Wessex Downs Integrated Landscape Character Assessment to inform policy and decision making across the AONB and its setting.

**LA 04** Support and promote good practice across all sectors that conserves and enhances the character and qualities of the North Wessex Downs landscape.

**LA 05** Support and encourage efforts to conserve and explain the rich heritage of the North Wessex Downs, including archaeological sites.

**LA 06** Ensure that all development in or affecting the setting of the AONB conserves and enhances the character, qualities and heritage of the North Wessex Downs landscape.

**LA 07** Raise the policy profile of the North Wessex Downs locally, regionally and nationally to secure the co-ordination and resourcing of policies and programmes for the benefit of the AONB.





## AONB Management Plan- Rural Land Management

### Strategic Objectives

**S.03** Focus, facilitate and support landscape-scale conservation and land management initiatives that support the purposes of AONB designation.

**S.04** Promote AONB priorities for targeting and investment in rural land management and development to take advantage of changes anticipated to follow the expected withdrawal of the UK from the EU.

**S.05** Support the restoration of ancient woodland and wood pasture, and improved management of unmanaged and under-managed woodland across the North Wessex Downs AONB, promoting multiple benefits, including landscape character, wildlife, local economy and skills, recreation, and climate change mitigation.

**S.06** Support traditional and emerging land-based enterprises and their markets that respect and promote the special qualities of the North Wessex Downs AONB.

### Aims

Support a landscape-scale approach to restoring, managing, buffering, extending and connecting currently fragmented, locally characteristic habitats. These include species-rich chalk grassland, arable field margins, wet pasture and native riparian woodland in river valleys, remnant heathland and common land, chalk rivers and streams, ancient woodland (especially Plantations on Ancient Woodland Sites [PAWS]) and wood pasture.

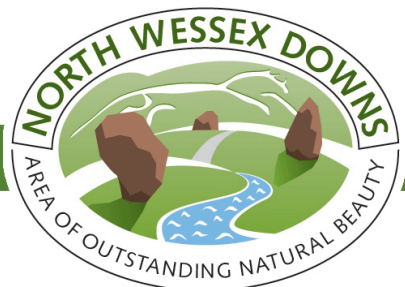
Protect archaeological sites and features, including through removal from cultivation, reducing cultivation depth, scrub management, sympathetic woodland management and protection from livestock damage as necessary.

Adopt catchment-sensitive farming techniques across chalk river and stream catchments to reduce both diffuse and point-source pollution, minimise sediment run-off into watercourses and improve water quality.

Restore and maintain a coherent network of habitat corridors through sympathetic management of, in particular, the huge ecological resource represented by road verges and banks, public rights of way and national trails across the AONB, harnessing their potential to form links between wildlife sites and other important habitat patches.

Facilitate responsible public access to the landscape in places and in ways that are compatible with maintaining the special qualities of the AONB.

Encourage and support more wildlife-friendly management of public and private open spaces, including recreation, sports and school grounds, parks, playgrounds, greens, allotments and commons.





## AONB Management Plan- Rural Land Management cont.

### Policies

**RLM 01** Encourage national, regional and local land management policies to be consistent with the purpose of AONB designation.

**RLM 02** Encourage and support joint working and expansion/replication of existing landscape-scale conservation and land management projects, both within and beyond the AONB, to assist in the delivery of AONB objectives.

**RLM 03** Support sustainable farm diversification and multi-purpose woodland management where it achieves AONB objectives and accords with planning policy.

**RLM 04** Support efforts to identify future land use options that are best able to assist farm viability and reflect the environmental objectives of the AONB.

**RLM 05** Support local markets for local produce and the development of local supply networks.

**RLM 06** Encourage management of sites in public and tenanted ownership within the North Wessex Downs AONB to be examples of best practice in the delivery of AONB objectives.

**RLM 07** Support and promote efforts across the North Wessex Downs AONB to reduce invasive, non-native species or unsustainable populations of species where these threaten the biodiversity and sustainable management of woodland, watercourses and other habitats.

**RLM 08** Encourage the active and environmentally sensitive use of woodland resources for viable products, helping to enhance biodiversity.

**RLM 09** Support and help guide publicly funded investment in rural development.

**RLM 10** Support investment in new agricultural infrastructure and redevelopment of farm buildings where it increases the sustainability of local businesses and aligns with AONB purposes.

**RLM 11** Encourage awareness of the special qualities of the AONB among local businesses to help them understand and embrace their responsibilities alongside running a profitable enterprise.

**RLM 12** Support improved co-ordination and consistency in provision of land management advice across the AONB.

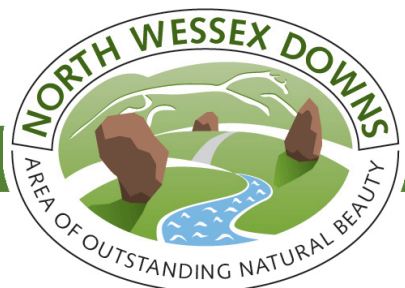
**RLM 13** Support efforts to identify and develop the skills required to care for the landscape and its special qualities, with opportunities for all to acquire such skills.

