

Partnership Management Plan

Shaping the future of your South Downs National Park

2014–2019



© The South Downs National Park Authority, 2013

The South Downs National Park uniquely combines biodiverse landscapes with bustling towns and villages, covers an area of over 1,600km² (618 miles²), is home to more than 112,000 people and is Britain's newest national park. The South Downs National Park Authority (SDNPA) is the organisation responsible for promoting the purposes of the National Park and the interests of the people who live and work within it. Our purposes are:

1. To conserve and enhance the natural beauty, wildlife and cultural heritage of the area.
2. To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.

Our duty is to seek to foster the economic and social wellbeing of the local communities within the National Park in pursuit of our purposes.

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The South Downs National Park Authority has made every effort to ensure that the information contained in this report is correct at the time of going to press.

About this Plan

This Partnership Management Plan (PMP) is the first overarching five-year strategy for the management of the South Downs National Park.

This is a plan for all those with an interest in or influence on the area, and it has been prepared by the National Park Authority in close partnership with others following engagement and debate with stakeholders. Its starting point is the *State of the South Downs National Park Report 2012*, which provided baseline information against which the success of future action arising from this PMP can be measured.

Change has been happening for centuries. This plan is about influencing the nature of future change in ways which will leave the National Park in a better state for future generations to enjoy.

The PMP does not contain planning policies, but does provide a framework for the emerging Park-wide Local Plan. This Local Plan will include spatial planning policies for housing and other development. Minerals and waste planning is covered in detail through the joint minerals and waste plans developed with local authorities.

The PMP will, where necessary, consider impacts on the National Park's special qualities from outside its boundary as well as from within. This could be through wildlife species migration, water flows or water use, traffic, economic activity or views to and from the area.

The fundamental approach that underpins this PMP is delivering¹ sustainable development and in support of that, taking an ecosystem approach². Mitigating

and adapting to climate change is a national priority and delivering this is considered throughout, highlighted by cloud icons where appropriate. The plan also embodies the principles of green infrastructure³, and provides opportunities to address and make good use of it at a landscape scale, to deliver a wide range of benefits for people (Ecosystem Services – see overleaf).

The PMP has a vision and outcomes that are long-term (showing where we want to get to by 2050), policies that are for five years and beyond (indicating how we will get there), and a delivery framework showing projects and initiatives (what we collectively are going to do). The delivery framework in this published document is an evolving example of what will eventually be a more comprehensive document, available to view online and updated regularly.

There are six important sectors that have been prioritised to strengthen partnership working, improve sustainability and expand delivery that enhances the special qualities. These are: Farming, Forestry, Water, Transport, Visitors & Tourism, and Education & Learning. Each has its own section with context information and policies.

This plan seeks to deliver multiple interlocking objectives, adding value to what is already being done. It will always favour delivery that enhances environmental, social and economic objectives at the same time wherever this is possible.

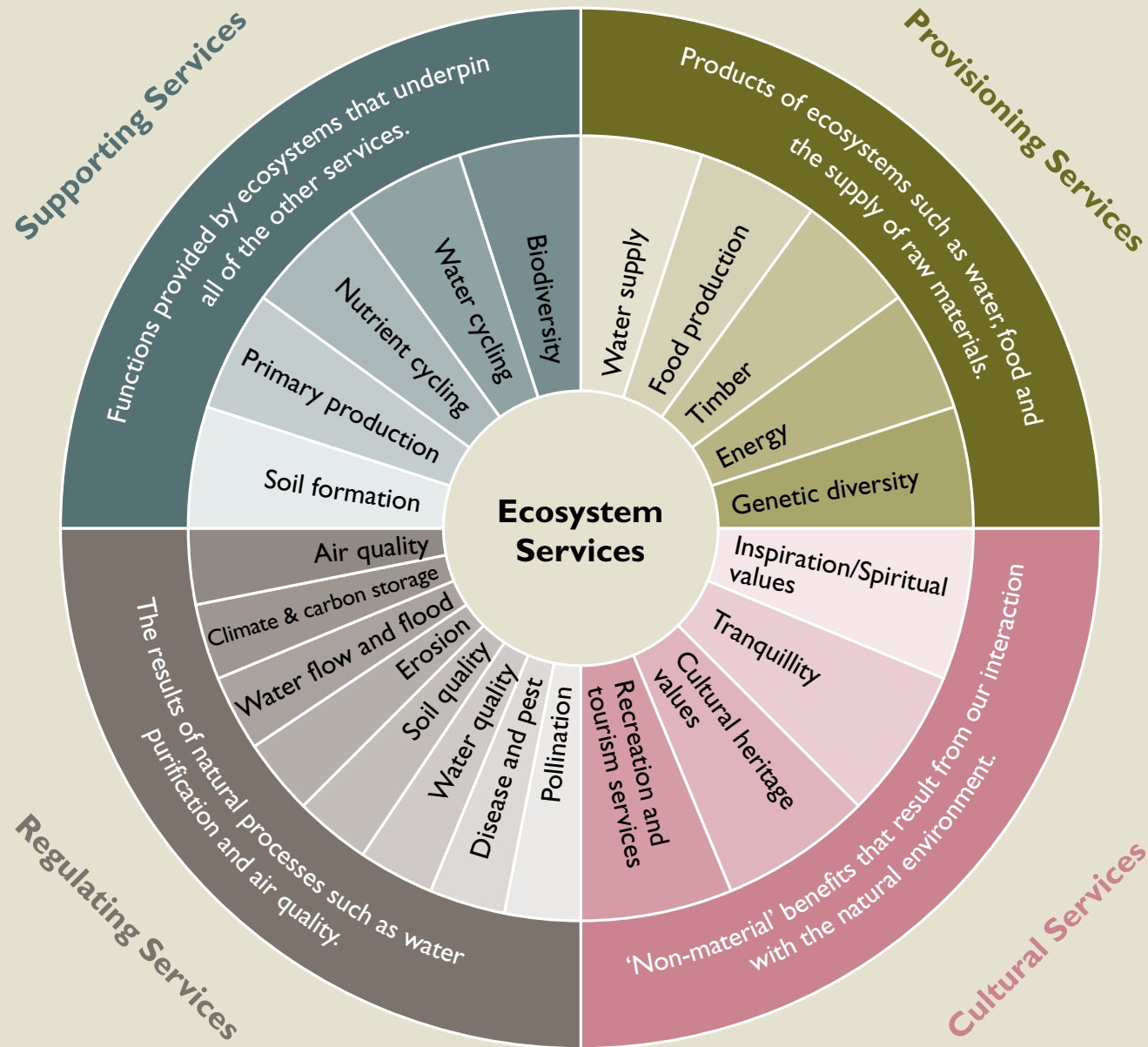
Overall this is about shaping the future of your South Downs National Park.

1 'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.' — from the World Commission on Environment and Development's (the Brundtland Commission) (1987) *Our Common Future* (Oxford: Oxford University Press).

2 Ecosystems as assessed in the National Ecosystem Assessment <http://uknea.unep-wcmc.org/Resources/tabid/82/Default.aspx> were based on 8 broad habitat types found in the UK. An 'Ecosystem Approach' is a strategy for the integrated management of land, water and living resources that promotes conservation and sustainable use in an equitable way (Convention on Biological Diversity 1993)

3 Green Infrastructure (GI) is a network of high quality green and blue spaces and other environmental features.

Ecosystem Services Delivered in the South Downs National Park



Supporting Services

Functions provided by ecosystems that underpin all of the other services.

Soil formation

Soil is formed by the interaction between plants, micro-organisms and the underlying geology. We depend on healthy soils for growing food. Soils are slow to form but can be quickly degraded by poor land management, erosion and the impacts of weather and climate.

Primary production

We rely greatly on processes such as photosynthesis where plant communities use solar energy to convert water and nutrient into biological growth, food and raw materials.

Nutrient cycling

Plants, animals and micro-organisms are essential to the natural cycle of nutrients and help maintain soil and water quality. Increased levels of nutrients such as nitrates and phosphates from sewage and fertilisers can result in poor water quality.

Water cycling

We rely on the natural environment and its functions to provide us with fresh water.

Biodiversity

Plants and animals drive many of the processes that result in a healthy ecosystem, and the benefits we get from it. The richness and diversity of species and habitats are vital to conserve as they support and underpin many of the processes we rely on to sustain our lives.

Provisioning Services

Products of ecosystems such as water, food and the supply of raw materials.

Water supply

Clean water is essential for life. The chalk aquifers and river catchments of the South Downs provide drinking water, and we rely on the supply for all our commercial and domestic uses.

Food production

Farmers in the South Downs National Park produce food and other raw materials. The farmed environment is a major producer of cereals and wheat, oilseeds, sheep and cattle.

Timber

Woodland covers around 24% of the total area of the National Park. Many estate woodlands in the central and western downs are under commercial management. There is great potential for bringing other areas of woodland into active management: for example, through coppicing.

Energy

The National Park has good conditions for a range of renewable energy schemes that are compatible with its special qualities. There is scope for developing resources such as woodfuel in ways that also improve landscape quality and biodiversity.

Genetic diversity

The Bio-diversity and seed bank within the National Park are a resource for the future. Local breeds of sheep and cattle help maintain important genetic diversity and contribute to both our cultural heritage and local distinctiveness.

Regulating Services

The results of natural processes such as water purification and air quality.

Air quality regulation

Plants and trees are central to the cycle of oxygen and carbon dioxide in the atmosphere. They have an important role to play in regulating levels of air pollution.

Climate regulation and carbon storage

Plants and trees have an influence on climate at both local and global scales. They absorb and store carbon from the atmosphere. The thin mineral soils overlying chalk have limited capacity to capture and store carbon.

Water flow and flood regulation

The water catchments, rivers and streams help regulate the flow of water and drainage of the land through storage and reducing surface run-off. If properly managed they can help reduce flooding at times of high rainfall, and sustain river flows and surface water levels during droughts.

Erosion regulation

The light, shallow soils on the chalk ridge and the sandy soils in the Western Weald are unstable and prone to erosion. Erosion is reduced by tree and vegetation cover. On farmed land the risk of erosion can be managed by taking care over cultivation, particularly on slopes.

Soil quality

Shallow, lime rich soils over chalk are free draining, which helps water infiltration and the recharge of the water aquifer. Soils are low in organic matter where they are under intensive cultivation.

Water quality

The soil structure and underlying chalk and greensand geology filters water and helps to regulate water quality in the underlying aquifer.

Disease and pest regulation

Natural processes such as predation and climatic conditions help to control the spread of disease and pests.

Pollination

The effective pollination of crops by bees and other pollinators is vital to the life cycle of many plants. We rely on this 'natural service' for growing food crops as well as other plants and wildflowers.

Cultural Services

'Non-material' benefits that result from our interaction with the natural environment.

Inspiration/Spiritual values

The National Park is renowned for the beauty of its landscapes and its sense of place. The area has provided inspiration for many famous artists and writers. It continues to provide people with the opportunity to understand and enjoy its special qualities. The area enables people to escape, be inspired, and find spiritual renewal.

Tranquillity

Relative tranquillity is recognised as a special quality of the National Park. It provides a resource and a benefit that is greatly valued within such a busy and pressured region.

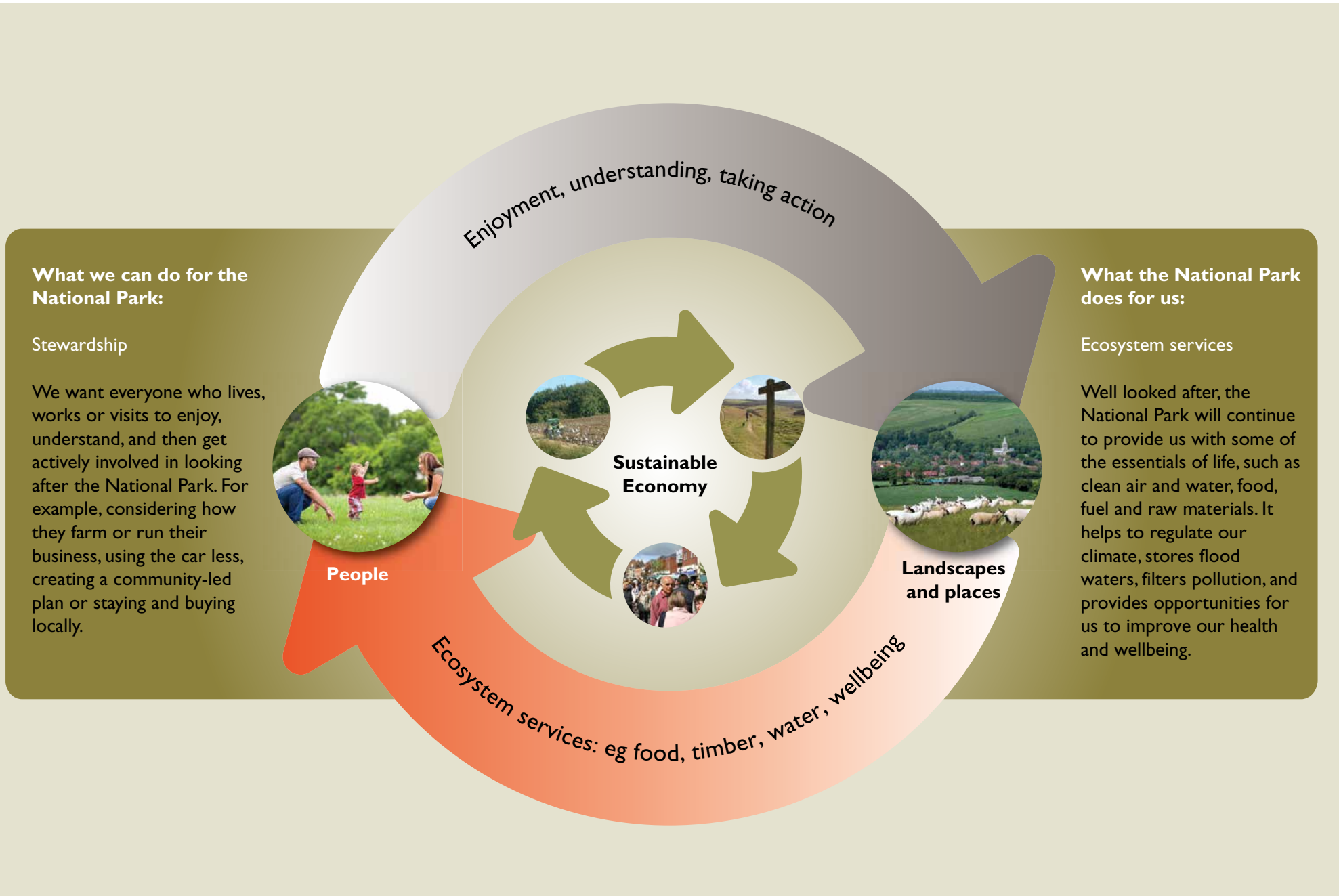
Cultural heritage values

Human influence and settlement can be traced back to Mesolithic hunter gatherers and early agriculture. The National Park has a rich historic heritage in terms of its art, culture, ancient monuments and historic buildings. This has great social, as well as economic, value.

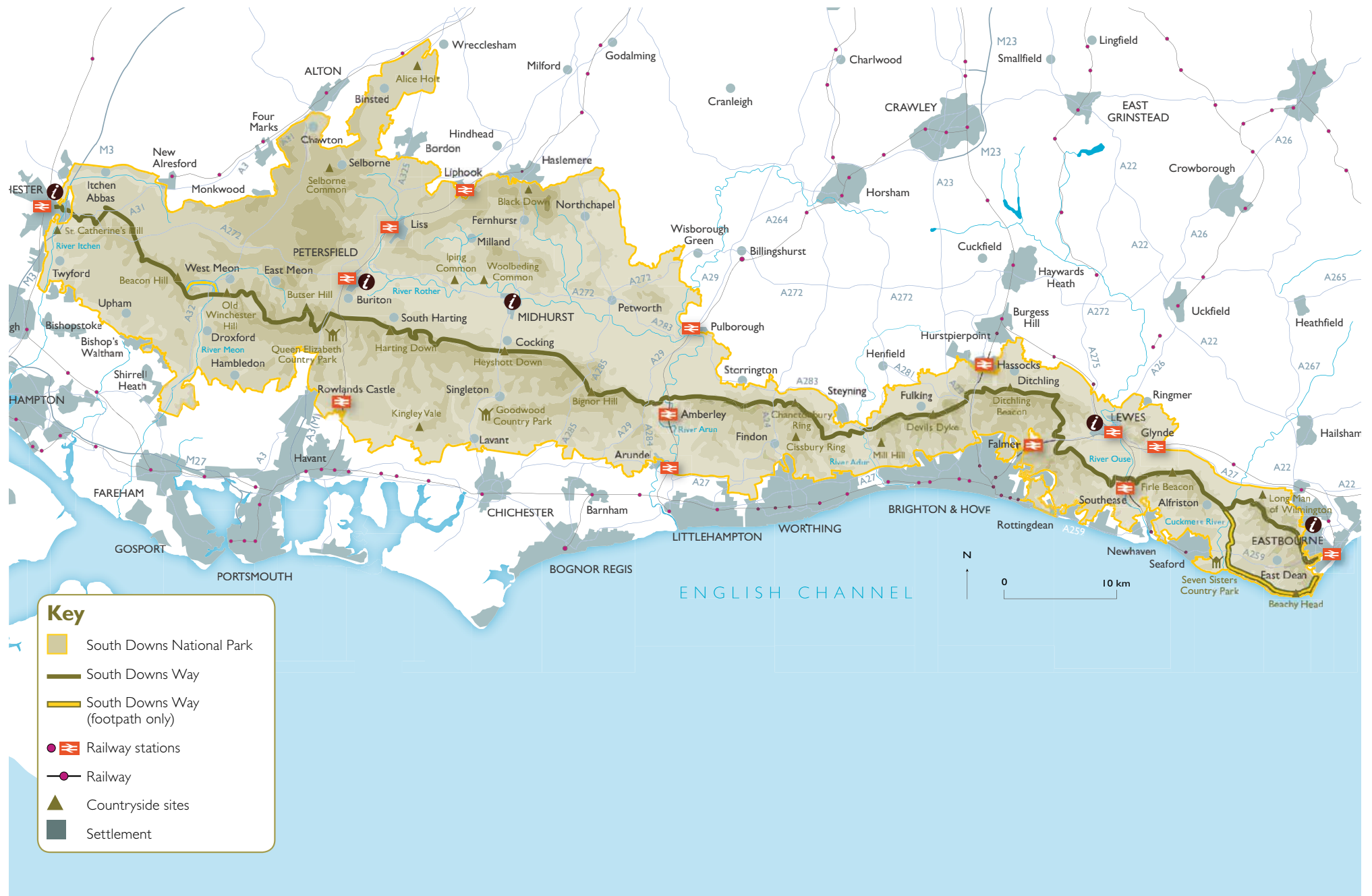
Recreation and tourism services

Recreation and tourism is a significant feature of the area with an extensive network of access routes, popular beauty spots and visitor attractions. The area attracts millions of visits each year, which makes a significant contribution to the health and wellbeing of visitors and residents alike.