**RLM 14** Encourage and support the local provision of practical training in traditional land management and the skills necessary to deliver enhanced rural land management and business diversification with clear landscape benefits.

**RLM 15** Encourage good agricultural land management practices and adherence to good practice to contribute to resource protection, such as safeguarding watercourses from nutrient run-off and silt pollution.

**RLM 16** Support the provision of advice on integrated management of grassland to enhance biodiversity as part of equine land management practices.

**RLM 17** Support initiatives to achieve sustainable deer populations across the AONB through collaborative measures and partnerships among landowners and other stakeholders.



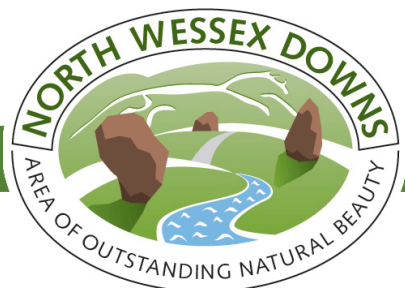


## AONB Management Plan- Biodiversity

### Strategic Objectives

**S.07** Identify and promote action to safeguard and to enhance habitats and species which are characteristic of the North Wessex Downs and are not at a favourable conservation status, in particular chalk downland, chalk rivers and streams, broadleaved woodlands, and populations of farmland birds and plants.

**S.08** Explore opportunities to promote the 'net gain to biodiversity' principles as elaborated in the revised NPPF and Defra's 25 Year Environment Plan across the AONB and its setting, taking account of lessons learned from the benefits arising from the Biodiversity 2020 strategy in the local area.





## AONB Management Plan- Biodiversity cont.

### Policies

**B 01** Resist proposals which have a likely significant effect (either alone or in combination with other plans and projects) upon a European-designated site unless it can be ascertained following an appropriate assessment that they will have no significant adverse effect on the integrity of the site concerned.

**B 02** Support the delivery of Biodiversity 2020 objectives, and Defra's 25 Year Environment Plan along with landscape-scale strategies, catchment management and forestry plans to ensure effective management of all priority habitats and species in the AONB landscape.

**B 03** Encourage a co-ordinated and consistent approach to biodiversity conservation across the AONB and its setting.

**B 04** Support and encourage work to conserve and enhance the biodiversity of the North Wessex Downs through support for landscape-scale projects for habitat management, restoration and creation, particularly where they deliver identified priorities within areas identified as offering the best opportunities for investment in biodiversity, including through management of existing wildlife sites and valuable habitat to the highest standards.

**B 05** Support land managers in restoring, creating and maintaining habitats for key species, including threatened arable plants, invertebrates and farmland birds.

**B 06** Support the development of initiatives to safeguard and develop habitat corridors and ecological networks throughout the AONB, and in particular to enhance the ecological value of road verges and similar linear features such as public rights of way and National Trails.

**B 07** Support partnerships with key stakeholders to promote and deliver projects that contribute to the achievement of good ecological status for water bodies in the AONB.

**B 08** Encourage the improvement of connections between people and the natural environment and promote access to nature throughout the AONB.

**B 09** Support efforts to communicate the benefits of the local natural environment and its value to society.

**B 10** Encourage innovative use of initiatives such as Environmental Land Management schemes to deliver biodiversity benefits and the provision and protection of ecosystem goods and services.

**B 11** Support research into causes of declines in ground nesting birds and support appropriate projects that aim to rebuild populations.

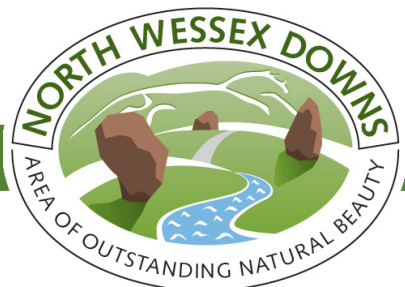
**B 12** Encourage and support efforts to identify the extent of spread and damage caused by invasive non-native species, to eradicate or contain their spread, and to restore habitats and wildlife populations damaged by them.

**B 13** Seek to secure readily accessible baseline biodiversity data across the North Wessex Downs.

**B 14** Support the County Biological Record Centres and Historic Environment Records Centres serving the North Wessex Downs as the main repositories for information on the biodiversity and cultural heritage of the AONB and support initiatives to engage the public in biological recording/monitoring.

**B 15** Support and encourage measures to enable grazing on all the main grassland areas of the AONB.

**B 16** Support and encourage implementation measures to deliver net gain to nature to minimise the effects of development and to address key issues affecting biodiversity resources in the AONB and its setting.







## AONB Management Plan – Historic Environment

### Strategic Objectives

**S.09** Promote wider use and understanding of Historic Landscape Characterisation to inform and guide strategic planning, development decisions, land management practices and other forces for change.

**S.10** Protect archaeological and historic features, sites and their landscape setting against inappropriate development and management practices.

**S.11** Support the inclusion of measures in neighbourhood plans to conserve and to enhance the character of settlements.



*Avebury stone monuments, David Hall*

### Policies

**HE 01** Support efforts to ensure that sites, features and landscapes of historical importance are appropriately identified, recorded and managed.

**HE 02** Encourage voluntary-sector research and collaboration on poorly understood aspects of the local historic environment.

**HE 03** Encourage all stakeholders to use the English Heritage at Risk Register to focus on archaeological sites, historic buildings and conservation areas in special need of action.

**HE 04** Work closely with the Stonehenge and Avebury World Heritage Site Partnership and other groups to develop shared objectives and deliver joint actions in support of the World Heritage Site Management Plan.

**HE 05** Promote the production and publication of 'local lists' of heritage assets.

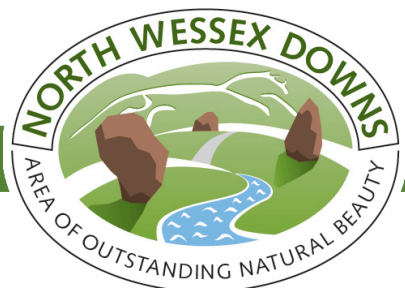
**HE 06** Support initiatives that seek to provide long-term sustainable management of important heritage assets for social and economic benefits.

**HE 07** Identify and promote opportunities to include the historic environment in community-generated Village Design Statements, Parish and Neighbourhood Plans, etc., linked where appropriate to Conservation Area Appraisals.

**HE 08** Promote and encourage the use of Historic Landscape and Historic Settlement Characterisation to inform land management, policy making and planning decisions.

**HE 09** Support more and better explanation, interpretation and promotion of the historic environment for residents and visitors.

**HE 10** Support collaborative historic environment activity involving professional and voluntary sectors, such as research and advice from historic environment experts.





# AONB Management Plan – Natural Resources

## Strategic Objectives

**S.12** Promote and support measures to ensure chalk rivers and streams in the AONB achieve and are maintained at good ecological status including, for example, appropriate riparian planting to mitigate elevated water temperatures predicted as a consequence of climate change.

**S.13** Advocate full recognition in decision-making by relevant bodies of the importance of the AONB’s natural capital assets.

**S.14** Ensure that all landscape interventions recognise and address the implications of climate change for the special qualities of the North Wessex Downs and its setting.

**S.15** Encourage efforts to determine the significance of air pollution to maintaining natural capital assets of the AONB and its special qualities, including ecosystem function, cultural heritage and community wellbeing; and responses to address concerns.

**S.16** Advocate the recognition of the importance of the North Wessex Downs landscape for the environmental goods and services it provides to the economy and society as a whole, including heritage, water quality, soils, food production, wildlife, flood management, carbon storage, recreation, health and wellbeing.

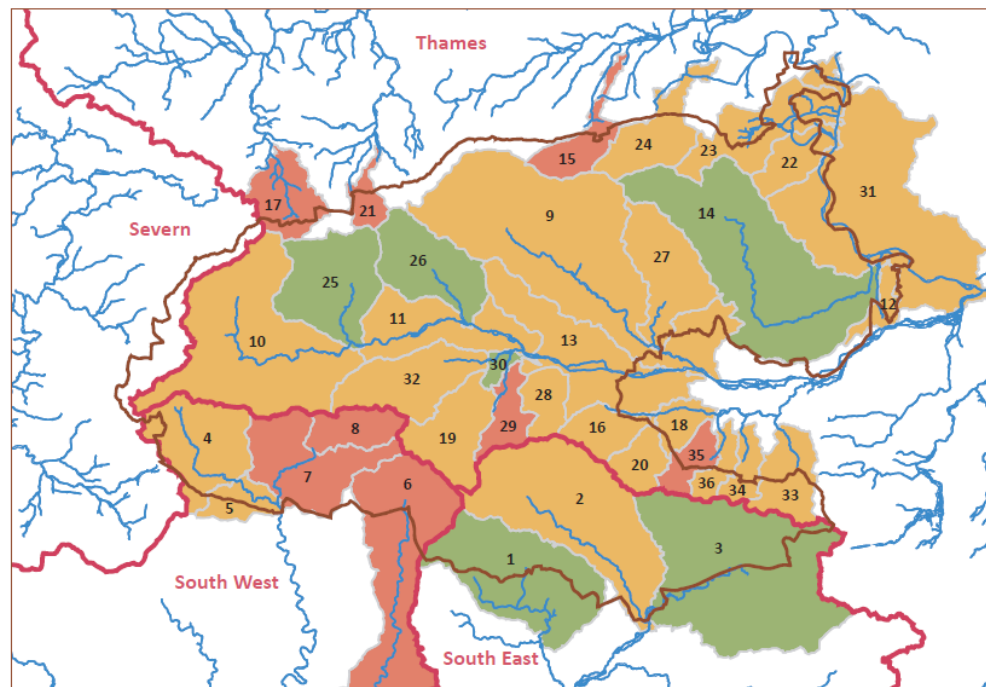
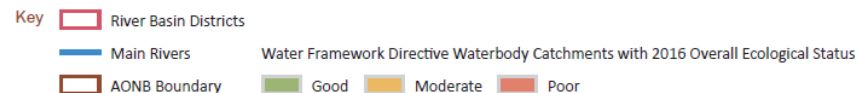
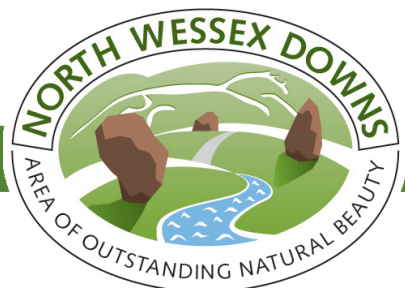