People Supporting Landscape, Landscape Supporting People



Map of the South Downs National Park





Devil's Dyke © SDNPA/A K Purkiss

Contents

ABOUT THIS PLAN.....	1	2.7 FORESTRY AND WOODLAND SECTOR POLICIES	41	2.20 EDUCATION AND LEARNING POLICIES..	55
CHAPTER ONE: SETTING THE SCENE	8	WATER POLICIES	42	TOWARDS A SUSTAINABLE FUTURE	57
1.1 PEOPLE, PRESSURE AND PROXIMITY	9	2.8 WATER SECTOR CONTEXT.....	42	2.21 OUTCOMES FOR TOWARDS A SUSTAINABLE FUTURE.....	57
1.2 A SHARED ENDEAVOUR	10	2.9 WATER POLICIES.....	42	GENERAL POLICIES.....	58
1.3 WHAT ENGLAND EXPECTS: NATIONAL PARK PURPOSES.....	10	MINERALS POLICY	45	2.22 GENERAL POLICIES CONTEXT	58
1.4 WHAT MAKES THIS PLACE SPECIAL?	11	2.10 MINERALS SECTOR CONTEXT	45	2.23 GENERAL POLICIES	62
1.5 OUR VISION: THRIVING COMMUNITIES IN INSPIRATIONAL LANDSCAPES	15	2.11 MINERALS POLICY	45	CHAPTER THREE: BUILDING A DELIVERY FRAMEWORK.....	64
1.6 PRESSURES FOR CHANGE (THE ISSUES).....	15	PEOPLE CONNECTED WITH PLACES.....	46	3.1 BUILDING A DELIVERY FRAMEWORK.....	65
1.7 HOW THIS PLAN WAS MADE AND HOW IT WORKS	25	2.12 OUTCOMES FOR PEOPLE CONNECTED WITH PLACES.....	46	3.2 MAKING A DIFFERENCE – TOGETHER.....	65
1.8 INTRODUCING THE OUTCOMES AND POLICIES	27	GENERAL POLICIES.....	47	3.3 WHO IS INVOLVED?.....	65
CHAPTER TWO: THE OUTCOMES AND HOW THEY WILL BE DELIVERED	30	2.13 GENERAL POLICIES CONTEXT	47	3.4 HOW THE DELIVERY IS PRIORITISED.....	66
A THRIVING LIVING LANDSCAPE.....	31	2.14 GENERAL POLICIES.....	49	3.5 HOW THE DELIVERY FRAMEWORK IS STRUCTURED.....	67
2.1 A THRIVING LIVING LANDSCAPE.....	32	TRANSPORT POLICIES.....	50	3.6 MAP OF LANDSCAPE-SCALE INITIATIVES..	67
GENERAL POLICIES.....	33	2.15 TRANSPORT SECTOR POLICIES CONTEXT	50	CHAPTER FOUR: MONITORING AND REVIEW 70	
2.2 GENERAL POLICIES CONTEXT	33	2.16 TRANSPORT POLICIES	51	4.1 REVIEWING THIS PARTNERSHIP MANAGEMENT PLAN	71
2.3 GENERAL POLICIES.....	36	SUSTAINABLE VISITOR AND TOURISM POLICIES	53	4.2 POLICY DRIVERS	71
FARMING POLICIES.....	38	2.17 VISITOR AND TOURISM SECTOR CONTEXT	53	4.2 EVIDENCE.....	71
2.4 FARMING SECTOR CONTEXT.....	38	2.18 VISITOR AND TOURISM POLICIES	54	4.3 OPINION.....	72
2.5 FARMING POLICIES	39	EDUCATION AND LIFE-LONG LEARNING POLICIES	55	4.4 PROJECTS AND ACTIVITIES.....	72
FORESTRY AND WOODLAND POLICIES	40	2.19 EDUCATION AND LEARNING SECTOR CONTEXT	55	ACRONYMS	73
2.6 FORESTRY AND WOODLAND SECTOR CONTEXT	40			GLOSSARY.....	74

Lewes and the surrounding Downs © SDNPA/A K Purkiss



CHAPTER ONE

Setting the Scene

Landscape is more than scenery or a backdrop to our lives – it links culture with nature, and the past with the present.

1.1 PEOPLE, PRESSURE AND PROXIMITY

The South Downs National Park covers over 1600 square kilometres of England’s most valued lowland landscapes. It has been shaped by the activities of its farmers and foresters, its large estates and communities, its charities and local businesses.

The National Park has huge diversity and is greatly valued, holding a special place in the hearts of many. It includes inspirational landscapes, internationally important wildlife, cultural heritage and lively market towns and villages. During both World Wars the area became symbolic of an England that was worth fighting for.

But, situated as it is in the most crowded part of Britain, it is also under intense pressure. Impacts of development, people, water extraction and many other factors can be significant and need to be addressed.

The area now designated as the National Park encompasses living, working, and mostly privately owned and farmed landscapes. It is heavily populated compared to other National Parks, loved and used intensively by its 112,000 residents. However, its future, like its past, is also very interdependent with the areas and communities that surround it. Many settlements, including Chichester, Winchester, Brighton & Hove, Eastbourne and Alton, lie on its doorstep. Nearly

2 million people live within 5 kilometres of its boundary and are able to enjoy its extensive network of paths and trails. Wildlife, the visual landscape and water know no boundaries, cutting through the National Park and administrative areas, requiring a joined up approach and strong partnerships to help maintain what is valued by people.

Local people and tourists have the potential to make an enormous positive contribution to the economy and environment, for example, by buying its farm produce, hiring bikes, using local shops or staying in overnight accommodation

The National Park brings many tangible benefits contributing approximately £2.23 billion to the regional economy. It produces significant quantities of food, supplies many people with their drinking water and offers wonderful opportunities for outdoor learning. It also improves the health of all who simply enjoy fresh air, exercise and the tranquillity which can be found among its chalk downland, farms, heaths, villages, woods and river valleys.

There is no room for complacency. While the special qualities of the National Park have remained sufficiently intact to merit its designation alongside other nationally iconic landscapes – such as the Cairngorms or the Lake District – they cannot be taken for granted, nor are they always in good condition. The loss and fragmentation of chalk grassland and heathland, piecemeal erosion of landscape quality through clutter and signage, loss of heritage assets, challenges to the profitability of farming, loss of public services in villages, and the barrier that house prices present to those starting their working lives, all present tough

challenges for a new National Park. On top of all of these factors, climate change is likely to have fundamental effects on biodiversity, agriculture and water resources, and there are other pressures, such as the changing economy and an ageing population.

1.2 A SHARED ENDEAVOUR

The South Downs National Park contains changing, dynamic landscapes that will continue to evolve. Managing this change through working in partnership is critical.

This is a five-year partnership plan for the entire community of the National Park, **not just** for the National Park Authority. It also relates significantly to the wider region.

With such a large population there is a wealth of talent, resources, ideas and commitment to draw upon. There are already examples of farmers, conservation groups, volunteer organisations, parishes and businesses making a positive difference to the National Park. The flipside is that sheer pressure of numbers could easily destroy that which is held so dear. Examples include: the pressure on certain honey pot sites such as Devil's Dyke, water pollution and soil erosion, and poorly designed or located new development.

The designation of a new National Park happens rarely. Designation will not change the area overnight, but it does provide an opportunity for all who already love and care about it to bring others into their joint endeavour. This, our first National Park Partnership Management Plan (PMP), provides a vision, framework and rallying point for all those who derive their livelihoods and their inspiration from Britain's newest and most populated National Park, and who are committed to making it a better place in the future.

1.3 WHAT ENGLAND EXPECTS: NATIONAL PARK PURPOSES

The Government has provided two statutory purposes for National Parks in England. All public bodies and utility companies, when undertaking any activity which may have an impact on the designated area, have a duty to have regard to these purposes:





The Government also places a corresponding social and economic duty upon National Park Authorities themselves – to be considered when delivering the two purposes. This reciprocal arrangement is designed to ensure a high degree of mutual cooperation, avoiding the risk either that the needs of National Park residents and businesses will be ignored, or that others will ignore its designation when undertaking activities. The UK Government Vision and Circular 2010 states:

Paragraph 70: 'The Parks' socio-economic duty has been given added weight and momentum by the Taylor Report and the Rural Advocate's Report on the economic potential of rural England. Both reports point to the need to accommodate growth, development and investment in all rural areas at an appropriate scale and form. This should not be interpreted as meaning that development cannot be accommodated; rather, it means that additional and concerted efforts are required to ensure communities, planners and businesses have clear, consistent advice regarding the acceptable forms development might take, so that Park communities are places where people can live and work by maintaining sustainable livelihoods.'

Paragraph 74: 'The Authorities' role (and that of local and regional partners) in fostering a positive environment for sustaining and developing business in the Park should be cognisant of those sectors and activities which are most likely to sustain their communities, are appropriate to their setting and maximise the benefits of a high quality environment.'

For further information about the aims and purposes of National Parks:
[National Parks England](#) Campaign for National Parks

Chapter One: Setting the Scene

I.4 WHAT MAKES THIS PLACE SPECIAL?

Our seven special qualities define sense of place, distinctiveness and the characteristics that make this place special and valued.

The seven special qualities of the National Park capture what has attracted people to this place for centuries: the 'stocks' we have inherited and which we need to nurture and enhance over time. They are the outcome of historical research combined with the views of many hundreds of individuals and groups we have spoken to. These include residents, visitors, landowners, farmers, businesses, school pupils and parish councils.

The special qualities formed the basis for the [State of the National Park Report 2012](#), which provides a snapshot of their current state. It includes key data sets that provide a baseline against which we can measure whether they have been improved or degraded. This report, along with the [Integrated Landscape Character Assessment](#), provides a detailed factual description of the National Park. A full description of the special qualities can be found [on our website](#).

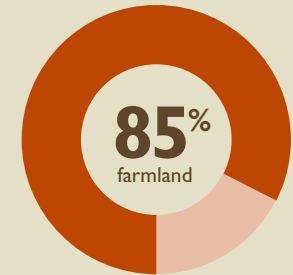


The National Park in a nutshell

Largest National Park population **112,000 residents**

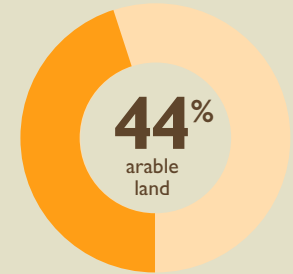
18 distinctive landscape types

3rd LARGEST NATIONAL PARK IN ENGLAND



24% woodland cover
45% of which is ancient woodland

4% chalk grassland



1,200,000 poultry

1 **91,000** volunteer days annually

120,000 sheep

165 conservation areas

4 MARKET TOWNS

21 km of coastline (including the defined Sussex Heritage Coast)

2 MILLION people within 5km

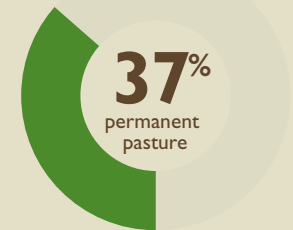
46,000 cattle

Provides water for **1.2 million** people

738 schools in or nearby

4.4% OPEN ACCESS LAND

28 registered historic parks and gardens



17,000 pigs

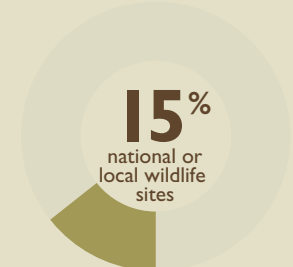
46 MILLION visitor days annually

616 scheduled monuments

13 European wildlife sites

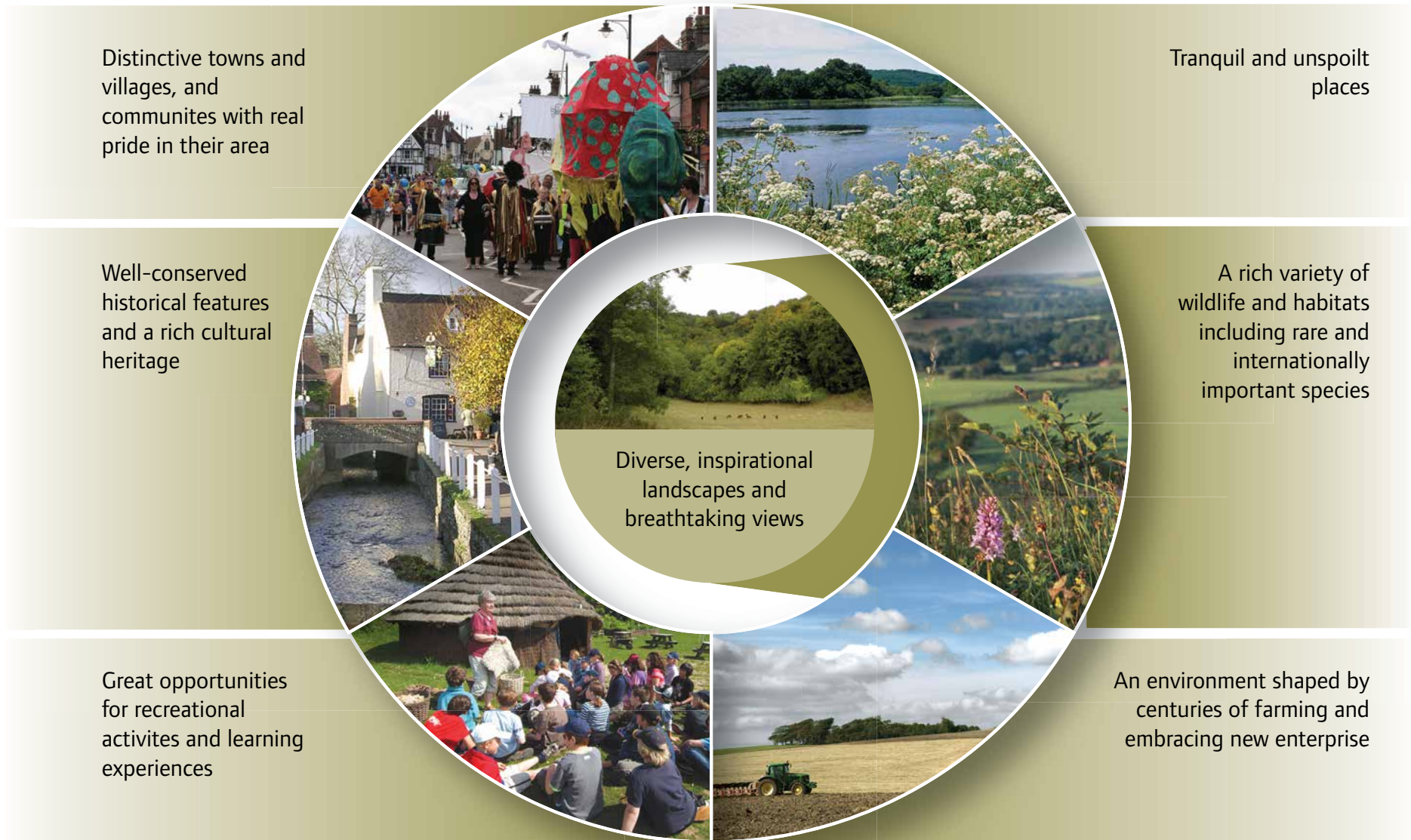
176 town or parish councils

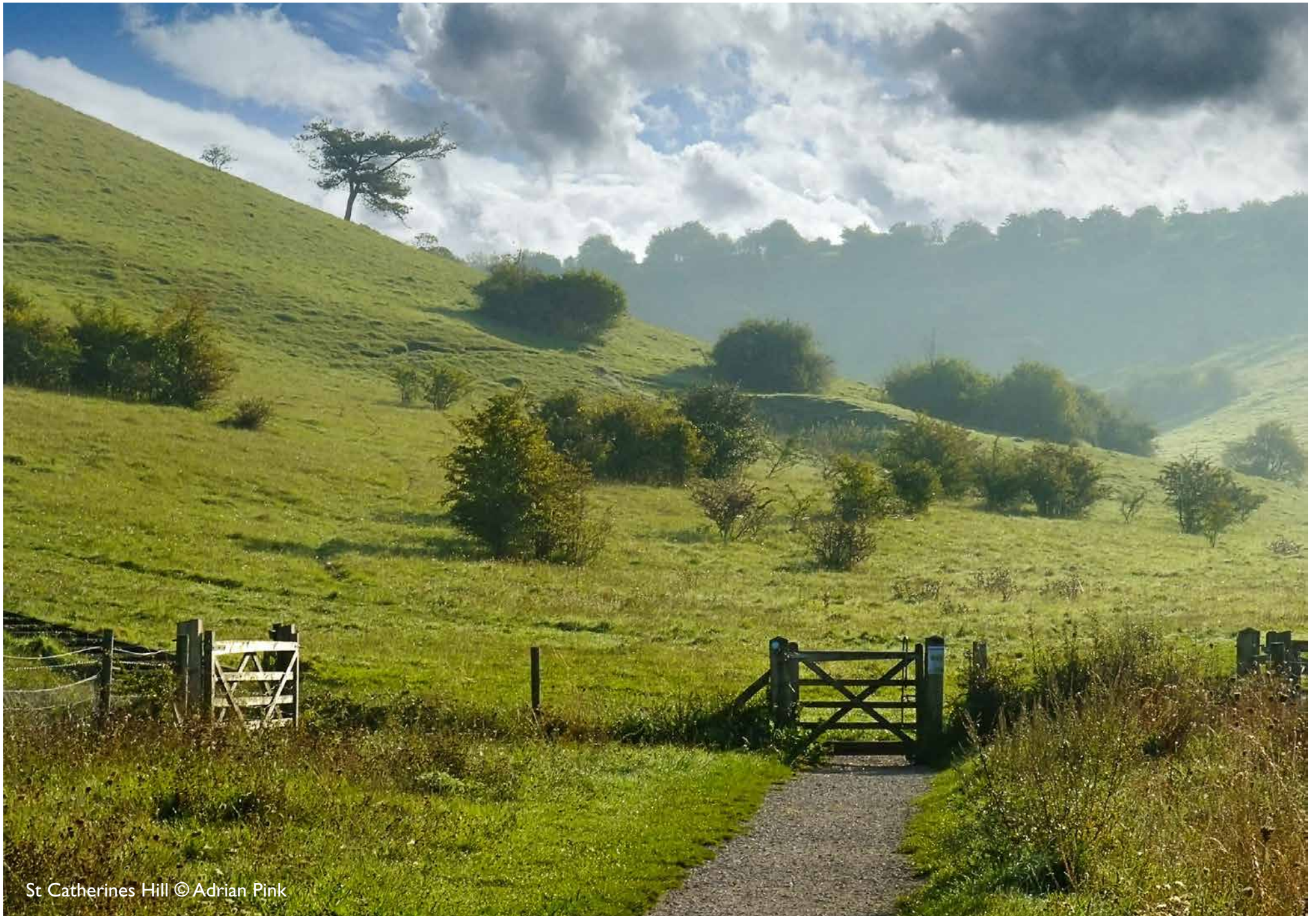
5,860 listed buildings



3,300 km of rights of way including the South Downs Way

Special qualities of the South Downs National Park





St. Catherine's Hill © Adrian Pink

I.5 OUR VISION: THRIVING COMMUNITIES IN INSPIRATIONAL LANDSCAPES

The *State of the South Downs National Park Report 2012* describes where we are now.

Our Vision for 2050, set out below, describes where we want to be. It is supported by the 11 outcomes listed in Section 2, which aim to capture succinctly the shared aspirations for the National Park in that timeframe.

Further information about the engagement work which led to this vision can be found on the [website](#).

By 2050 in the South Downs National Park:

The iconic English lowland landscapes and heritage will have been conserved and greatly enhanced. These inspirational and distinctive places, where people live, work, farm and relax, are adapting well to the impacts of climate change and other pressures.

People will understand, value, and look after the vital natural services that the National Park provides. Large areas of high-quality and well-managed habitat will form a network supporting wildlife throughout the landscape.

Opportunities will exist for everyone to discover, enjoy, understand and value the National Park and its special qualities. The relationship between people and landscape will enhance their lives and inspire them to become actively involved in caring for it and using its resources more responsibly.

Its special qualities will underpin the economic and social wellbeing of the communities in and around it, which will be more self-sustaining and empowered to shape their own future. Its villages and market towns will be thriving centres for residents, visitors and businesses and supporting the wider rural community.