Figure 5. North Wessex Downs AONB surface water quality. Showing main river basins, river catchments and 2016 overall classification of ecological status. Contains OS data © Crown Copyright and database rights 2019. Ordnance Survey 100051200.



No.	Waterbody name	Ecological status
1	Upper Anton	Good
2	Bourne Rivulet	Moderate
3	Upper Test	Good
4	Etchilhampton Water	Moderate
5	Hampshire Avon (West)	Moderate
6	Bourne (Hampshire Avon)	Poor
7	Hampshire Avon (East) and Woodborough Stream	Poor
8	Hampshire Avon (East) and Deane Water	Poor
9	Lambourn (source to Newbury)	Moderate
10	Upper Kennet to Marlborough	Moderate
11	Middle Kennet (Marlborough to Hungerford)	Moderate
12	Sulham Brook	Moderate
13	Middle Kennet (Hungerford to Newbury)	Moderate
14	Pang	Good
15	Letcombe Brook	Poor
16	Enborne (source to downstream A34)	Moderate
17	Ray (Wiltshire; source to Lydiard Brook)	Poor
18	Enborne (downstream A34 to Burghclere Brook)	Moderate
19	Upper Dun	Moderate
20	Penwood Stream	Moderate
21	Liden Brook, Swindon	Poor
22	Cholsey Brook and tributaries	Moderate
23	Mill Brook and Bradfords Brook System, Wallingford	Moderate
24	Ginge Brook and Mill Brook	Moderate
25	Og	Good
26	Aldbourne	Good
27	Winterbourne	Moderate
28	Inkpen Stream (source to Kennet)	Moderate
29	Shalbourne (source to Kennet at Hungerford)	Poor
30	Kennet and Avon Canal and Dun above Hungerford	Good
31	Thames Wallingford to Caversham	Moderate
32	Froxfield Stream	Moderate
33	Baughurst Brook	Moderate
34	Kingsclere Brook (source to Enborne)	Moderate
35	Earlstone Stream and Burghclere Brook (source to Enborne)	Poor
36	Eccleswell Brook (source to Enborne)	Moderate





## AONB Management Plan – Natural Resources cont.

### Policies

**NR 01** Support co-ordinated action, guidance and measures on soil health issues.

**NR 02** Promote and encourage initiatives for the sustainable management of soil by land managers to minimise soil degradation through erosion, compaction, pollution and impoverishment, particularly in the case of the thin chalk downland soils.

**NR 03** Support and provide landscape input to AONB catchment partnerships. Contribute to research, projects and co-operation of partners with an influence on watercourses and catchments.

**NR 04** Encourage all partners to take water demand and its consequences for landscape, ecology and fisheries fully into account in decisions regarding planning, changes to land use or cropping patterns within the North Wessex Downs.

**NR 05** Support the introduction of demand management measures for water use in those settlements that draw on the aquifers of the North Wessex Downs, and of measures to monitor and reduce water wastage.

**NR 06** Support efforts to ensure that no water is abstracted from catchments that are classified as 'no water available', 'over licensed' or 'over abstracted' under the Environment Agency's Catchment Abstraction Management Strategy.

**NR 07** Support work to identify and address the sources of diffuse and point pollution within the North Wessex Downs through agencies, local groups and volunteer initiatives.

**NR 08** Promote and help co-ordinate remedial action through the Catchment Sensitive Farming Initiative and other partnership schemes to restore and enhance degraded river sections within the North Wessex Downs.

**NR 09** Work to ensure that no new abstraction licences are granted within the North Wessex Downs which export water out of the catchments of the AONB. Support measures to reduce abstraction and help businesses adopt new mitigation measures.

**NR 10** Promote Sustainable Drainage Systems (SuDS) and natural flood management initiatives to maximise benefits, for example through restoration of traditional water meadow systems or shallow winter flooding in the floodplain to benefit people and wildlife.

**NR 11** Promote restoration and continued maintenance of rivers and river corridors to further biodiversity and amenity objectives – re-creating natural river channels and re-linking rivers with their floodplains where this would not damage artificial channels of historic and cultural importance.

**NR 12** Seek to develop a better understanding of the likely implications of climate change on the environment and economy of the North Wessex Downs.