Successful farming, forestry, tourism and other business activities within the National Park will actively contribute to, and derive economic benefit from, its unique identity and special qualities.

I.6 PRESSURES FOR CHANGE (THE ISSUES)

Change is the only thing that is constant

The landscapes of the National Park have always been subject to countless and continuous influences and pressures from outside. In the past, these have ranged from the price of wool and the Black Death to the demand for shipbuilding and charcoal timber, and the arrival of the railways. Even if it were desirable, keeping everything the same cannot be a realistic objective. Instead, the PMP encourages working collectively to manage the pressures upon the National Park, in order that its special qualities remain.

Currently, there are many external pressures on the National Park. We have consulted extensively to identify and prioritise those which:

- have a significant influence on our special qualities;
- can be positively influenced by this PMP; and
- need to be tackled as a matter of urgency.

These pressures are outlined in the following pages.




Climate change

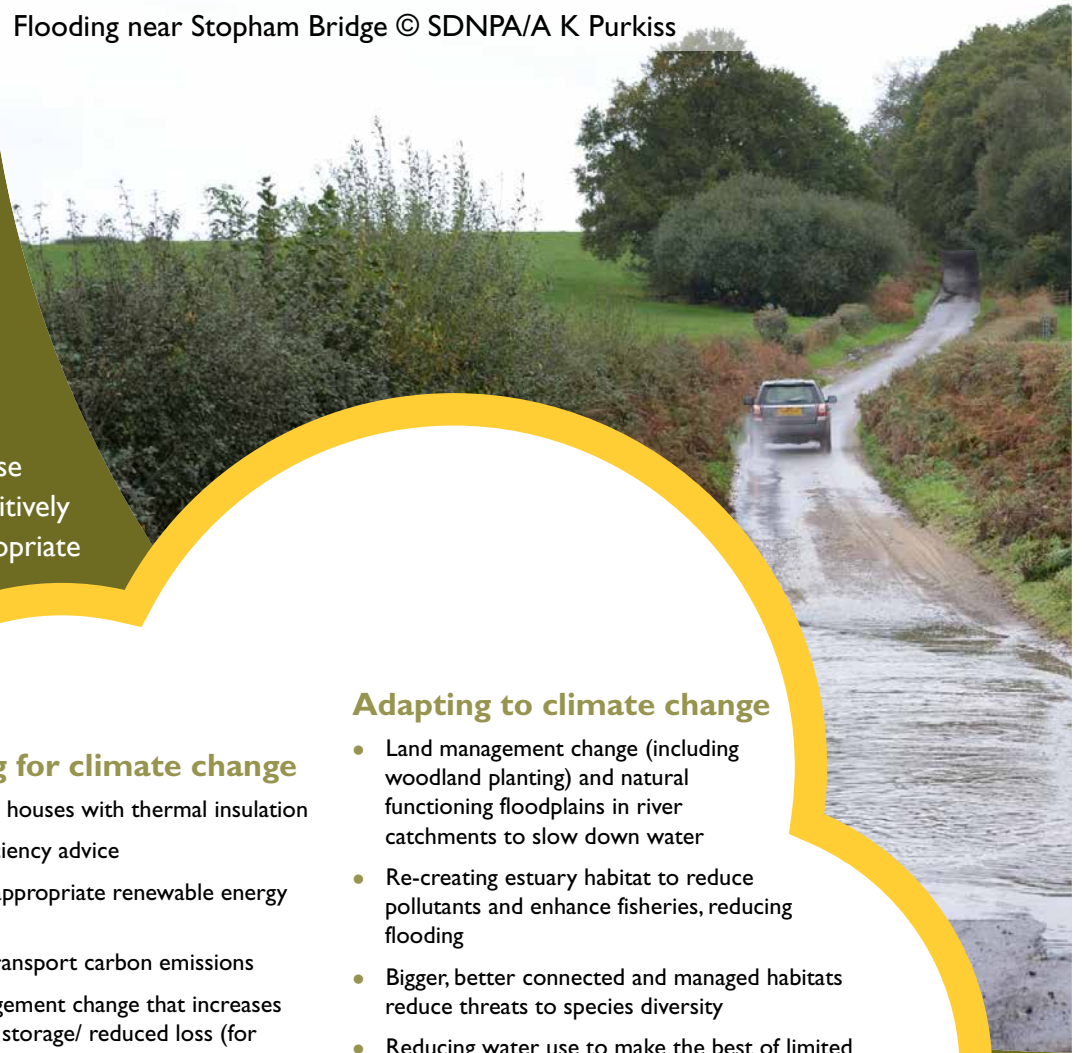
Climate change is likely to have fundamental impacts upon the National Park – which is already experiencing more unpredictable and more extreme weather events. It can lead to changes in landscape features, habitats and crops, as well as contribute to soil erosion and flooding. Landscapes and their natural functions can adapt and thrive, but they will need active intervention to do so.

Although a global phenomenon, climate change needs to be tackled at national, regional and local levels. UK Government policy requires all National Parks to play their part. This includes looking at forms of land use which emit less greenhouse gases and that lock up carbon, as well as positively promoting energy efficiency and renewable energy in ways that are appropriate in these special landscapes.

The following are key examples of appropriate and effective ways for this plan to enable both mitigation and adaptation to climate change within the National Park.

 Mitigating and adapting to climate change is a national priority and delivering this is considered throughout, highlighted at relevant outcomes and policies.

Flooding near Stopham Bridge © SDNPA/A K Purkiss



Mitigating for climate change

- Retrofitting houses with thermal insulation
- Energy efficiency advice
- Increasing appropriate renewable energy production
- Reducing transport carbon emissions
- Land management change that increases soil carbon storage/ reduced loss (for example, semi-natural habitats, reduced tillage)
- Woodland planting to sequester carbon
- Sustainable farming including mixed farming, grass fed beef and sheep enterprises
- Reducing food waste and supporting communities to grow food more locally

Adapting to climate change

- Land management change (including woodland planting) and natural functioning floodplains in river catchments to slow down water
- Re-creating estuary habitat to reduce pollutants and enhance fisheries, reducing flooding
- Bigger, better connected and managed habitats reduce threats to species diversity
- Reducing water use to make the best of limited supply
- Sustainable land management to reduce the impact of extreme weather events (soil loss, crop damage and low yields)
- Sustainable Urban Drainage Systems (SUDS)

Economic and market trends

The global economy has a very significant influence over what happens in the National Park. It affects production, business decisions, energy demand and prices, all of which are particularly important in an area which includes many large commercial farms. With much of the National Park managed for farming and forestry, it is vital these industries remain viable if the landscape is to be sustainably managed.

Landowners and farmers produce crops and products in response to changing commodity prices, market signals and incentives provided through the Common Agricultural Policy (CAP). Reduced levels of funding as a result of CAP reform could mean market forces become more influential. However, new incentive schemes are likely to include payments for ecosystem services and this may provide a useful balancing effect. Agriculture may also be influenced by new crops and varieties, and technical advances that could have an impact on the landscapes and special qualities. Concerns over global food security may also encourage farmers to intensify production, possibly at the expense of other services that these landscapes provide to society.

Large areas of the National Park are managed intensively for game. This provides rural employment and influences the management of farmland and woodland habitats. This can have both positive and negative impacts on biodiversity and the character of landscapes.

The value of natural resources as 'goods & services' is often not properly accounted for in decision making. It is vital that decisions are based on a sound understanding of the full range of services and benefits that the landscape and natural environment provide for society. Decisions will often involve the weighing up of the 'checks and balances' between these benefits, and the relative value that people place on them. There is the potential for a new economic model for land management based on valuing (and paying for) nature and natural services. This may provide new opportunities and

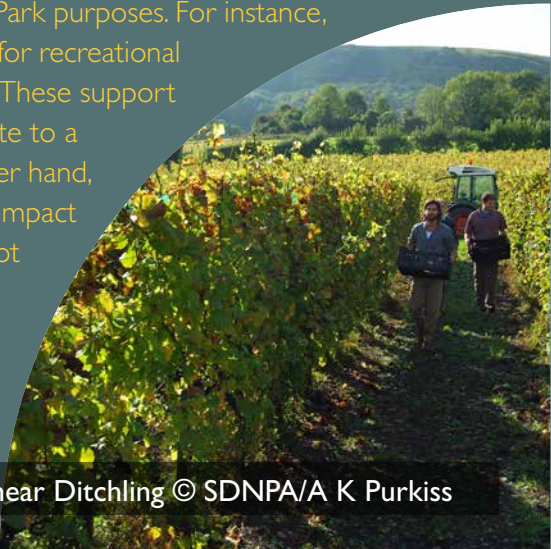
incentives in the future for landowners and farmers and could change land management quite significantly.

Containing several thousand small rural businesses, the National Park economy is especially vulnerable to fluctuations in the economy. Mobile phone signal coverage, broadband connectivity and speeds are limiting factors. Agriculture is reliant on inputs derived from increasingly costly fossil fuels, and the lack of processing facilities, such as those for milk, local meat and woodfuel, are a barrier to more sustainable and resilient forms of business.

High house prices tend to be associated with high quality local environments. This is an issue in many attractive rural areas, not just the South Downs National Park. Generally house prices are higher in the National Park than surrounding urban areas, which tends to prevent those on low incomes from accessing housing. A high proportion of larger dwellings exacerbates this situation and can lead to unbalanced communities with young people and families unable to live in the National Park.

Example of economics and the landscape

There are many countryside pursuits that contribute to the local economy that are compatible with National Park purposes. For instance, a large number of horses are kept for recreational purposes within the South Downs. These support a wide variety of jobs and contribute to a healthy rural economy. On the other hand, the keeping of horses can have an impact on the quality of the landscape if not sensitively managed.



Vineyard near Ditchling © SDNPA/A K Purkiss

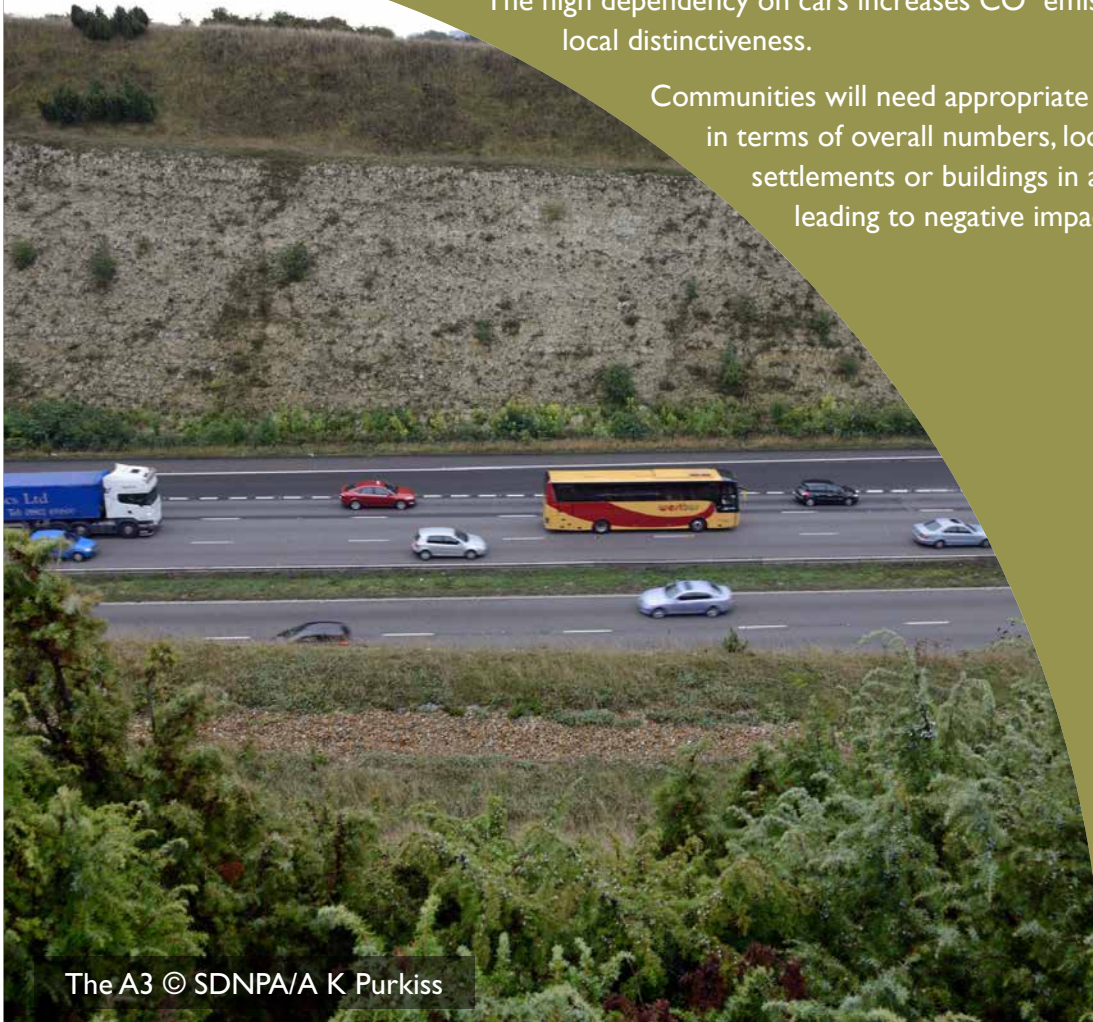
Development pressures

Because of its location in the heavily populated South East, this National Park will continue to face significant demands on its resources and the need for improved infrastructure to support business, transport and energy systems.

These demands include proposals for the extraction of minerals, trunk road development, and the provision of electricity, gas and fibre-optic networks. All could pose serious challenges, and should be resisted (see NPPF paragraphs 115 and 116) unless they are capable of integration into the landscape, their impact on local communities minimised and damage to important species, habitats and heritage assets avoided.

The high dependency on cars increases CO² emissions, poses threats to air quality, tranquillity, community safety and local distinctiveness.

Communities will need appropriate and affordable housing development, and this needs to be managed in terms of overall numbers, location and quality of design. Individual small changes to landscapes, settlements or buildings in and outside the planning system, can add up incrementally over time, leading to negative impacts such as urbanisation and loss of landscape character.



The A3 © SDNPA/A K Purkiss



Telephone mast, Bignor Hill © SDNPA/A K Purkiss

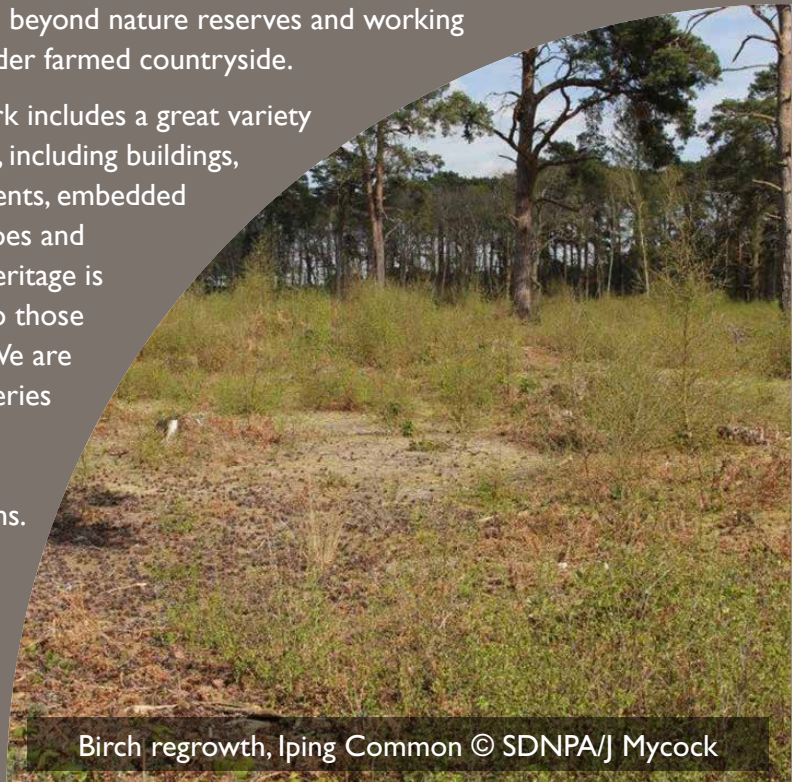
Up Marden Barn © SDNPA/A K Purkiss



Threatened habitats and heritage

Although many nationally and internationally important species and habitats still exist in the National Park, its ecosystems have, like those across the UK, suffered significant damage over the last 150 years through loss of habitats, their fragmentation and degradation. Additional factors – such as climate change, new diseases and invasive species – add to this pressure. It is clear that in order to create more resilient ecosystems, habitats will need to be better managed, bigger and more joined up. Species will need to be able to move through the landscape if they are to adapt to change and survive. This means looking well beyond nature reserves and working across the wider farmed countryside.

The National Park includes a great variety of cultural heritage, including buildings, artefacts and monuments, embedded within its varied landscapes and settlements. Much of this heritage is threatened by similar factors to those which affect species and habitats. We are still finding out more from new discoveries and research. Our heritage assets need to be actively looked after to keep them in good condition and ensure they survive for future generations. We also need to ensure that the skills necessary to maintain them are not lost.



Birch regrowth, Iping Common © SDNPA/J Mycock

Water resources

River Itchen © SDNPA/Sam Moore

Freshwater arising in the National Park supports important habitats and provides 1.2m people with their drinking water. Despite their crucial importance, the status of these freshwater resources is often poor.

The chalk and greensand aquifers, and the surface water flow in rivers, are vulnerable to over abstraction, particularly during drier years, times of drought, and when water demand is high. Although average per capita consumption (pcc) of domestic water use has fallen in this part of the South East, it is still higher than the national average. Demand management to reduce this is essential to achieve the sustainable provision of water resources from the National Park.

The pressure on water resources also impacts on business, for example, the agricultural sector where lack of resources is a constraining factor to business expansion. This may result in the need to manage water resources for agriculture more flexibly (for example, between abstraction licence holders) or to maximise what resources we have (for example, rainwater harvesting schemes or new farm reservoirs to store winter rainfall).

The pressures on water resources are exacerbated by the vulnerability of the water environment to climate change, pollution pressures from wastewater treatment works and run off from urban and agricultural land.

The restoration of semi-natural habitats (for example, chalk grassland and wetland habitats) provides excellent mitigation to these pressures through their improvements to water quality and reduction of flood risk.



Changing values, behaviours and lifestyles

Levels of public awareness about the National Park vary hugely both within and around it. Among those who express a view, expectations differ widely. Some are strongly convinced that it should remain largely unchanged, while others feel equally strongly that it will be an unnecessary barrier to the development of the economy or the provision of affordable housing.

Individual lifestyle choices can have a real impact on the future of the National Park, both positive and negative. These include the level of car use, the amount of local produce consumed, overall carbon footprint, water consumption, and choices about how to use leisure time.

The population of the National Park is older and less diverse than the South East as a whole, and this has an impact on the long-term sustainability of communities. People often choose to live in the National Park because of the quality of life. A shortage of suitable employment in the National Park contributes to an out-migration as people travel to access employment; conversely those in lower paid employment are not able to access affordable housing in the National Park, and have to commute in. This creates considerable commuting traffic at peak times, and has a direct impact on the social fabric of rural communities.

Modern technology creates many opportunities for rural businesses and communities, but could also disadvantage them if, for example, broadband speeds lag behind those of neighbouring urban areas.

In education, work or at home, many people have little connection with the countryside on their doorstep. Without access and enjoyment there is no understanding, and without understanding there is no action. This disconnection from nature is a trend across the UK, but tackling it will be essential since the future potential of the National Park rests very largely on the attitudes and actions of local people. Many opportunities exist,

for example, levels of volunteering are already impressive, and this could be further developed to help to create a powerful network of ambassadors and champions for the National Park.

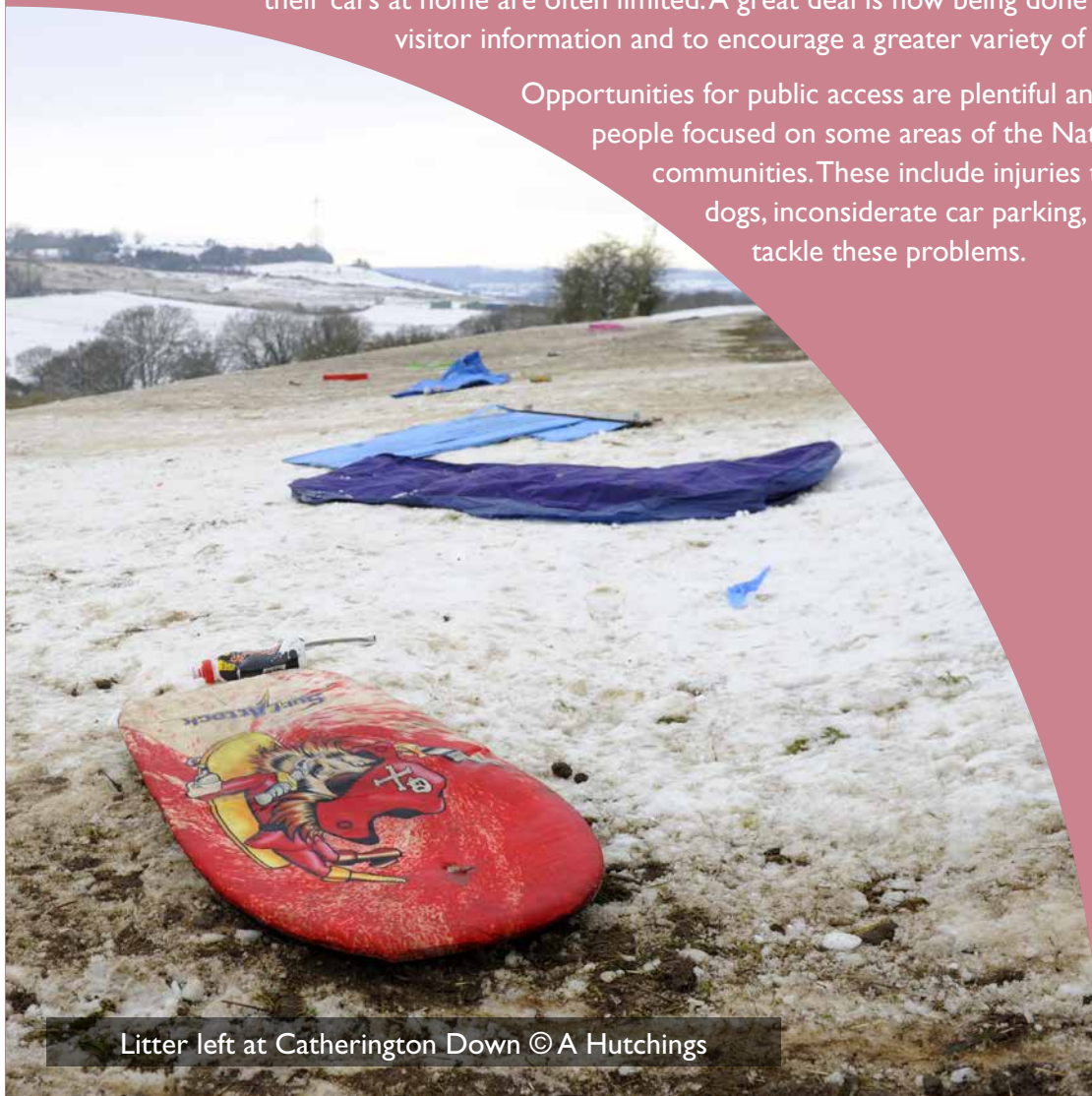


Ditchling Beacon car park © SDNPA/A K Purkiss

Visitor pressure

Each year there are over 46 million visitor days to the area, although the average level of spend by visitors is low. There is great potential to encourage people to stay longer and contribute more to the local economy. The tourism sector is fragmented and transport options for those who want to leave their cars at home are often limited. A great deal is now being done to utilise the designation of the National Park by starting to improve visitor information and to encourage a greater variety of appropriate activities.

Opportunities for public access are plentiful and widespread. Despite this, the impact of very high numbers of people focused on some areas of the National Park has led to recurring problems for some landowners and communities. These include injuries to sheep and disturbance to ground nesting birds by uncontrolled dogs, inconsiderate car parking, fly tipping and gates being left open. Targeted measures are needed to tackle these problems.



Litter left at Catherington Down © A Hutchings

The need to prioritise the issues to tackle

The extensive engagement carried out in the initial phases of developing this PMP highlighted a long list of issues. A key task has therefore been to focus this PMP on those that are significant and urgent, and where collective action through partnerships can make a tangible difference over the next five years.

Other issues will be addressed locally and do not need collective effort via this PMP. The prioritised list of issues has been tested by both expert feedback and public consultation, and represents the key issues to be tackled for the next five years. Later iterations of the PMP may highlight new or changed priorities.

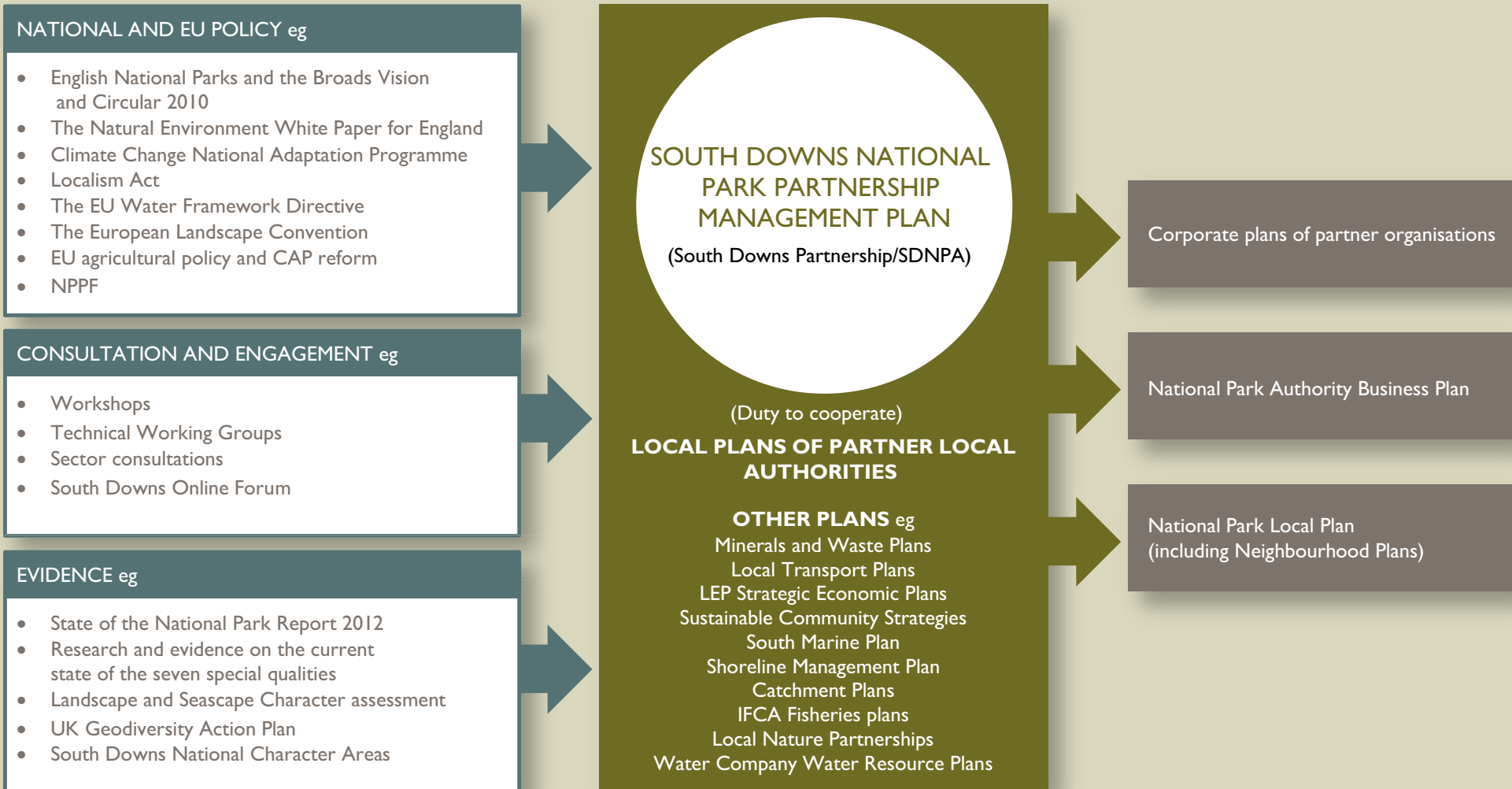


Farmers join consultation for Management Plan © SDNPA/Gareth Giles



Seed Harvesting © SDNPA/Nick Heasman

How this Plan was Made: Policy, Evidence and Opinion



1.7 HOW THIS PLAN WAS MADE AND HOW IT WORKS

Extensive consultation has been key to the development of the PMP

In creating the PMP we have taken into account three things: policy, evidence and opinion. The PMP aligns with UK Government and EU Policy, for example, the *National Parks Vision and Circular 2010*, the *Natural Environment White Paper*, the EU Water Framework Directive and European Landscape Convention. It is firmly rooted in evidence from the many reports produced about the area – its ecology, economy and social characteristics. These are summarised in the *State of the South Downs National Park Report 2012*. It is also strongly influenced by the views of people who have a stake in the future of the National Park.

The guidance for National Park Management Plans (Countryside Agency, 2005) places a lot of emphasis on partnerships and genuine engagement. This document is the culmination and physical expression of joint working with a wide range of people and organisations, facilitated by the National Park Authority. Great efforts have been made to ensure that a wide range of consultees have had the opportunity to have significant input into this PMP. The contributors have included representatives from key sectors such as tourism, farming and forestry, from several thousand individuals via public events and the online South Downs Forum, and many more specific groups such as the South Downs Partnership, technical working groups, local authorities and parish councils.

As a result, the PMP is shared by many organisations and includes commitments from land managers, communities, businesses, statutory agencies and other interest groups. It is for the entire community of the National Park, **not just** for the National Park Authority (although it will provide the framework for their own business plans).

National policy encourages Local Plan policies to set out a strategic approach for the creation of green infrastructure (ref National Planning Policy Framework – paragraph 99). This will be a key delivery mechanism for the PMP.

The National Park Authority is the Planning Authority for the National Park. This PMP and its principles contribute to setting the framework for development locally that should be reflected in local authority development plans. It will be followed by a single Local Plan for the National Park, which will be the spatial representation of this PMP. This will replace all previous Local Plans and Core Strategies for the area.

Vision, outcomes, policies and a delivery framework

- The **Vision** (in this section) and the 11 **outcomes** (in Section 2) set out our collective ambition.
i.e. where we want to be by 2050
- A set of **policies** (in Section 2) provide a steer for the various sectors this PMP affects.
i.e. how we will get there
- The **Delivery Framework** (Section 3 and Appendix) captures the key activities of the partners who made this plan.
i.e. what we have committed to do during the next five years.
- Finally, the PMP describes how **progress will be measured and monitored**, both at the outcome level and by reporting on the outputs from the various projects in the delivery framework.
i.e. how we will know what has been achieved.




Eastern Downs © F Hopson

I.8 INTRODUCING THE OUTCOMES AND POLICIES


Outcomes

In Section 2 we have broken the vision down into 11 outcomes. These describe how the vision is being achieved. The outcomes are grouped under three headings as follows.


A thriving living landscape

- **Outcome 1:** The landscape character of the National Park, its special qualities and local distinctiveness have been conserved and enhanced by effectively managing land and the negative impacts of development and cumulative change.
- **Outcome 2:** There is increased capacity within the landscape for its natural resources, habitats and species to adapt to the impacts of climate change and other pressures. 
- **Outcome 3:** A well-managed and better connected network of habitats and increased population and distribution of priority species now exist in the National Park.
- **Outcome 4:** The condition and status of cultural heritage assets and their settings is significantly enhanced, many more have been discovered and they contribute positively to local distinctiveness and sense of place.

People connected with places

- **Outcome 5:** Outstanding visitor experiences are underpinned by a high quality access and sustainable transport network providing benefits such as improved health and wellbeing.
- **Outcome 6:** There is widespread understanding of the special qualities of the National Park and the benefits it provides.
- **Outcome 7:** The range and diversity of traditional culture and skills has been protected and there is an increase in contemporary arts and crafts that are inspired by the special qualities of the National Park.
- **Outcome 8:** More responsibility and action is taken by visitors, residents and businesses to conserve and enhance the special qualities and use resources more wisely. 

Towards a sustainable future

- **Outcome 9:** Communities and businesses in the National Park are more sustainable with an appropriate provision of housing to meet local needs and improved access to essential services and facilities. 
- **Outcome 10:** A diverse and sustainable economy has developed which provides a range of business and employment opportunities, many of which are positively linked with the special qualities of the National Park.
- **Outcome 11:** Local people have access to skilled employment and training opportunities.

Policies

The 57 policies are our shared priorities and are outcome-related and cross-cutting, and apply to the National Park, not just the National Park Authority. They will guide partnership delivery over the next five years but with pointers to the longer-term vision 2050.

Although many of the policies support a number of different outcomes, they are grouped for convenience under the most relevant ones. General policies apply to a wide range of partners and stakeholders. Sector policies are more relevant to a particular 'industry' or specific interest. For example, the water sector policies will be most relevant to the water companies, Environment Agency and local abstractors, whereas the education and lifelong learning sector policies are most relevant to local authorities, learning providers and education charities.

Underpinning principles for the policies are that they:

- should be considered as a set that work together; not in isolation, and are consistent with the principles of sustainable development and an ecosystems approach;
- are for all involved with the National Park, not just the National Park Authority, and rely on partnership working throughout;
- apply in some cases to areas and communities outside the boundary (and would need to be considered in conjunction with the relevant adjoining authorities); and
- will be applied in a way that does not cause lasting harm to its special qualities. In the case of irreconcilable conflicts, the 'Sandford principle'⁴ applies: 'Where irreconcilable conflicts exist between conservation and public enjoyment, then conservation interest should take priority'.

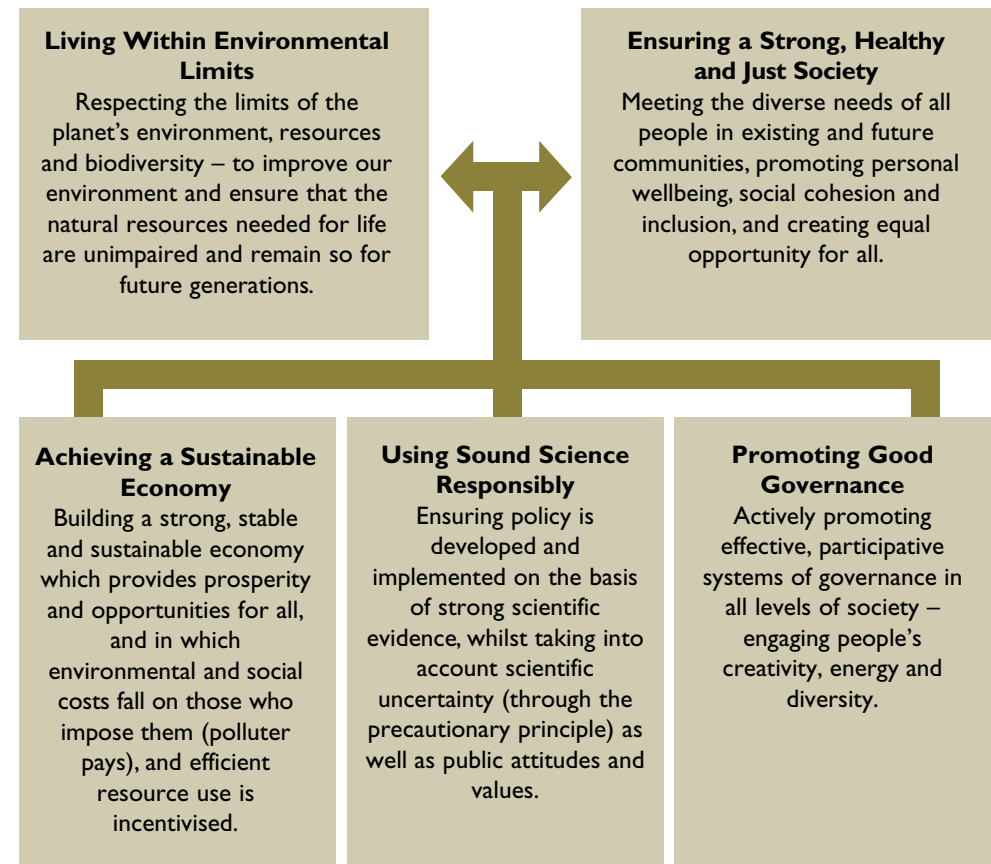
Each group of policies is accompanied by contextual information, which provides some basic facts and the current situation taken from the *State of the Park*

4 To help National Park Authorities balance decisions between conservation and recreation, the National Parks Policy Review Committee made a recommendation, which is known as the 'Sandford Principle', named after Lord Sandford who was Chair of the committee. This was enshrined in the 1995 Environment Act.

Report 2012 or other evidence. It also identifies the key issues that need to be addressed. In implementing these policies, the National Park Authority may develop further guidance.

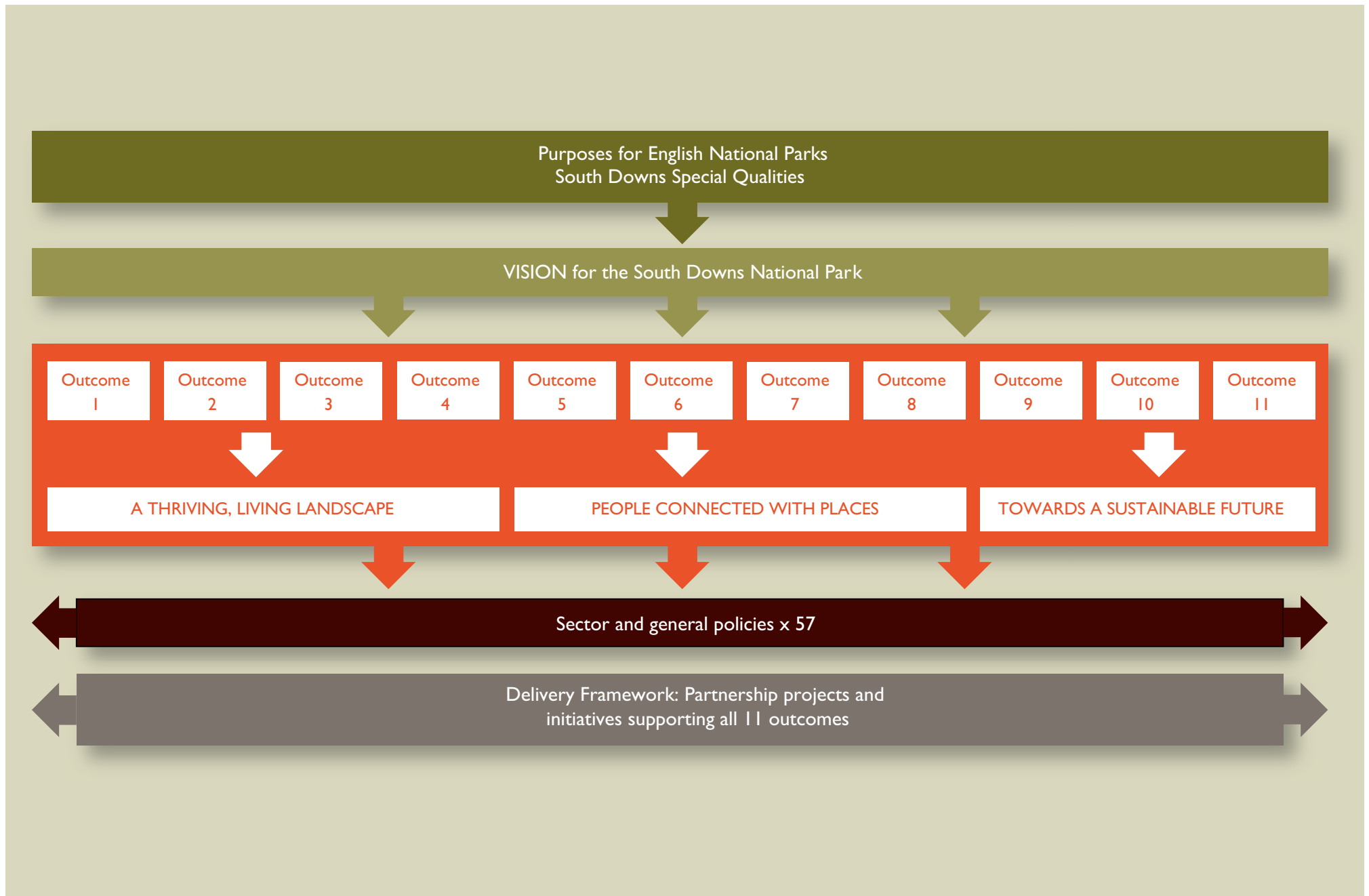
Set out below, are the UK Government's five principles of sustainable development.