**NR 13** Support reductions in emissions of greenhouse gases, such as carbon dioxide, nitrous oxide and methane, from all possible sources. Support mitigation measures including better on-farm management of fertiliser and animal waste, biomass heating from local fuel stocks and small-scale renewable energy generation appropriate within the protected landscape.

**NR 14** Support and encourage greater domestic and commercial energy efficiency.

**NR 15** Engage with opportunities to improve the availability and accessibility of sustainable modes of transport (e.g. bus and rail services, cycling) recognising in particular the health benefits of active modes (walking, cycling, riding, etc.) and promote their use.

**NR 16** Encourage greater use of timber in construction from sustainable woodland and in particular short local supply chains to support forestry, woodland and wood products businesses in the AONB.

**NR 17** Promote carbon sequestration as an objective and benefit of habitat creation and management of woodland and permanent grassland.

**NR 18** Encourage simple greenhouse gas and carbon accounting to monitor the effectiveness of changes.





## AONB Management Plan – Communities

### Strategic Objectives

**S.19** Support the development of the North Wessex Downs Landscape Trust in pursuit of its charitable purposes to promote actions which underpin the conservation and enhancement of the AONB.

**S.20** Support and facilitate community-led initiatives that help deliver AONB purposes and Management Plan objectives.

**S.21** Encourage an enhanced sense of respect and pride in the North Wessex Downs amongst local people and their increased participation in activities that raise the understanding and profile of the AONB.

**S.22** Assist the development of connectivity, based on principles of planning and integrating multi-functional Green Infrastructure assets, from neighbouring urban areas, facilitating active and sustainable access to the AONB to make it easier for these communities to experience and benefit from the natural beauty of the North Wessex Downs.

### Policies

**CO 01** Support efforts to raise the profile of the North Wessex Downs AONB among communities within and surrounding the area.

**CO 02** Provide parishes and all other relevant community groups and individuals with information and training as necessary to raise awareness of the special qualities of the AONB and the need to conserve and enhance it.

**CO 03** Encourage, support and celebrate local communities' engagement in the planning, conservation and enhancement of their local environment, protecting its natural beauty and enhancing the sense of local pride and ownership.

**CO 04** Support projects to promote community use of renewable energy sources consistent with AONB objectives.

**CO 05** Publicise relevant community activities and events across the North Wessex Downs.

**CO 06** Support community initiatives aimed at retaining rural services, including the combining of services where this will improve their viability.

**CO 07** Support initiatives to foster awareness, understanding and appreciation of the AONB landscape in local schools and encourage greater connectivity with nature and the environment in line with proposals in Defra's 25 Year Environment Plan.

**CO 08** Support initiatives to address the specific needs of different groups within and around the AONB, such as access to training and social activities for young people and engagement with under-represented disadvantaged groups.

**CO 09** Support provision of reliable and affordable broadband and mobile telephone connections throughout the North Wessex Downs in ways that respect the special qualities of the area.

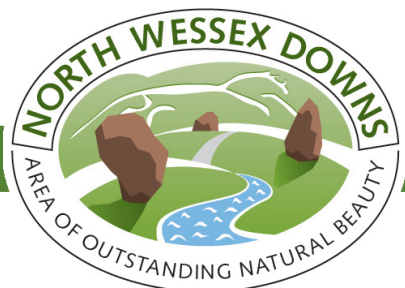
**CO 10** Ensure the development and implementation of transport plans and programmes addresses the needs of North Wessex Downs communities, reduces transport impacts on the environment, and conserves and enhances the special qualities of the landscape.

**CO 11** Support measures, including easily accessible information, to provide integrated passenger transport across the North Wessex Downs that serves the needs of local people and visitors.

**CO 12** Secure Travel Plans for new developments with significant traffic generation within the North Wessex Downs to encourage active and sustainable travel.

**CO 13** Support good practice examples of community approaches that respond to locally identified needs and promote them as an inspiration to others (e.g. the establishment of local housing trusts, support for new village shops, community transport schemes, etc.).

**CO 14** Support communities in landscape-led approaches to enabling the availability of housing for identified local needs that will be – and will remain – genuinely affordable in perpetuity, consistent with AONB purposes.





## AONB Management Plan – Tourism, Leisure and Access

### Strategic Objectives

**S.23** Facilitate opportunities for more people of all abilities to access and enjoy the North Wessex Downs that respect and promote the special qualities of the area and its setting.

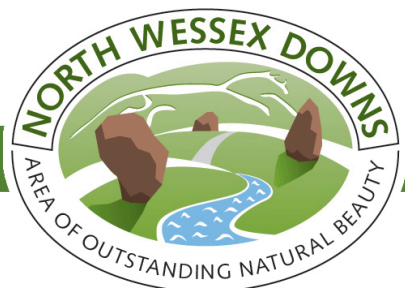
**S.24** Support well-managed and sustainable tourism and recreation businesses to promote the North Wessex Downs as a destination for responsible tourism that respects and promotes the special qualities of the AONB and its setting.