Sustainable Development Guiding Principles



Source: <http://sd.defra.gov.uk/what/principles/>

How This Plan is Structured





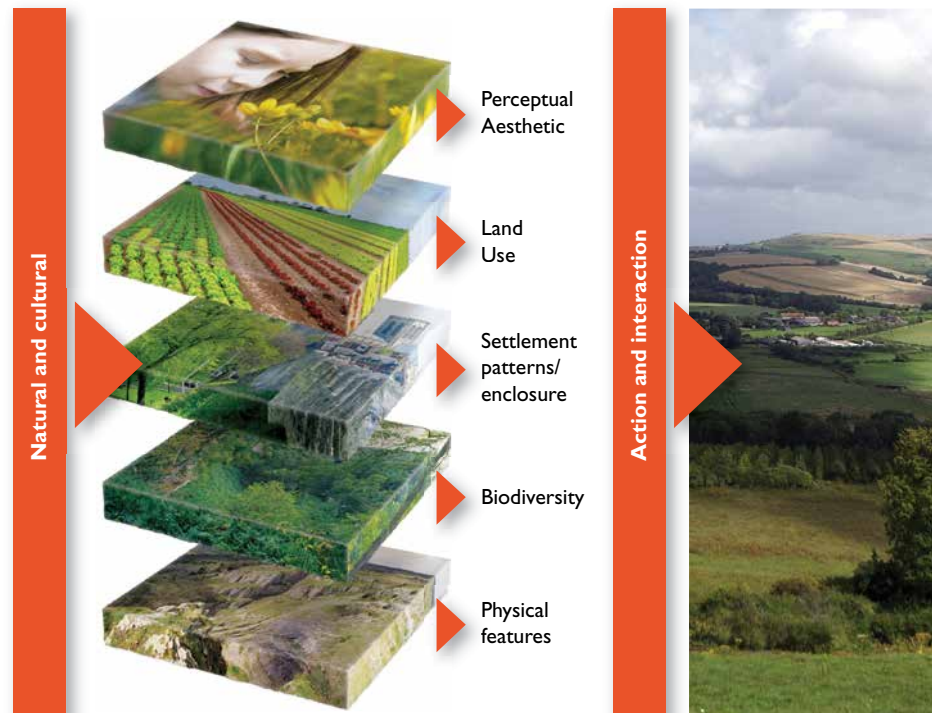
CHAPTER TWO

The Outcomes and How They Will be Delivered

Landscape is formed from the interaction of both natural and cultural factors

A THRIVING LIVING LANDSCAPE

This theme is primarily based on Purpose One for National Parks, to conserve and enhance the natural beauty, wildlife and cultural heritage. The **Government Circular 2010** sets out a clear objective for National Parks to be beacons of sustainable development and this therefore runs through this plan.



2.1 A THRIVING LIVING LANDSCAPE

(Outcome indicators shown in italics)

- **Outcome 1:** The landscape character of the National Park, its special qualities and local distinctiveness have been conserved and enhanced by effectively managing the land and the negative impacts of development and cumulative change.

Indicators

- *Character of the landscape, including historic elements, is maintained.*
- *Percentage of the National Park that is relatively tranquil for its area.*
- *Percentage area considered to have a dark night sky.*
- *Percentage of designated or notified Geological / Geomorphological Sites managed in better condition.*

- **Outcome 2:** There is increased capacity within the landscape for its natural resources, habitats and species to adapt to the impacts of climate change and other pressures.



Indicators

- *Percentage of rivers and groundwater bodies with water available for abstraction.*
- *Percentage of farmland and of woodland area that is managed under agri-environment or other schemes.*
- *Total greenhouse gas emissions in the National Park.*

- **Outcome 3:** A well-managed and better connected network of habitats and increased population and distribution of priority species now exist in the National Park.



Indicators

- *Area, condition and connectivity of target priority habitats.*
- *Population and distribution of target priority species.*
- *Distributions of target non-native invasive species.*
- *Percentage of water bodies achieving 'good' or 'high' status or potential.*

- **Outcome 4:** The condition and status of cultural heritage assets and their settings (including monuments, buildings, towns and buried remains) is significantly enhanced, many more have been discovered and they contribute positively to local distinctiveness and sense of place.

Indicators

- *Percentage of heritage assets 'at risk'.*
- *Number of new heritage assets in the National Park added to Historic Environment Record.*

GENERAL POLICIES

2.2 GENERAL POLICIES CONTEXT

It is vital to appreciate that impacts on the National Park's special qualities can be caused by developments and activities from both inside and outside the boundary.

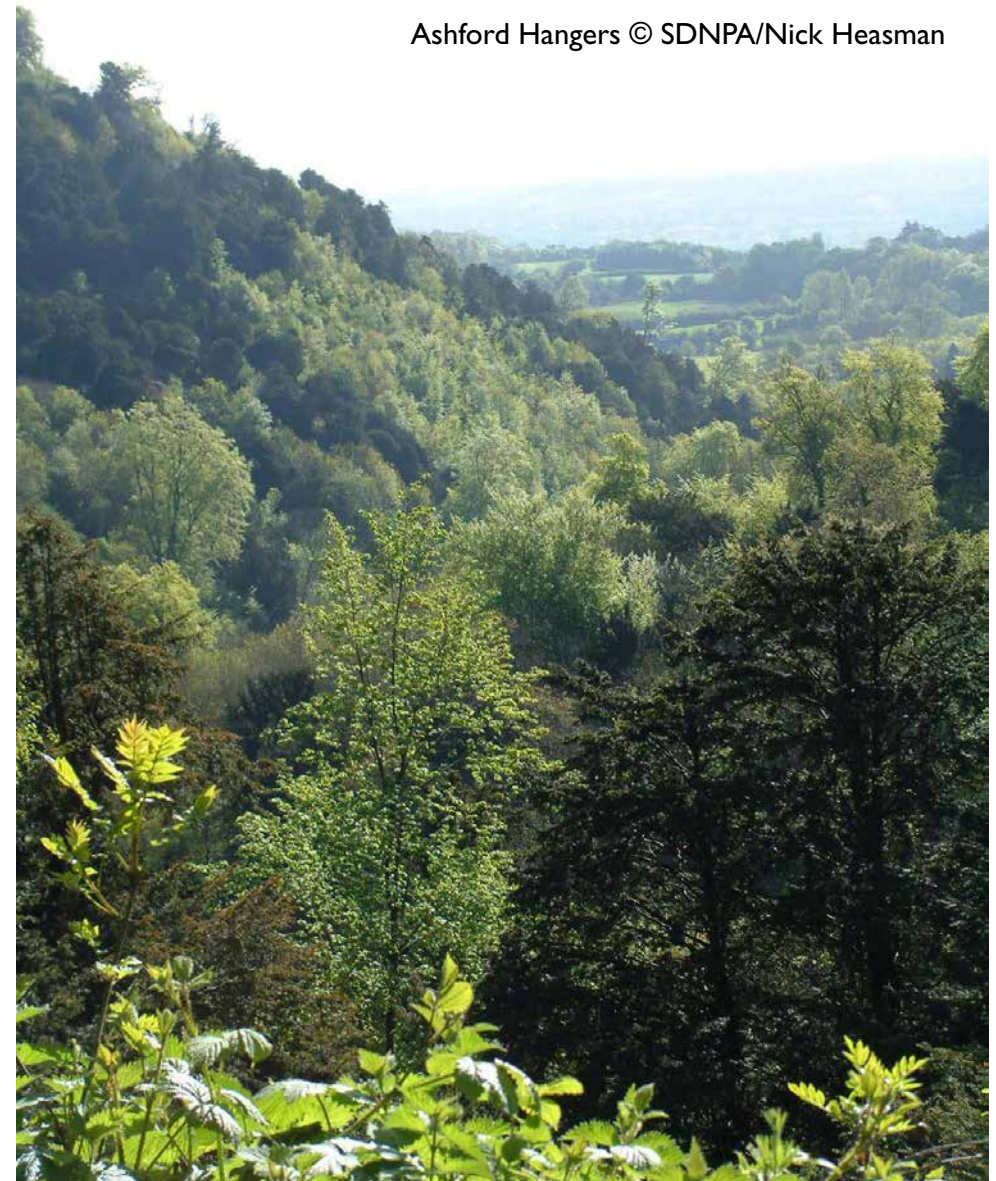
The landscape character of the South Downs National Park is rich and complex, with 18 general landscape types and 49 more place-specific 'character areas'. These have changed through time, and have been greatly influenced or affected by land-use change, such as those impacting on agriculture and settlement patterns. The Eastern Downs has an open and expansive character, with scenic views across the Weald and out to sea, and includes 21 kilometres of coastline. In the Central and Western Downs, woodland is a more characteristic feature. The character of the Wealden Greensand is more enclosed and intimate, with remnant heathland and sunken lanes.

The range of factors that shape or influence the future management of the South Downs National Park is very wide. In terms of recent influences or changes in character, there has been some urbanisation and loss of local distinctiveness within settlements. Renewable energy schemes, communication masts, lighting and other large-scale development can have an impact on the landscape and its visual amenity, particularly in open and expansive downland.

Vehicles both on and off road, aircraft noise and industrial premises can affect the valued tranquillity of many parts of the National Park.

The New Environmental Land Management Scheme (NELMS) and other emerging incentive schemes, along with changes in technology and practices within the very important agricultural sector, will be influential. These schemes must support appropriate and sustainable land management to enhance the special qualities.

Ashford Hangers © SDNPA/Nick Heasman



The National Park has a high proportion of sites designated for their wildlife value, including nationally and internationally important sites, a proposed Marine Conservation Zone and over 800 locally designated wildlife sites. Habitats include chalk grassland, lowland heathland, ancient woodland, farmland, rivers and other wetland habitats, coastal and marine. There are many rare and threatened species such as the Barbastelle bat and the Duke of Burgundy butterfly. Some of the special wildlife and habitats are threatened as a result of habitat loss and fragmentation, lack of appropriate management, invasive species and disease. The landscape setting and its biodiversity can also be affected by developments and other pressures beyond the boundary.

One of the key attractions is the unspoilt view out to sea and along the coast from much of the area. The National Park includes a dramatic and continuously changing coastline including the Sussex Heritage Coast, defined in 1973, the first of 32 in England.

The character of the coast has been and continues to be heavily influenced by natural and human pressures and sensitive seascape planning is vital for this iconic location. Coastal erosion and sea-level rise form the focus of shoreline management planning, however, coastal, port and offshore development, fisheries, estuarine and marine pollution, and recreational pressures all call for a coordinated approach (Integrated Coastal Zone Management) to these issues that straddle land and sea. Seascape Character Assessment should form an integral part of this overall approach.

A recommended Marine Conservation Zone for the chalk reef runs from Beachy Head to Brighton Marina.

The cultural heritage of the National Park is important for the evidence it gives us of past human activity. This evidence is sometimes designated to protect it (almost 6000 designated sites are referred to in the *State of the South Downs National Park Report 2012*). Although the heritage has been investigated for over 150 years, new discoveries are still being made as new sites are found, old finds reassessed and investigation techniques improved.

Much of the heritage can be used to uncover stories about the past, people and places. The 34 accredited museums and galleries relating to the National

Park's special qualities use their collections and other heritage sites to interpret the past. Some historic places are important for their association with famous people who lived and worked in, or were inspired by, the area. The design of buildings and landscapes may be a deliberate act of creativity, or have developed over time, but it is an important part of the heritage of this landscape. Cultural heritage may alter; as people's ideas change; values also change and as time passes this changes our perceptions. Cultural heritage also includes traditions, festivals and oral history. These many strands of cultural heritage contribute to the richness of the National Park.

This cultural heritage needs to be carefully considered and managed to ensure that important assets survive for future generations. Some of the heritage is at risk – 8 per cent of scheduled monuments⁵ (50 in total) and 1.5 per cent of all listed buildings⁶ (83 buildings). The threats include: lack of skilled workers to maintain them, changes in land management, development pressures and inappropriate changes to provide energy efficiency in historic buildings. For example, the high price for lead on the world market has increased the incidence of metal thefts from church buildings and this has combined with declining attendances at church that make it harder for communities to afford repairs.



Goodwood sculpture park © SDNPA/A K Purkiss

5 English Heritage (2012) Heritage at Risk Register

6 South Downs National Park Authority (2013) *Buildings at Risk Survey*, SDNPA

Examples of Priority Species in the National Park



Grey partridge



Skylark



Barbastelle bat



Otter



Water vole



Duke of Burgundy butterfly



Small blue butterfly



Field cricket



Sand lizard



Natterjack toad



European eel



Juniper



Burnt orchid








Adder



A Brown Trout

2.3 GENERAL POLICIES

- **Policy 1:** Conserve and enhance the natural beauty and special qualities of the landscape and its setting, in ways that allow it to continue to evolve and become more resilient to the impacts of climate change and other pressures. 
- **Policy 2:** Develop landscape-scale partnerships and initiatives to focus on enhancing the key ecosystem services delivered by the National Park. 
- **Policy 3:** Protect and enhance tranquillity and dark night skies.
- **Policy 4:** Create more, bigger, better-managed and connected areas of habitat in and around the National Park, which deliver multiple benefits for people and wildlife. 
- **Policy 5:** Conserve and enhance populations of priority species in and around the National Park, delivering targeted action where required.
- **Policy 6:** Favour natural functions and processes in and around the National Park where they support the value and resilience of terrestrial, freshwater, marine, coastal and estuarine habitats. 
- **Policy 7:** Actively promote more joined-up and sustainable management of the coast, including the defined area of the Sussex Heritage Coast, through Integrated Coastal Zone Management (ICZM). 
- **Policy 8:** Focus the prevention, control and eradication of invasive non-native species on those that are most harmful to biodiversity.
- **Policy 9:** The significance⁷ of the historic environment is protected from harm, new discoveries are sought and opportunities to reveal its significance are exploited.
- **Policy 10:** Improve the management of heritage assets, particularly focusing on those that are 'at risk', including from crimes against heritage.

⁷ The term 'significance' is used by English Heritage and others to mean the value of the heritage asset, its setting and associations to this and future generations.

CASE STUDY (Themed initiatives)

Examples of species conservation projects

In the Ouse valley a partnership has placed seven barn owl boxes on local farms. They will be monitored and young birds ringed, to provide a better understanding of the population in that area.

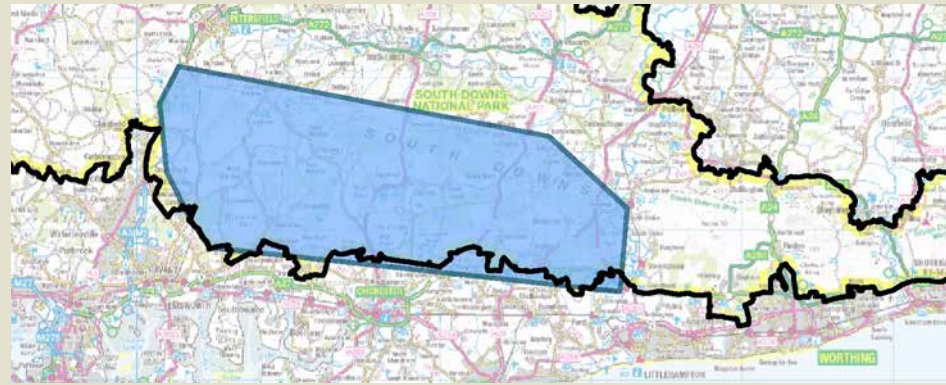
At Kingston, survey work has been undertaken at one of only two sites in the National Park where the rare wartbiter cricket is known to be present. This has been followed by habitat management work undertaken by staff, volunteers and the local farmer to create the right conditions for the species to survive.



Brown Hairstreak
© N Hulme

In Hampshire, a partnership with Butterfly Conservation led to the promotion of hedgerow management for the brown hairstreak butterfly. Very specific management of the caterpillar's food plant, blackthorn, is needed to ensure that winter hedge management does not destroy the butterfly's eggs.

Another partnership project in the west of the National Park is creating the right conditions for the re-introduction of water voles to the River Meon. The project involves habitat management and non-native predator control.



CASE STUDY (Spatial initiatives)

Secrets of the High Woods

‘Secrets of the High Woods’ explores the hidden heritage of the wooded estates landscape character area and engages local communities in this story. It is a partnership with Chichester District Council and is supported by English Heritage, the Forestry Commission and the National Trust, along with community groups and local universities.

This project has been informed by studying similar projects in other protected landscapes – the New Forest and Ashdown Forest/High Weald, in particular. The key premise is that we cannot conserve the cultural heritage until we know what we have.

Woodland has preserved archaeological landscapes from the prehistoric period to World War II – but it hides the archaeology from aerial photos and fieldwork. Using an aerial remote sensing technique, and with computer processing of images to remove the trees, we will be able to find these sites and landscapes and record them.

Sustainable land management – future thinking

The National Ecosystem Assessment, Natural Capital Committee and Ecosystem Market Task Force make the case for a changed economic model on which natural capital and ecosystem services are fully recognised in economic valuations.

It is proposed to develop with partners and landowners, more detailed and focused future thinking on how these general and sector policies will be delivered. This will focus on: supporting sustainable farming in the National Park, incentive schemes for ecosystem services, carbon offsetting, biodiversity offsetting, targeting resources for greatest impact, developing better food and fuel networks, product branding, and encouraging more self-sustaining local agricultural systems that are less resource intensive.



FARMING POLICIES

2.4 FARMING SECTOR CONTEXT

Farming, especially traditional mixed farming, underpins the landscape character, biodiversity and ecosystem services intrinsic to the South Downs National Park. It also provides significant support for tourism, recreation, access and food production. Conservation grazing is important to the better management of key semi-natural habitats such as chalk grassland and lowland heath, just as rotational arable farming is essential to many species of downland fauna and flora. Around 85 per cent of land within the National Park is classified as agricultural. Nearly half of this is arable crops and, alongside the woodland, a significant amount of the remainder is permanent or temporary grassland.

The National Park is a significant cereal and oilseed producing area. Farming enterprises are affected by fluctuating market prices for these crops, rising costs for their inputs, and climatic changes affecting markets and production. Proposed changes in the Common Agricultural Policy may create opportunities for, or barriers to, supporting farming and the National Park purposes. The NELMS, along with other future incentives, will be an important element in ensuring the environmental sustainability of farming. They will need to go hand in hand with measures to improve economic sustainability and appropriate farm business diversification. Diversification that supports the appropriate re-use of redundant or neglected traditional buildings is a particular opportunity for multiple benefits.

Food security is an international priority to ensure the world's population can continue to be fed. Most of the National Park is grade three or four agricultural land, which provides particular challenges to increasing food production without affecting other ecosystem services that also benefit society. Therefore, more efficient use of inputs (fertilisers and pest control), reducing food waste and enhancing estuary habitats (to improve sea fisheries production) are appropriate ways to contribute to food security.



Terry Wigmore, Seven Sisters Sheep Centre © SDNPA/A K Purkiss

There is a strong interest in local produce. This may provide opportunities for producers and processors to develop local supply chains and improved markets, particularly for some livestock enterprises. Product branding and awareness raising may also help niche producers.

The failure of some dog walkers to control their dogs, seriously affects livestock farmers in particular, with several hotspots having been identified. This can have a detrimental impact on the conservation grazing of important habitats and also ground nesting bird populations.

2.5 FARMING POLICIES

- **Policy 11:** Support land managers to access and maintain agri-environment schemes that deliver high-quality results on the ground and influence the development and delivery of new incentive schemes.
- **Policy 12:** Support conservation grazing on semi-natural habitats as part of a profitable livestock and mixed farm economy.
- **Policy 13:** Support the financial viability of farm businesses through appropriate infrastructure and diversification developments, in particular, encouraging those that will support sustainable farming.⁸
- **Policy 14:** Develop the market for and production of sustainable food, drink and other products with a South Downs National Park provenance.
- **Policy 15:** Increase understanding of farming and of farmers as the custodians of many of the special qualities of the National Park.
- **Policy 16:** Engage with dog walkers to encourage responsible behaviour, especially around livestock and ground nesting birds.

⁸ Sustainable farming in this context is profitable farming that operates in harmony with the environment, adapting as necessary to avoid long-term harm to the special qualities of the National Park.



CASE STUDY (Themed initiatives)

The South Downs Farmland Bird Initiative

This is a partnership between the South Downs National Park Authority, Royal Society for the Protection of Birds (RSPB) and Natural England. It concentrates on three priority farmland bird species: lapwing, grey partridge and corn bunting.

The South Downs is a very important area for these birds, so increasing the amount of suitable habitat is beneficial. The main mechanism for the partnership to influence change is through making the most effective and efficient use of Environmental Stewardship schemes.

National data shows that farmland birds are declining. To monitor the situation in the National Park a series of farm surveys have started. The aim of the initiative is to encourage farmers and land managers to provide our 'big three' with safe nesting habitats and summer and winter feeding areas. Providing habitat for these species has major benefits for other farmland wildlife, including skylarks, linnets, yellowhammers, turtle doves, brown hares and rare arable plants.

Mixed farming, light soils and spring cropping provide a diverse habitat, providing many opportunities for habitat management. The use of arable margins or the installation of a beetle bank or fallow plot provides tangible benefits to a broad range of species. Attention is also being given to re-establishing a viable population of stone curlew on the South Downs, involving a great deal of work by farmers and volunteers.

FORESTRY AND WOODLAND POLICIES

2.6 FORESTRY AND WOODLAND SECTOR CONTEXT

Woodland constitutes 24 per cent of the area of the National Park, mainly in the centre and to the west. Woodland is important for the landscape, biodiversity, cultural heritage, recreation, health and economic benefits it provides. They are also an important carbon store. Thirty-two per cent of woodland within the National Park is managed on a commercial basis by seven major landowners, including the Forestry Commission. Although, the majority of woodlands are not managed commercially, many, including the numerous small, coppice woodlands, are managed for amenity purposes.

There is significant potential to increase the economic value of forestry within the National Park both for the construction industry and wood fuel, and to improve connectivity between markets, contractors and owners. Wood for construction in particular, would bring many benefits for biodiversity, a sustainable construction industry, and support the local vernacular. This could increase demand for wood and reduce the demand for minerals for construction.

Commercial management may not always be appropriate. For semi-natural ancient woodland sites low levels of management to create uneven aged woodland or even non-intervention may be more appropriate. This is particularly important to protect some internationally important bat species in parts of the National Park.

Woodlands are likely to come under increasing pressure due to the direct impacts of climate change, such as beech die back, and indirect impacts including the increased threats from pests and diseases such as *Chalara fraxinea* (ash die back). Improved management will help to make woodlands more resilient. The effective management of deer and squirrel populations is a necessary part of successful woodland management.

The following policies are aimed at improving the health, economic and aesthetic value of all types of woodland and trees, be they commercial forests, amenity woodland, wood pasture, ancient semi-natural, Planted Ancient Woodland Sites (PAWS), plantations or hedgerow trees. They also, in conjunction with policies in Towards a Sustainable Future, aim to improve the viability of the forestry sector by creating business clusters, developing supply chains and improving networks including links to universities and centres of expertise, especially within the renewables sector.



Duncton Hanger © SDNPA/A K Purkiss

2.7 FORESTRY AND WOODLAND SECTOR POLICIES

- **Policy 17:** Support woodland owners to access grant schemes aimed at increasing the area of woodland being managed, to improve biodiversity, age diversity, productivity, resilience and the protection of archaeological features.
- **Policy 18:** Improve the economic viability of woodlands by developing a range of sustainable local markets for woodland and timber products, and create better relationships between markets, businesses and infrastructure.
- **Policy 19:** Enhance the landscape, habitat connectivity, carbon storage and flood risk management with woodland creation by natural regeneration or tree planting with appropriate species, on an appropriate scale and in suitable locations. ☁
- **Policy 20:** Raise awareness of the inherent values of well-managed woodlands within the National Park, recognising the contribution of woodland workers in the maintenance of the wooded landscape and celebrating our strong woodland heritage.
- **Policy 21:** Support woodland owners to provide a range of appropriate recreational, sporting and other diverse activities within woodlands, recognising the potential commercial value of these uses.
- **Policy 22:** Support the active management of pest and diseases that impact on trees and woodlands to improve their resilience and gather evidence on the resilience of different species and genetic variants to diseases and a changing climate.



CASE STUDY (Themed initiatives)

South Downs Forestry and Woodland Partnership

Ancient woodland covers 17,351 hectares of the South Downs National Park which, in terms of percentage cover, is more than five times the national average. The South Downs Forestry and Woodland Partnership project aims to bring more woodland into active management, improve its' biodiversity and ensure its' future contribution to the National Park's landscapes. The project will give particular emphasis to the sustainable management of ancient woodland and restoring the ecological value of Plantation on Ancient Woodland Sites (PAWS).

This partnership brings together landowners, land managers and contractors to develop and respond to markets and business opportunities from wood-fuel to sustainable construction. It pools the collective effort of the key partners: private woodland owners, the Forestry Commission, Woodland Trust, local authorities, Wildlife Trusts and the National Park Authority.

WATER POLICIES

2.8 WATER SECTOR CONTEXT

Water resources and water quality

The landscape of the National Park provides water that is naturally of a very high quality and people rely on it for their drinking water. It also supports important and special wildlife habitats, such as chalk streams and rivers, which are nationally significant. However, at present, many groundwaters, rivers, streams, estuaries and coastal waters are not meeting European Water Framework Directive standards due to: chemical pollutants, for example, from wastewater treatment works and run off from urban and agricultural land; the impact of abstraction for public water supply, farming and industry; and the impact of physical modifications on river habitats such as weirs and canalised river stretches.

Positive progress is being made to address these issues through river basin management plans. For example, water companies are reducing water abstraction from sources identified to be having an adverse impact and also they are addressing problematic wastewater treatment works discharges.




Despite this progress, there are still challenges ahead. The National Audit Office has described diffuse pollution as being the biggest challenge to improving water quality in England and Wales. For example, in the River Rother valley inappropriate farming practices on the vulnerable sandy soils causes soil erosion and consequent sedimentation in the river. Across the Worthing, Chichester and East Hampshire chalk aquifers inappropriate land management and other practices are leading to rising nitrate levels. The water policies will influence partners to make significant progress in addressing these issues 'at source' through payments for ecosystem services and catchment management schemes, rather than at the 'end of the pipe' through expensive treatment costs. These schemes will support the creation and better management of habitats, improve water quality and protect water resources.

Water management

Water management is also an important issue in the National Park. For example, internationally important wetland sites such as Pulborough Brooks (supports the Biodiversity 20:20 wetland vision) have to be carefully managed to maintain water levels to support wildlife and habitats. There are also areas susceptible to flooding from rivers, urban surface run off inundating drainage systems and elevated groundwater levels during periods of prolonged rainfall.

The water policies below will influence partners to apply the ecosystems services approach to water management and the development of sustainable urban drainage systems (SUDS). This will support and promote water management approaches that deliver best practice in managing flood waters.

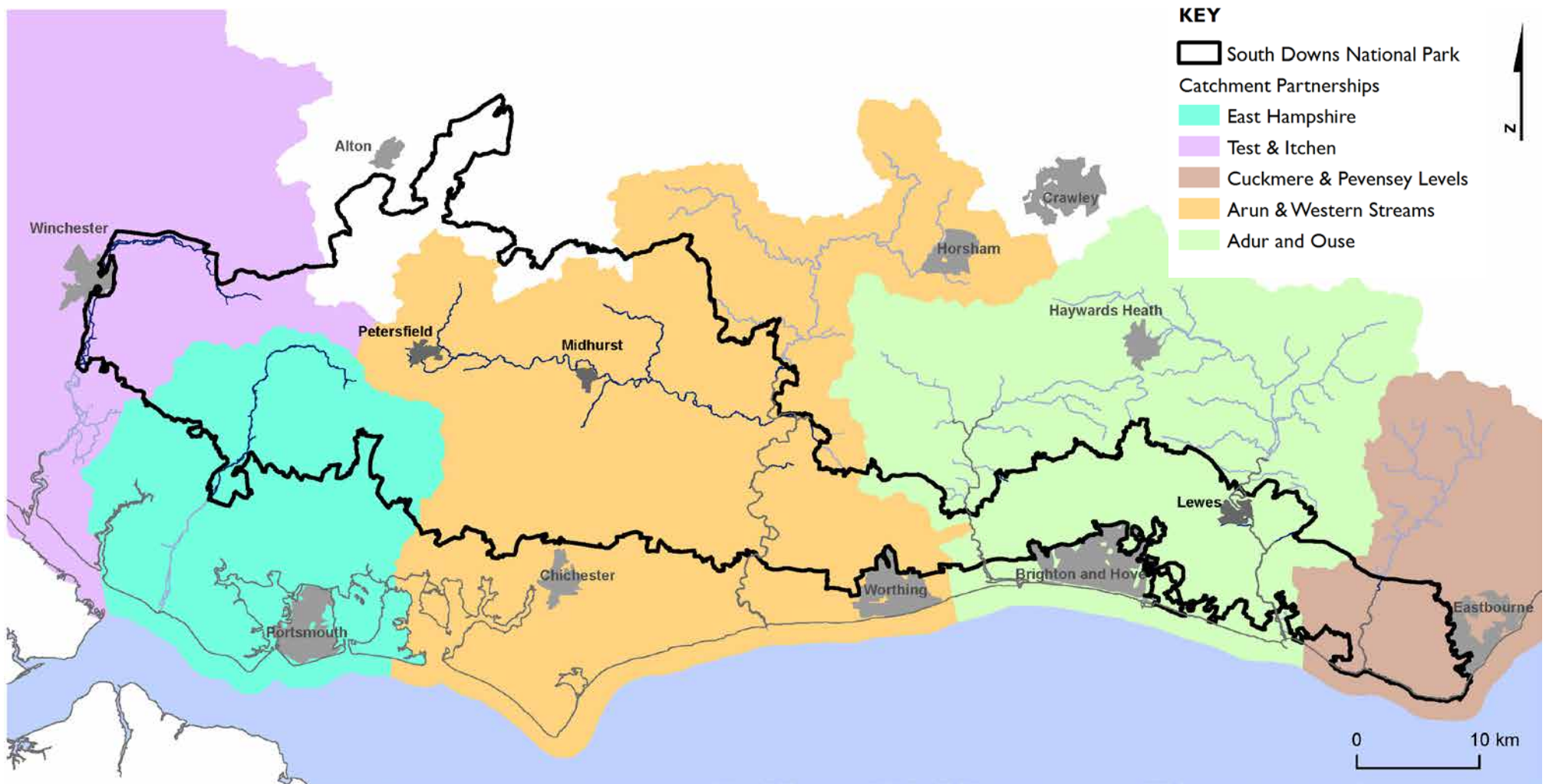
2.9 WATER POLICIES

- **Policy 23:** Improve the sustainability of water resources and wastewater management through partnership working across the water sector. 
- **Policy 24:** Support and promote river catchment management approaches that integrate sustainable land management, wildlife conservation, surface and groundwater quality and flood risk management. 
- **Policy 25:** Actively promote water efficiency measures and more sustainable patterns of domestic, industrial, farming and leisure water use, to reduce overall water use. 
- **Policy 26:** Raise awareness of the importance of chalk streams and rivers and develop a programme of restoration and rehabilitation.



Split level view of the River Itchen © SDNPA/Linda Pitkin/2020 Vision

South Downs River Catchments



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MINERALS POLICY

2.10 MINERALS SECTOR CONTEXT

The National Park has a range of mineral resources that are important to the economy including soft sand, chalk, sandstone, oil and gas and brick clay: more detail can be found in the *State of the South Downs National Park Report 2012*.

These minerals contribute to a wide range of uses including construction, manufacturing, agriculture and energy supply. Historic chalk workings have left important landscape features, many of which have high biodiversity and cultural heritage and access value. Existing brickworks and sandstone quarries produce traditional products which contribute to local distinctiveness. Although some minerals are required to serve a national need, opportunities exist to enhance the landscape through high-quality restoration of former mineral workings.

Planning applications for minerals development in the National Park will be considered in accordance with National Park purposes and duty, the NPPF, planning policies contained in the development plans and other material considerations. More information about the adopted and emerging joint minerals and waste plans can be found on the National Park website:

www.southdowns.gov.uk/planning.

Mineral sites both within the National Park and its setting, can have negative impacts while they are being worked, and it is vitally important that they are restored progressively (i.e. as extraction takes place) and to a high standard to provide long-term enhancement to the landscape and biodiversity. A restoration-led approach to mineral workings also provides the opportunity to restore and create new habitats. Many quarries are designated as Sites of Special Scientific Interest for their biodiversity or geological importance, such as Southerham Grey Pit (Lewes) which exposes a unique record of Cretaceous rocks. Heritage sites may be found in the course of quarrying operations (for example, West Heath Barrow Cemetery near Petworth) and the physical remains of quarrying can become important heritage assets in their own right (for example, the

railway system at Offham Chalk Pit or the de-Witt lime kiln at Amberley Chalk Pit Museum). The geo-conservation interest of these sites or features of interest will be an important consideration in planning terms. Restored quarries can also provide recreational opportunities, for example, through the creation of permissive footpaths.

The extent, type and method of restoration will depend upon the individual characteristics of each minerals site.

2.11 MINERALS POLICY

- **Policy 27:** Protect and Enhance the National Park's special qualities through the management and restoration of minerals sites.




West Heath Sand Pit Restoration © SDNPA/A K Purkiss

PEOPLE CONNECTED WITH PLACES

This theme is primarily based on Purpose Two for National Parks, to promote opportunities for the understanding and enjoyment of the special qualities of National Parks by the public.


2.12 OUTCOMES FOR PEOPLE CONNECTED WITH PLACES

(Outcome indicators shown in italics)

- **Outcome 5:** Outstanding visitor experiences are underpinned by a high-quality access and sustainable transport network, supporting improved health and wellbeing. 

Indicators

- *Percentage of Public Rights of Way (PRoW) that is 'easy to use' or in good condition.*
- *Number of routes promoted as accessible.*
- *Proportion of visits by public transport.*
- *Percentage of visitors who felt very satisfied with the visitor experience.*
- *Number of day visits to museums and heritage sites.*

- **Outcome 6:** There is widespread understanding of the special qualities of the National Park and the benefits it provides. 


Indicators

- *Percentage of people who are aware of why the National Park is a special place.*
- *Percentage of schools within a 5km radius of the boundary using the National Park for learning outside of the classroom experiences at least once a year.*

- **Outcome 7:** The range and diversity of traditional culture and skills has been protected and there is an increase in contemporary arts and crafts that are inspired by the special qualities of the National Park.

Indicators

- *Number and value of grants made by key organisations for cultural projects inspired by the special qualities.*
- *Number of courses in traditional crafts.*

- **Outcome 8:** More responsibility and action is taken by visitors, residents and businesses to conserve and enhance the special qualities and use resources more wisely. 

Indicators

- *Total number of volunteer days spent on activity relating to the special qualities. Average public water supply consumption for areas supplied by sources within the National Park.*
- *Average annual daily traffic flows on National Park roads.*
- *Number and proportion of community led plans that are adopted and/or endorsed by the National Park Authority.*

GENERAL POLICIES

2.13 GENERAL POLICIES CONTEXT

The South Downs National Park provides a wide range of access and recreational opportunities for both residents and visitors.

Walking is the most popular activity in the National Park, and the rights of way network is the primary means by which most people enjoy the area whether on foot, horseback or bicycle. The rights of way network as a whole is managed by four local highway authorities. The well promoted and well used South Downs Way National Trail is jointly managed under a unique agreement between the National Park Authority, Natural England and the local highways authorities. With increasingly limited resources in the public sector, a key challenge is to maintain a consistently high-quality rights of way network and to improve connectivity of routes, including reaching areas of open access.

Surveys show that visitor numbers have increased in recent years, creating pressure on the rights of way network in popular locations and adding to the potential for conflicts between different recreational users, which must be addressed where they occur.

While most recreational activities can be accommodated without damage to the special qualities, and without impact on other people's enjoyment of the National Park, there are some sites where unacceptable damage or disturbance occurs, with a negative impact on local communities and the visitor experience. Illegal use of the countryside is unacceptable and the National Park Authority works with the police and other organisations to encourage everyone to report unauthorised and irresponsible activity where it occurs. The Sussex Pathwatch scheme is an example of such collaboration.

Two per cent of the access network in the National Park is legally available to motorised users, these routes are known as Byways Open to All Traffic (BOATS). Where there is strong evidence that motorised activity is damaging the environment or causing unacceptable levels of disturbance, highway authorities,



Mosaic Volunteers © Mosaic/Sarah Wilson

local communities and other partners will need to work in partnership to minimise the impacts of the activity, supporting the use of Traffic Regulation Orders (TROs) where appropriate.

There are significant visitor hubs, such as Queen Elizabeth Country Park or the Weald and Downland Museum, with facilities that help connect people with places and promote wider understanding and appreciation of the special qualities of the National Park. Partnerships exist or could be developed to improve information, facilities and management at these key visitor attractions. The map on page 52 shows the public transport network and major visitor hubs which, alongside rail stations, provide gateways into the wider National Park.

The health and wellbeing benefits of outdoor activity and access to open spaces are well documented, (for example, Woodland Trust's [Healthy_Trees_Healthy_Places](#)) and residents and visitors should be encouraged to make good use of the National Park for these purposes. Similarly the value of outdoor play is now widely recognised and it is vital that communities in and around the National Park have access to the National Park as a resource for healthy outdoor activity.