**S.25** Encourage an enhanced sense of respect and pride in the North Wessex Downs amongst local people and their increased participation in activities that raise the understanding and profile of the AONB.

**S.26** Work in partnership with other AONBs and National Parks in southern and eastern England to promote the value and contribution of nationally protected landscapes to the future of the 'London City Region'.



*Walking through bluebells at West Woods, Sharyn Ladds*





## AONB Management Plan – Tourism, Leisure and Access cont.

### Policies

**TLA 01** Promote a strategic, partnership approach to planning and marketing green tourism and improved countryside access in the North Wessex Downs.

**TLA 02** Work with destination management organisations, protected landscapes and other partners to promote responsible tourism in the North Wessex Downs, including through the Great West Way initiative.

**TLA 03** Support the development of markets for short break opportunities that emphasise the special qualities of the North Wessex Downs.

**TLA 04** Nurture tourism businesses and help to develop tourism networks across the North Wessex Downs. Support constructive and community-led projects that benefit the tourism economy.

**TLA 05** Promote greater accessibility to the North Wessex Downs for users of all abilities for quiet enjoyment and improved health and wellbeing.

**TLA 06** Encourage the provision of easily accessible information regarding access to and around the North Wessex Downs by public transport.

**TLA 07** With relevant partners, identify and promote signs – or other ways of indicating to visitors that they are in the North Wessex Downs – that do not conflict with AONB purposes.

**TLA 08** Encourage greater recognition among commercial transport providers such as train operating companies of the recreational / leisure potential of stations in and around the North Wessex Downs.

**TLA 09** Support more and better monitoring of the distribution and demography of visitors and promote management approaches that reduce pressure on sensitive habitats.

**TLA 10** Support events such as walking festivals that celebrate the special qualities of the North Wessex Downs, introduce new audiences to the landscape and contribute to a viable visitor economy.

**TLA 11** Work with local authorities, Local Access Forums and others to manage and improve the network of public rights of way, ensuring that relevant plans for development and delivery of access to the area take full account of the local distinctiveness, character and quality of the North Wessex Downs and its setting.

**TLA 12** Support efforts by user groups to promote and encourage responsible use of rights of way, including byways, consistent with AONB purposes.

**TLA 13** Encourage the creation and maintenance of new permissive and definitive routes that link existing routes and enable recreational walkers, cyclists, riders and carriage-drivers to avoid busy roads.

**TLA 14** Identify spinal and circular routes to be promoted in AONB publicity that are supported by the recreation and tourism infrastructure e.g. bicycle hire, farmhouse B&B/bunk barns and recreational bus links.

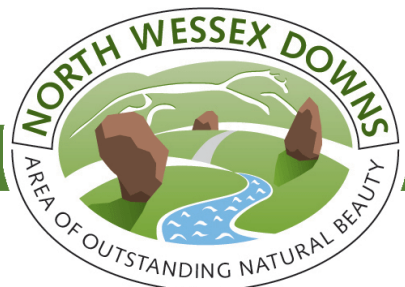
**TLA 15** Support increased provision and management of accessible greenspace and the promotion of new and existing recreational opportunities in line with AONB purposes.

**TLA 16** Recognise and protect those areas which are too sensitive to intrusion or disturbance, for example archaeologically or ecologically, for the promotion of public access.

**TLA 17** Support research, tools and projects which support the development of a thriving recreation and tourism sector.

**TLA 18** Support initiatives to help communities and businesses reduce the outflow of revenue, retaining and recycling wealth in the area for longer.

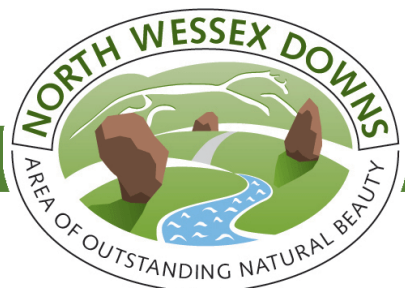
**TLA 19** Promote and support the vision and activities of the South East Protected Landscapes Group to integrate development of the London City Region with the protection and enhancement of the protected landscapes surrounding the capital.