Visitor profiles of national parks in general show that certain groups are under-represented. The South Downs Visitor Survey (2012) highlights that work needs to be done to reduce the barriers to visiting the National Park, leading to improved 'access for all'. This is a particular priority for young adults, people from black, Asian and minority ethnic (BAME) communities, people with disabilities and people from areas of deprivation.

By establishing a widespread knowledge and understanding of the special qualities, as well as creating a greater sense of place, people will be better informed and more effectively connected to the landscape, supporting positive change to make better use of vulnerable natural resources.

Recent government policy encourages agencies such as national park authorities to be more active in empowering citizens to take responsibility for their local area, encouraging residents and visitors to be more aware of the impact they have on the landscape, to contribute to its ongoing conservation and protection, as well as to promote responsible behaviour.

There are currently 10,500 volunteers working in the National Park on tasks relevant to its purposes. While this provides a great practical resource and a large army of National Park ambassadors, volunteers are not widely representative of the local demography. It is therefore important to address the barriers some people face to accessing these opportunities in order to diversify the volunteer base across the National Park. In addition, the large number of people living in and around the National Park provides a great opportunity to expand and diversify volunteering.

Visitors and residents enjoy the many ways in which creative people have been inspired by the special places found in the National Park. Today, this continues, thanks to the variety of contemporary artists, writers, musicians and digital artists (among others), and also places where one can experience the arts.

Creative people can help us appreciate the special qualities of the National Park, and can also challenge us to see the familiar with new eyes. By working with contemporary creative people, and those skilled in relevant crafts, communities



QR Code at Bignor Hill © SDNPA/A K Purkiss

can learn about their place within the National Park and express their understanding in new ways, producing work that stimulates us all to think, to discuss and to enjoy.

2.14 GENERAL POLICIES

- **Policy 28:** Improve and maintain rights of way and access land, to provide a better connected and accessible network for a range of abilities and users, and to reduce conflict where it occurs.
- **Policy 29:** Enhance the health and wellbeing of residents and visitors by encouraging, supporting and developing the use of the National Park as a place for healthy outdoor activity and relaxation.
- **Policy 30:** Develop 'access for all' opportunities, particularly supporting those groups currently underrepresented in the National Park visitor profile.
- **Policy 31:** Raise awareness and understanding about the National Park with consistent messages that inspire and celebrate a strong sense of place.
- **Policy 32:** Encourage and support creative and cultural activities which connect with and increase appreciation of the National Park's special qualities.
- **Policy 33:** Build and maintain volunteering capacity, and diversify volunteer roles and range of opportunities to deliver National Park purposes.
- **Policy 34:** Support and enable communities to develop and deliver high-quality, community-led initiatives that contribute to the understanding, conservation and enhancement of the special qualities of the National Park.

Sustainable visitor and transport opportunities – future thinking

This will focus on sustainable travel and tourism and how this can support or be driven by the economy. It will include, as a key priority, a sustainable tourism strategy for the National Park with regional and local partners. The strategy will need to build on the existing travel gateways and develop visitor hubs within the National Park, using the natural assets to drive the local economy.

This will also enable clear plans for encouraging cycling and bus enhancement to be articulated.



TRANSPORT POLICIES

2.15 TRANSPORT SECTOR POLICIES CONTEXT

The Government's travel hierarchy is the starting point for the PMP's transport policies:

- Reduce the need to travel.
- Switch to sustainable modes.
- Manage existing networks more effectively.
- Create extra (car related) capacity only when alternative methods have been fully explored

Over 80 per cent of the visitor days to the National Park are made by private car. Emissions from these journeys are a significant proportion of the overall carbon footprint of the National Park. Reducing car use can improve air quality and reduce traffic congestion. Through the Local Sustainable Transport Fund there is already commitment to a 2 per cent shift to alternative travel options not involving the car.

While recognising that cars will continue to be necessary, and the preferred means of transport for many, there needs to be a significant long-term shift towards more sustainable transport if the special qualities of the National Park are to be protected, visitor enjoyment maintained and more choice provided for those without a car or the ability to drive. Encouraging alternatives to the private car will help make tourism and community travel more sustainable and, according to recent surveys, increase the spend per person, so supporting the local economy. Examples of this include increases in electric vehicle charging points, cycle paths, cycle hire facilities, bus services, community transport, car share and car clubs.

Encouraging people to travel more sustainably also contributes to improved health and wellbeing, as a short cycle journey or walk to public transport is a form of exercise. Some of the area is well served by rail, with stations providing

good opportunities to act as visitor gateways, linking directly to the National Park or to other modes of transport. Services, particularly to the smaller stations, need to be protected and enhanced, to promote commuting by public transport, to enable better use of the off peak capacity for leisure visits and encourage people to leave their cars at home.

There are reasonably good bus services, including on Sundays, in the east of the National Park but further westwards these are less numerous, with fewer running on Sundays and evenings. The lack of evening and Sunday bus services can be a real problem, denying some people, particularly in rural areas, access to services and entertainment and visitors the means to get to where they want to be. The ability of this plan to influence long-term travel patterns will be limited in the face of continuing pressures on budgets for public transport and so new and innovative arrangements will need to be sought.

There are a large number of cycling clubs and individuals riding in the National Park, and many cycling events that use the road. There is a real demand for commuting and leisure cycling opportunities, but the cycle network is currently fragmented and limited in its extent. There are, however, a number of disused railway lines, rights of way and quiet roads that could be used to help create a more coherent cycling and walking network which could generate new tourism opportunities and support local community travel.

Car parks can have detrimental environmental, visual and noise impacts on local areas due to their design and location and by the generation of additional traffic and visitors in concentrated areas. Car parking should therefore be managed sensitively taking into account local surroundings.

Roads, traffic and their associated infrastructure including signage, can have a significant impact on local distinctiveness, tranquillity and dark night skies. Roads should be considered as an integral part of the landscape and efforts should be made to seek to reduce the impacts of traffic (for example, HGV routes and vehicle speeds) on local communities and visitors.

2.16 TRANSPORT POLICIES

- **Policy 35:** Promote and enhance integrated travel provision from rail stations located at gateways and within the National Park for pedestrians, cyclists and bus travel. ☁
- **Policy 36:** Improve existing public transport provision for visitors and local communities, especially by increasing the availability of Sunday and evening bus and train services. ☁
- **Policy 37:** Encourage cycling for both commuting and leisure purposes through the development and promotion of a seamless and safer network and by protecting the potential opportunities for future off-road cycling infrastructure. ☁
- **Policy 38:** Work in partnership with key partners, business and organisations to reduce car travel across the National Park. ☁
- **Policy 39:** Manage vehicle parking to improve visitor experiences and reduce the impact of traffic and parking on the local area.
- **Policy 40:** Manage the highway network and its infrastructure to integrate it more effectively into the landscape and reduce the impact of traffic on communities and visitors.



CASE STUDY (Themed initiatives)

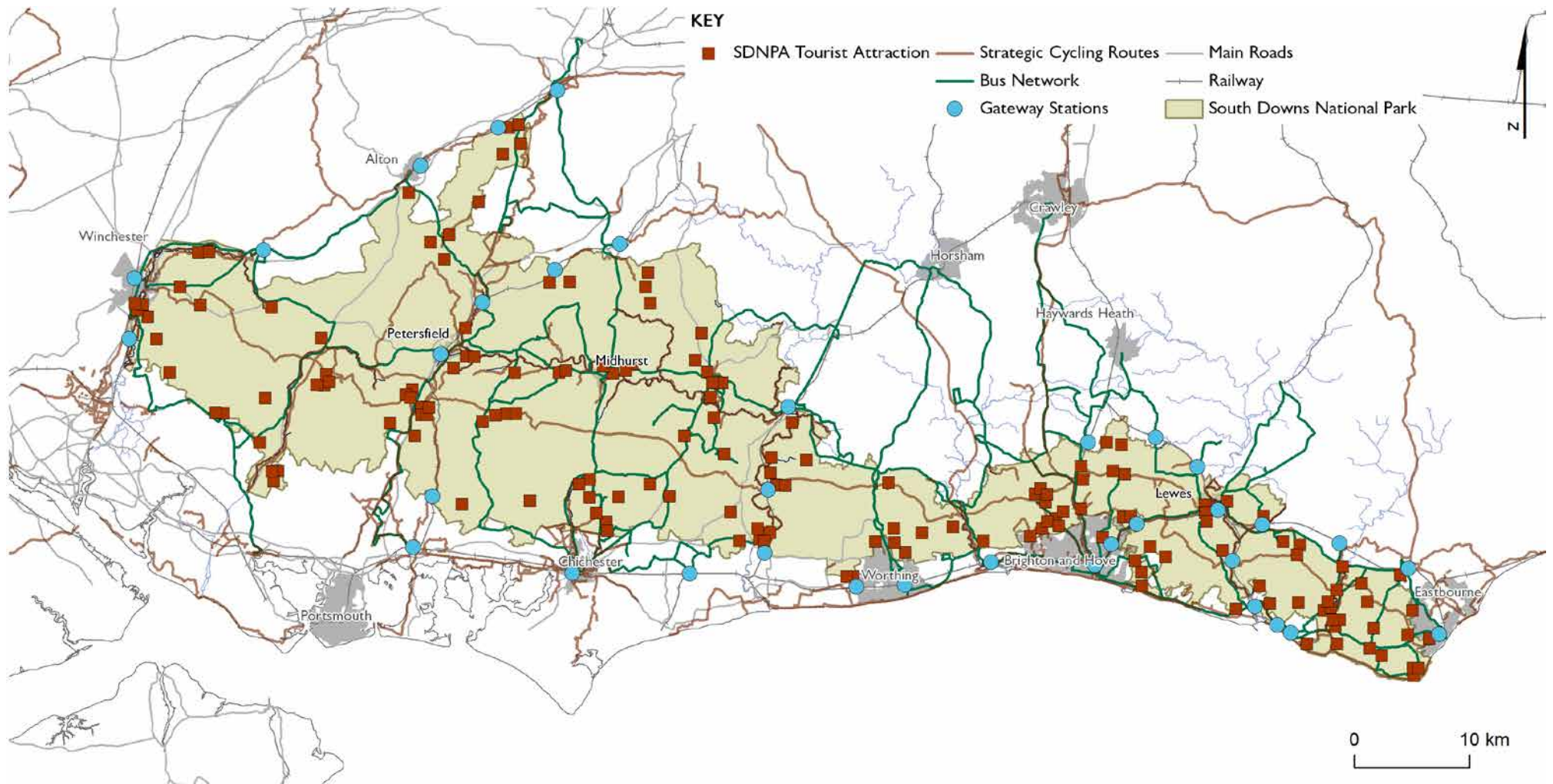
Local Sustainable Transport Fund: Two National Parks LSTF Programme

The South Downs National Park Authority is working in partnership with the New Forest National Park Authority and six local highways authorities to reduce the impact of visitor travel in the two national parks. In 2012, the partnership, led by Hampshire County Council, successfully bid for funding from the Department for Transport's Local Sustainable Transport Fund (LSTF).

Using LSTF funding visitor travel choices are being influenced by:

- making improvements to public transport gateways such as rail stations;
- making it easy to reach attractions by supporting bus services and providing better information on sustainable travel;
- making improvements to walking and cycling infrastructure; and
- promoting travel behaviour change through a co-ordinated campaign with partners.

Visitor Attractions and Transport Gateways



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SUSTAINABLE VISITOR AND TOURISM POLICIES

2.17 VISITOR AND TOURISM SECTOR CONTEXT

National Park Authorities are required to seek ways to make tourism more sustainable, as outlined in the 2010 circular:

In 2011/12 a comprehensive Visitor Survey was carried out across the National Park⁹. The area is a major resource for recreation (local visitors) and tourism (those from further afield). These visits in turn generate some £460 million of income, and support around 11,700 jobs. Recreation and tourism therefore play a significant role in the economy.

The majority of these visits are by day visitors from homes either inside the National Park (14 per cent) or near by (67 per cent). Only 4 per cent of visits are by people staying in holiday accommodation inside the National Park, the remainder are staying outside in nearby towns and cities. Visitors staying within the National Park spend, on average, six times more than a resident making a day visit from home. It is therefore important for the economy to encourage more staying visitors by offering high-quality experiences, and adding to the depth and variety of products on offer. Tourism businesses need support to do this through training, cluster development and networking, to help them maximise their skills and improve their offer.

With such a large number of visits, problems and conflict inevitably arise, although this tends to be localised and frequently occurs in hot spots. The main issues identified¹⁰ by land managers were: disturbance to livestock and wildlife, caused by dogs not being kept under control, litter (including dog faeces) and people not following the rights of way.

9 Tourism South East (2012) *South Downs National Park Visitor Survey 2012*, SDNPA East

10 Acorn Consulting Ltd and Natural Values (2012) *South Downs National Park Visitor Survey 2012* Environment Section

Businesses and attractions are one of the major interfaces between visitors and the National Park. These play an important role in getting across key messages about the special qualities of the National Park, its unique sense of place, the need for responsible visitor behaviour and how visitors can help to look after it.

There are currently a number of different destination management organisations, and local authorities who promote and market the National Park, all of which takes a different approach. With reducing budgets much could be gained through more co-ordinated marketing and effective partnership working.

Visitors stay in a range of accommodation both within and around the National Park, the most popular being in the homes of friends or relatives. Serviced accommodation such as bed and breakfast accommodation or hotels, and



North Stoke Information Box © SDNPA/A K Purkiss

camping or caravanning sites are also popular. Although there are only a small number of campsites they have a relatively large capacity. Self-catering accommodation accounts for about a quarter of the businesses, but only 6 per cent of the bed capacity. Along the South Downs Way, in particular, there are gaps in the accommodation provision. In order to cater for all preferences and incomes there needs to be a greater variety of accommodation types provided in and around the National Park. Occupancy levels are generally high within the National Park, indicating the potential for some expansion of accommodation capacity.

Future development of recreation and tourism facilities to drive the local economy should build on existing gateways, visitor hubs and sustainable transport.

National Parks have a clear opportunity to contribute significantly to economic growth through the promotion of sustainable tourism. There is a lot that the accommodation providers and visitor attractions can do to make their businesses more sustainable, through reducing energy or water use, using locally produced food and drink, promoting sustainable travel and local walking and cycling routes. Business aspects are dealt with at 2.21 (Towards a Sustainable Future).

2.18 VISITOR AND TOURISM POLICIES

- **Policy 41:** Maintain visitor enjoyment and influence visitor behaviour in order to reduce impacts on the special qualities and increase visitor spend in and around the National Park.
- **Policy 42:** Develop a consistent and co-ordinated approach to the promotion and marketing of the South Downs National Park as a sustainable visitor destination.
- **Policy 43:** Support the development and maintenance of appropriate recreation and tourism facilities and visitor hubs, in and around the National Park, including a mix of quality accommodation, which responds to market demands and supports a sustainable visitor economy.

- **Policy 44:** Encourage and support tourism providers to develop sustainable business practices and increase knowledge about the National Park's special qualities to provide a distinctive and high-quality visitor experience.



CASE STUDY (Themed initiatives)

Our Land

The South Downs National Park Authority, and others responsible for eight other protected landscapes in the South East, are working in partnership with a private entrepreneur to develop and promote sustainable rural tourism businesses. The focus is on businesses that provide high-quality experiences that put a sense of place and appreciation of the landscape at the heart of their tourism offers. Through the 'Our Land' website they promote their area, and relate how they protect the environment and contribute to their local community. <http://www.our-land.co.uk/holidays/south-downs>



EDUCATION AND LIFE-LONG LEARNING POLICIES

2.19 EDUCATION AND LEARNING SECTOR CONTEXT

There is compelling evidence of a growing disconnect between people and the natural environment. The South Downs National Park provides a real opportunity for people to experience and enjoy the countryside and take part in life-long learning opportunities, which is essential if people are to move from participation and inspiration towards taking action.

With 738 schools inside, or within 5 kilometres of the National Park boundary, there is huge potential to promote opportunities for understanding the special qualities of the area. There are nearly 200 providers of outdoor learning opportunities pertinent to National Park purposes located within the South Downs National Park. Collectively they offer a diverse range of learning experiences, from farm visits to museums and 'adventurous' activities. Recent changes to the National Curriculum offer an important opportunity to support schools with locally relevant learning across the whole curriculum. However, there are barriers to accessing these opportunities including the rising cost of transport to sites, and the confidence and skills of some school staff in leading groups outdoors.

Adult and life-long learning is also a key sector and organised groups are well represented across the National Park, including the University of the Third Age (U3A), with over 38 branches in and around the area. There are 16 higher and further education establishments on the South Downs Learning Partnership, many of which have areas of academic interest aligned to the Purposes of the National Park. Creating a shared knowledge of the National Park and building a robust evidence base to guide future delivery is a key opportunity for this sector.

With around 85 per cent of the National Park classified as agricultural, and with a rich cultural heritage, the land-based economy and traditional rural businesses and crafts have historically provided local jobs and have contributed

to supporting many of the special qualities of the National Park. Long-term commitment and support for training and skills development is vital for the future.

2.20 EDUCATION AND LEARNING POLICIES

- **Policy 45:** Develop high-quality learning experiences, particularly in the outdoors, and resource materials that link to the special qualities of the National Park.
- **Policy 46:** Develop a research programme leading to a robust evidence base about the National Park and the issues affecting it.
- **Policy 47:** Support and encourage traditional rural skills by providing training and skills development which relate to the historic and natural environment necessary to conserve, enhance and enjoy the special qualities of the National Park.





Children from St Lawrence Primary School © SDNPA/Mary Jackson

CASE STUDY (Themed initiatives)

Our South Downs Partnership Outdoor Learning Project

The South Downs National Park Authority has joined with the national charity Learning through Landscapes, to deliver an exciting new initiative, Our South Downs. Our South Downs connects children and young people with the special qualities of the National Park through diverse and inspiring outdoor learning experiences. It is a direct response to evidence that young people are becoming ever more disconnected from their local natural environment.

Evidence shows that the learning environment has a significant effect on how children and young people engage with a subject or an idea. Learning outside the classroom is proven to raise attainment, bolster social, emotional and personal development, and contribute to the health and wellbeing of children and young people.

The project will enable them to benefit from the rich biodiversity, habitat, landscape, heritage and culture that surround them.


Amberley Dewpond Fencing © SDNPA

TOWARDS A SUSTAINABLE FUTURE

This theme is primarily based on the socio-economic Duty for National Park Authorities in relation to delivering the two Purposes: to seek to foster the economic and social wellbeing of local communities within National Parks.


2.21 OUTCOMES FOR TOWARDS A SUSTAINABLE FUTURE

(Outcome indicators shown in italics)

- **Outcome 9:** Communities and businesses in the National Park are more sustainable with an appropriate provision of housing to meet local needs and improved access to essential services and facilities. 

Indicators

- *Percentage of communities with access to natural greenspace.*
- *Percentage of communities with access to key facilities.*
- *Number and proportion of new homes built that are 'affordable housing'.*

- **Outcome 10:** A diverse and sustainable economy has developed which provides a wide range of business and employment opportunities, many of which are positively linked with the special qualities of the National Park. 

Indicators

- *Number and diversity of business types that exist within the National Park.*
- *Average length of visitor stay and spend per visitor per day.*
- *Area of National Park with broadband connection (superfast/normal) and mobile coverage.*

- **Outcome 11:** Local people have access to skilled employment and training opportunities.

Indicators

Number of jobs created and supported by local enterprises in the National Park.
Skills levels of employees in the National Park.

Young people not in education, employment or training.



West Meon Post Office © SDNPA/A K Purkiss

GENERAL POLICIES

2.22 GENERAL POLICIES CONTEXT

The Government circular 2010 sets out a clear objective for National Parks to be beacons of sustainable development. The Government has ambitious sustainability targets and consequently there needs to be a major shift in attitudes and awareness in terms of resource management and energy efficiency.