## Alignment between FIPL and the AONB Management Plan

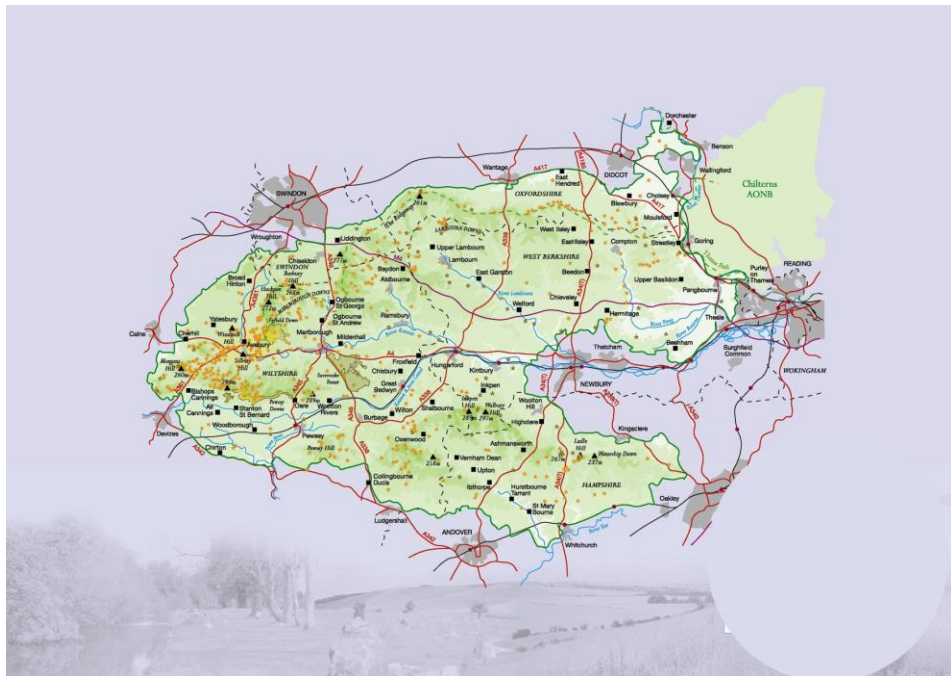
The FIPL programme aligns with many of the management plan's strategic objectives, policies and aims through the support for and allocation of public funds in rural areas (LA 01, RLM 09, S.20, CO 01). It will support the building of local awareness of the AONB as well as the programme (LA 07, S.20, S.21, CO 01, CO 03, S.23, S.25). It is a programme that supports consistent application of national, regional and local policy in line with the AONB priorities (RLM 01). The FIPL programme seeks to support landscape scale conservation (S.03, RLM 02, B 04) and land management initiatives that support, promote and enhance the AONB designation and features of its landscape (S.01, S.03, S.04, LA 02, S.20, S.21, CO 01, CO 03) as well as habitats and species which are characteristic of the landscapes such as rare arable flora and ground nesting birds (S.07, AIM 1, B 05, B 06, B 11). This could include facilitating grazing and grassland and pasture management (S.07, B 15). It seeks to invest in rural enterprises that promote the qualities and sustainable management of the AONB (S.01, S.06, RLM 03, RLM 05, RLM 10, S.20, S.21, CO 01, CO 03). The FIPL Programme will invest in feasibility and advice for the support of land use change in accordance with seeking more nature and climate friendly land management (RLM 04, RLM 08). It seeks to encourage the adoption of climate friendly practices and interventions to help sequester carbon and limit its atmospheric accumulation (S.14, NR 17). The programme seeks to improve public land access and management (RLM 06, Aim 4, Aim 5, Aim 6, CO 03, S.23, TLA 05, TLA 13, TLA 15) as well as promoting understanding, appreciation and participation in the AONB (S.02, B 08, S.20, S.21, CO 01, S.23, S.25). Support is possible for applicants to manage for Invasive Non Native Species (INNS) (RLM 07, B 12). Furthermore, the protection of archaeological sites and conservation of all heritage sites is a priority for both plan and programme (LA 05, Aim 2, S.10, HE 01), as are efforts to engage people with and about the historic environment (LA 05). Collaboration of farmers across a landscape with supporting advice aiding nature recovery is encouraged (RLM 12, Aim 1, Aim 4, S.07, B 04, B 05, NR 03). The programme seeks to support the protection of natural capital as does the management plan (RLM 15, Aim 3, Aim 4), with a special focus on the protection of water bodies (BO 7, S.12, NR 07, NR 08). The programme could seek to support chalk stream management and restoration (BO 7, S.12, NR 11). Natural flood management offers significant advantages to both (NR 10) whilst contributing to other shared objectives. Furthermore, supporting activities that promote soil health offer to both programme and management plan (NR 01, NR 02). The plan also supports training provision in traditional skills to help support the plan's objectives (RLM 13 & 14, CO 08). The plan makes special mention of the equine industry with whom we should seek to work more closely and in partnership develop more environmentally friendly practices through collaboration and advice, and changes in land management (RLM 16). Additionally, the management of deer is considered significant in the plan and could support a variety of other objectives if implemented in an environmentally sensitive and collaborative way (RLM 17).





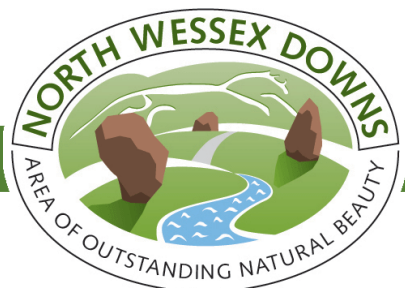
## Application Assessments

Any project under £5,000 will get assessed by the FiPL Officer and the Director of the AONB. Any applications up to the limit of £250,000 will get assessed by the Local Assessment Panel. The application gets scored against four criteria. Project Outcomes will focus on the alignment with the Programme Themes and the AONB Priorities.



The scoring process looks at four criteria:

- a) Project outcomes - (40%)
- b) Value for Money (20%)
- c) Sustainability / legacy of projects (20%)
- d) Ability to deliver (20%)



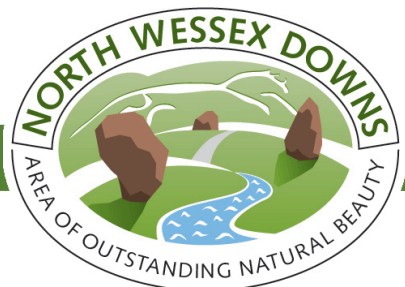




## Example Projects

Suitable projects FIPL could support if they offer to the themes and the AONB Management Plan priorities could include:

- Linking habitats across the landscape (Aim 1, S.07, B 06)
- Planning and implementation of protection of archaeological sites (Aim 2, HE 01)
- Restoration of buildings or features on the Heritage at Risk Register and install interpretation (HE 03, HE 09)
- Access management and infrastructure (TLA 05, CO 03, S.23, TLA 13, TLA 15)
- Ancient woodland restoration and management (S.05, RLM 08)
- Grazing infrastructure on traditional and restored sites (S.07, B 15)
- Wood pasture creation and restoration and management (S.05, RLM 08, S.14)
- Support for rural or agricultural business development or infrastructure toward a sustainable future (S.01, S.06, RLM 03, RLM 05, RLM 10)
- Traditional woodland and hedgerow management practices or businesses (S.01, S.05, S.06)
- Natural flood management features (NR 10)
- Support for landscape scale conservation initiatives such as Catchment Based Approaches (RLM 02, Aim 1 & 4)
- Natural capital assessment and planning (RLM 04, S.14, NR 18)
- Work with community groups and conservation charities to improve management of their sites for access, education and biodiversity (S.02, RLM 06, Aim 5, TLA 13, TLA 15)
- INNS management that goes beyond statutory duties (RLM 07, B 12)
- Development or support of farm clusters and groups (RLM 12, B 05, B 06)
- Training events of materials to support traditional skill development (RLM 13 & 14)
- Water course protection and enhancement (RLM 15, Aim 3, B 07, NR 07, NR 08, NR 11)
- Equine holding land management plan (RLM 16)
- Support local deer management and market initiatives (RLM 17)
- Support planning and implementation of nature friendly management on potential habitat corridors (Aim 4 & 6)
- Help farm businesses transition toward more regenerative and conservation farming practices (NR 01, RLM 04, BO 7, S.12)

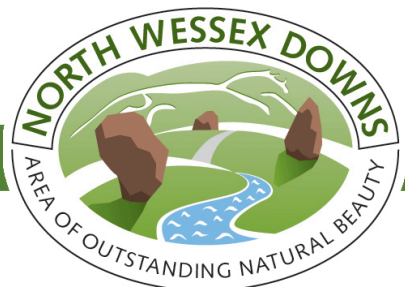




## Intervention Rates

Where a comparable Countryside Stewardship Option or Item exists, we are obliged to use those rates. Where you are applying to fund an activity for which there is no standard Countryside Stewardship rate, you will need to be able show that the associated costs represent value for money - this is based on getting quotes or comparators for the work, or for self-delivery the applicant may use day rates and costings published in Nix Farm Handbook, the Agricultural Costings Book or the Central Association of Agricultural Valuers.

Rate	Description	Example
Up to 40%	Up to 40% can be paid to applicants for an activity where it is clear that grant support enables commercial gain for the applicant.	An example might include funding to support the establishment of pop-up campsites to diversify the business.
Up to 80%	Up to 80% can be paid to applicants for an activity where there may be some commercial gain for the applicant, but where the driving force is for the delivery of public goods.	Examples might include funding a farmer to: 1) install hand washing facilities to allow them to host education visits, which in hosting the visits they receive a payment from the educational provider for. 2) provide new infrastructure to enable disability suitable routes across their land to allow for educational visits. In making these changes though the farmer's site, which includes a farm shop and a campsite, has greater accessibility.
80% - 100%	An intervention rate between 80-100% should be paid to applicants where it is clear that in funding an activity there is no commercial gain to the applicant. Rates can be offered at 100% where it is clearly evidenced that funding the activity will deliver value for money.	An example might include funding to improve public engagement infrastructure such as a picnic site at a beauty spot or projects to improve public access such as new permissive access routes.





## For More Information

Refer to the [North Wessex Downs AONB website](https://www.northwessexdowns.org.uk) for latest information

<https://www.northwessexdowns.org.uk/grants-funding/farming-in-a-protected-landscape.html>

Watch the NWDAONB Farming in Protected Landscapes webinars

<https://www.northwessexdowns.org.uk/projects/farming-in-protected-landscapes.html>

Read the [GOV.UK page](#) and [Farming in Protected Landscape blog posts](#).

Subscribe to [the Future Farming blog](#) and [Defra e-alerts](#) for policy updates.