The Environment Act 1995 emphasises the importance of the economic and social wellbeing of communities to the long-term sustainability of the National Park and its special qualities. Sustainability underpins the whole of the PMP, therefore, policies aimed at tackling issues associated with transport, water, farming and tourism, are dealt with in the sector-specific policy sections. Management of the landscape is key to conserving and enhancing the special qualities of the National Park. A major challenge is therefore to find new and different ways in which economic activity can help to support this, making best use of natural assets to drive the local economy without long-term harm to the special qualities of the National Park.

The South Downs National Park population has increased by 3 per cent over the last decade, although that increase isn't uniform, with some parishes experiencing a fall and others a larger rise than the average. This illustrates the need to provide housing, services and facilities to meet the needs of local communities, especially within the larger settlements within the National Park.

While pockets of deprivation exist, the majority of working people are well educated, high-income earners who commute to London and other towns and cities. The main areas of deprivation in the National Park are associated with barriers to accessing housing and key services.

The majority of residents live in the market towns of Lewes, Petersfield, Midhurst and Petworth, and the larger villages. These larger settlements provide essential services and facilities for their local residents, but importantly also for those from the surrounding rural areas where these services may not be

available. There are also a number of smaller towns on the edge of the National Park, such as Alresford, Bishops Waltham, Steyning, Arundel and Seaford that act as service centres for residents within the National Park.

The smaller and more isolated settlements within the National Park are renowned for their individual character and appearance. It is this character which contributes to making the South Downs National Park such a unique place to live and visit. However, it is these smaller, isolated settlements where accessing services and facilities is most problematic or threatened.

It is the intention of policies in this section to encourage communities to become more sustainable, where residents have better access to the housing, jobs, facilities and services they need locally, and to make them less reliant on private transport or lengthy journeys on public transport.

This section of the PMP also seeks the creation of more balanced communities (communities with a diverse range of age, socio-economic and social groups). An important issue is that current property prices are above the national average and there are relatively low numbers of smaller homes, so accessing affordable housing is a challenge for those on lower incomes. This particularly impacts on young people and young families.

The issue of providing affordable housing in National Parks is reflected in *English National Parks and the Broads: UK Government Vision and Circular 2010* which states in paragraph 76 that:

'The Authorities have an important role to play as planning authorities in the delivery of affordable housing. Through their Local Development Frameworks they should include policies that pro-actively respond to local housing needs. The Government recognises that the Parks are not suitable locations for unrestricted housing and does not therefore provide general housing targets for them. The expectation is that new housing will be focused on meeting affordable housing requirements, supporting local employment opportunities and key services.'



Downley Close, Singleton – Eco Homes ‘Very Good’, Completed 2009, © Hyde Group

This continues to be government policy following the publication of the National Planning Policy Framework (NPPF) which states that Local Plans should meet objectively assessed needs, unless specific policies in the Framework indicate development should be restricted. Such policies are included in Paragraphs 115 and 116 of the NPPF. These state that National Parks have the highest status of protection in relation to landscape and scenic beauty, that wildlife and cultural heritage should have great weight and that planning permissions should be refused for major developments except in exceptional circumstances in the

public interest. Therefore, the focus for the PMP and the subsequent Local Plan will be to provide for the affordable housing needs of local people.

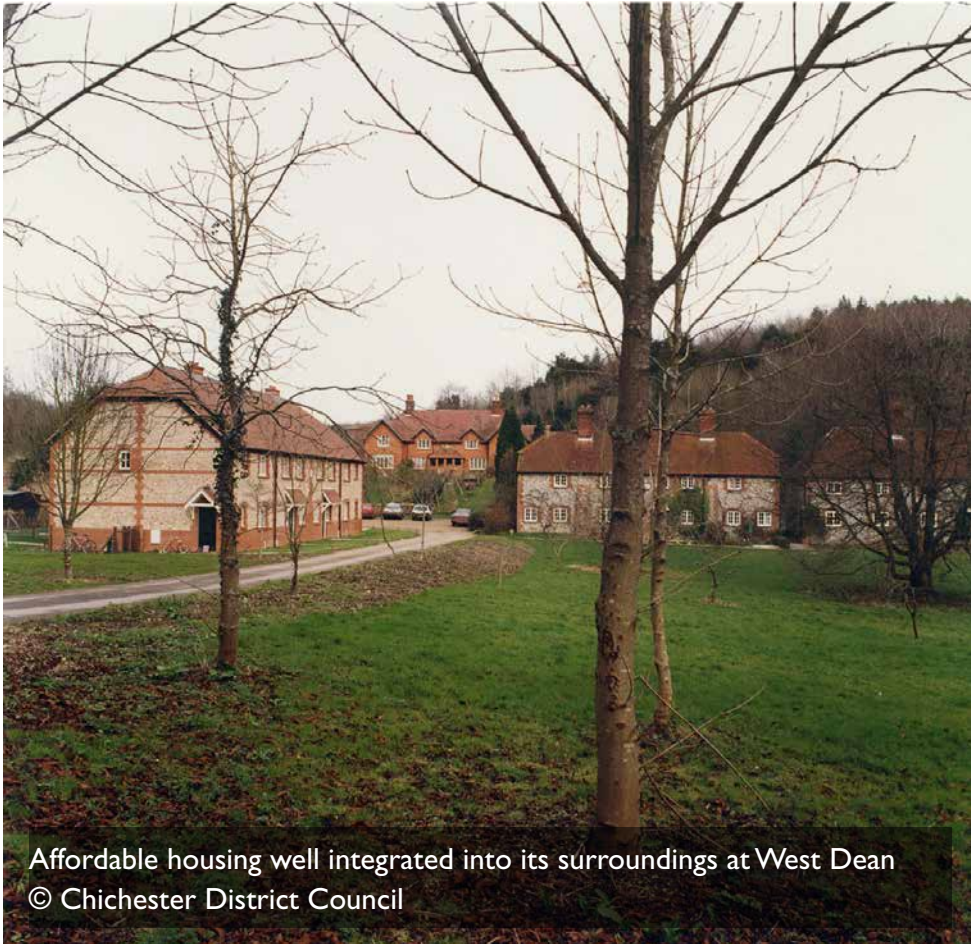
The Localism Act 2011 sets out the Government’s ambition to devolve power to communities to take a more active role in planning for their future. The Act includes tools such as Neighbourhood Planning, Community Right to Build and Community Right to Bid designed to empower local communities to undertake small-scale, site-specific community led developments (housing, businesses or facilities) and to preserve assets of community value such as village shops or the local pub or library. These tools will contribute to achieving the outcomes set out in this section of the PMP.

There are an estimated 7000 businesses located in the National Park providing employment for more than 58,000 people and contributing to both the local and regional economy. Around 90 per cent of these employ fewer than 10 people. Although the main centres of employment are within the market towns, there are a significant number of rural business units and people working from home. This requires two issues to be addressed. The first is to provide a range of employment sites, to enable businesses to thrive. This may mean providing a limited number of new small-scale business premises to maintain the vitality of the area and employment. The second is to enable access to high-speed broadband, making it available even in the most rural areas.

The long-term challenge is to encourage economic growth and development within the limits of the environment, and, in doing so, reduce resource use. There are widely recognised benefits to strengthening local supply chains, which help to retain money in the local economy.

As the National Park becomes better known there will be opportunities for businesses to gain advantage from being within it, and by working together where feasible, to support each other, thereby retaining money within the local economy. Businesses could be assisted to add value to their products through the development of brands with agreed sets of criteria.

The cuts in public sector finance have been identified as significant issues for the economic growth of the area. Local Enterprise Partnerships (LEPs) are key to determining investment priorities that will support and sustain economic



Affordable housing well integrated into its surroundings at West Dean
© Chichester District Council

growth and create jobs within their local area. There are three LEPs that cover the National Park. The LEP Strategic Economic Plans for growth are currently the basis on which the Government allocates funding and determines how government and EU Structure and Investment Funds will be spent. There is a need to ensure that these and any other strategies for growth fit with National Park priorities in order to maximise funding for sustainable economic development. Lack of business support and training has also been identified as an issue.

Apprenticeships can help to provide employment opportunities for young people, while business support is being provided at a more general level via specialist websites.

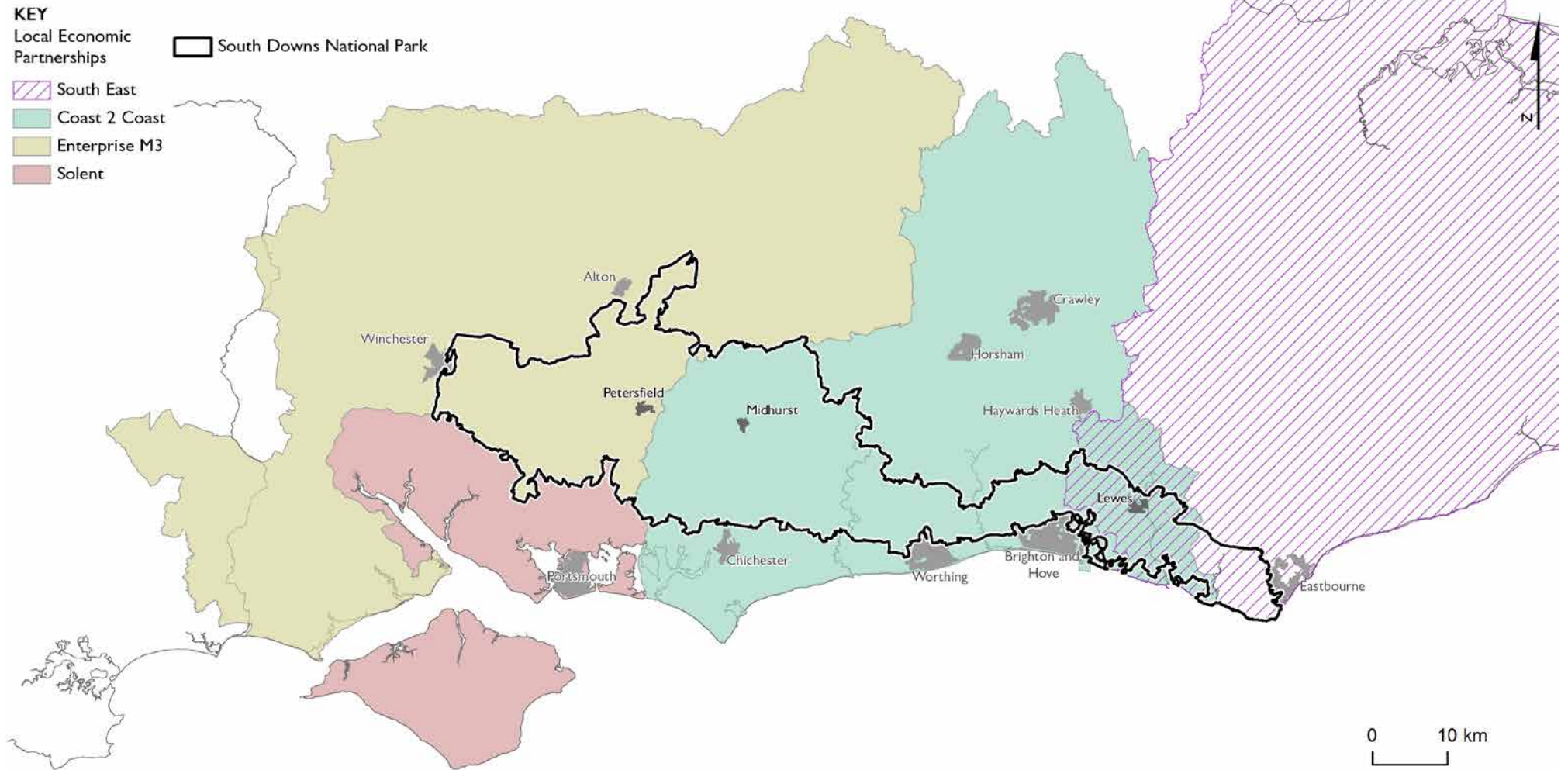
The UK Government has committed to reducing greenhouse gas emissions by 80 per cent by 2050. Key ways to reduce emissions through this PMP are to focus on the economic potential of making local businesses less dependent on fossil fuels and the creation of new jobs, skills and enterprises in the fields of energy saving and renewable energy. The policies in this plan encourage renewable energy generation provided that it does not harm the special qualities of the National Park. Improving the energy efficiency of existing buildings also has great potential to reduce carbon dioxide emissions.

Policies relating to specific waste management facilities will be addressed by joint minerals and waste local plans being developed with the county councils. Further information about the progress of these plans can be found on our website www.southdowns.gov.uk/planning. Residents, visitors and industries in the area generate waste and that needs to be dealt with. In line with the National Waste Strategy, the reduction of waste from communities and businesses generated within the National Park will be dealt with in line with Waste Local Plans and will be a priority.

This PMP will use an energy hierarchy to guide decisions and help prioritise delivery and the priorities are therefore:

- energy conservation;
- energy efficiency;
- exploitation of sustainable, renewable resources;
- exploitation of non-sustainable resources using low-carbon technologies; and
- exploitation of fossil fuels.

Map of Local Enterprise Partnerships (LEPs)



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2.23 GENERAL POLICIES

- **Policy 48:** Support the towns and villages in and around the National Park to enhance their vital role as social and economic hubs.
- **Policy 49:** Maintain and improve access to a range of essential community services and facilities for communities in the National Park.
- **Policy 50:** Housing and other development in the National Park should be closely matched to the social and economic needs of local people and should be of high design and energy efficiency standards, to support balanced communities so people can live and work in the area. 
- **Policy 51:** Increase the availability and speed of broadband and the coverage of the mobile phone network, to facilitate business growth, encourage home working and improve quality of life.
- **Policy 52:** Enhance local production by developing local economic supply chains and enabling businesses in the National Park to gain added value by linking their marketing activities to the special qualities of the area.
- **Policy 53:** Improve access to business advice and funding that supports the creation and expansion of small and medium sized enterprises, in particular, those that help sustain communities and enhance the special qualities.
- **Policy 54:** Support training schemes and employment opportunities to ensure balanced communities in the National Park.
- **Policy 55:** Promote opportunities for diversified economic activity in the National Park, in particular, where it enhances the special qualities.
- **Policy 56:** Support appropriate renewable energy schemes, sustainable resource management and energy efficiency in communities and businesses in the National Park, with the aim of meeting Government climate change targets. 
- **Policy 57:** Manage waste using the principles of a waste hierarchy from, in priority order, prevention, preparing for re-use, recycling and other recovery and disposal. 



CASE STUDY (Site based initiatives)

Milland Community Shop

The community in and around Milland felt that not having their own local shop had taken the heart out of the community. Support from the Sustainable Communities Fund enabled the creation of the Milland Community Shop.

The now bustling shop has become an outlet for local products, thus supporting local business. In addition, its small café has become an important local meeting place. Having a local shop also reduces the need to travel and is more accessible for those with difficulty travelling.

Durleighmarsh Farm

This is a 300 acre farm, and one of its major crops is asparagus. The farm has diversified into Pick Your Own and a farm shop as well as hosting a small business/retail estate. Funding from the Sussex Downs and Low Weald Leader was obtained to diversify further by creating a tea room on site.



Rodmell pupils © SDNPA/Nick Robinson



YHA Southease © SDNPA/A K Purkiss

CHAPTER THREE

Building a Delivery Framework

Positive progress will depend on close partnerships and collaboration between the many organisations and individuals that administer, manage and influence the National Park

3.1 BUILDING A DELIVERY FRAMEWORK

The Delivery Framework will be a separate and regularly updated reporting document. It will show how the PMP outcomes will be incrementally delivered and the action to be taken during the five-year period of this PMP. It will not include everything that might happen, but will focus on the key activities, partnerships and projects that will be implemented by a range of contributors.

The National Park Authority cannot and should not deliver the outcomes on its own. Positive progress will depend on close partnerships and collaboration between the many organisations and individuals that administer, manage and influence the National Park. This delivery must be undertaken by working with and through local people, communities and businesses, who will often be at the heart of this work.

Plans will be built around partnerships, which may include new partners in addition to those shown in Appendix I.

3.2 MAKING A DIFFERENCE – TOGETHER

We need to develop and capture involvement, both large and small, in appropriate levels of detail.

Landscape-scale partnerships and their projects and initiatives will provide a focus, and include underpinning principles, for joined up working over large areas of the landscape. These will provide a framework for the many smaller community, volunteer and landowner projects that will be encouraged and supported to help deliver on a landscape-scale. Examples of the spatial projects are shown on page 68.

Smaller-scale delivery will be very significant, and the cumulative effect of many small projects will be important to the success of achieving the PMP outcomes. We want to understand and record as many of these projects as possible, and will support, celebrate and share information on what the private sector, parish councils, voluntary and community organisations are doing for the National Park.

Appendix I outlines many examples of the key areas of delivery that are under development or existing, as well as some ideas and proposals to consider. This will evolve in a live and regularly updated Delivery Framework.

3.3 WHO IS INVOLVED?

Key organisations involved in the strategic or day-to-day administration and management of the National Park are shown overleaf. Many are statutory agencies with specific responsibilities, and others have important interests in land management across the area.

Key statutory agencies that have a significant influence and a local role to play:

- Natural England
- Environment Agency
- English Heritage
- Forestry Commission
- Highways Agency
- Inshore Fisheries and Conservation Authority
- Marine Management Organisation
- Defra and other central government departments

Local authorities that represent and are responsible for local community wellbeing:

- County councils and a unitary authority
- District and borough councils
- Parish and town councils, parish meetings and community councils

Other examples of important stakeholders with influence and a role to play:

- South Downs Volunteer Ranger Service
- Farmers and landowners
- Sussex and Hampshire Wildlife Trusts, Rivers Trusts
- Royal Society for the Protection of Birds (RSPB)
- National Trust
- South Downs Society
- Local Enterprise Partnerships
- Utility Companies, Public transport companies,

Key sectors or industries have a significant influence over the area (and their representatives):

- Water
- Farming

- Forestry and woodland
- Tourism (visitor economy)
- Transport
- Education and learning
- Community groups

Against each area of delivery, organisations will be identified that are critical to success. This allows us to keep the framework relatively simple and manageable, but does not preclude any other organisations from becoming involved.

For the organisations that play a more significant role, delivery plans may be built around those partnerships. The plans will highlight the role of those partners, what they agree to focus their energies on and how they will be measured.

3.4 HOW THE DELIVERY IS PRIORITISED

The policies have been developed to provide the direction and means to help tackle the key pressures facing the National Park. They were established during the engagement period when preparing this plan, and based on the evidence, policy drivers and opinions expressed by those involved in that engagement. The priorities for the areas of delivery, directed by these policies are:

- those that deliver against multiple outcomes and policies;
- partnerships that lead to added value;
- sharing of resources and information to create more efficient and effective delivery; and
- delivery that supports the National Park Authority's guiding principles.

We will focus most of our collective effort on the areas of delivery contained in the framework, while encouraging and supporting other areas of delivery provided that it supports the special qualities.

In some cases, influence from outside the National Park boundary will be required to provide positive impacts inside it. Such delivery will therefore be included in this framework and important examples include water consumption

and visits to the area, where both mostly relate to the population outside of the National Park. In a similar way, the management of a river catchment far outside the National Park may have a significant influence on flood risk or water quality in the area.

There are many plans or strategies that can impact on the National Park and it will be important to understand these, and seek to influence them positively, so that their future direction and approach help maintain and enhance the special qualities.

3.5 HOW THE DELIVERY FRAMEWORK IS STRUCTURED

The framework will be established separately and will set out some key activities, initiatives and projects (called 'areas of delivery'). It is organised by the 11 outcomes. The table in Appendix 1 provides the structure as well as the known areas of delivery that will be included. The separate framework document will provide the comprehensive, live version for future development and monitoring.

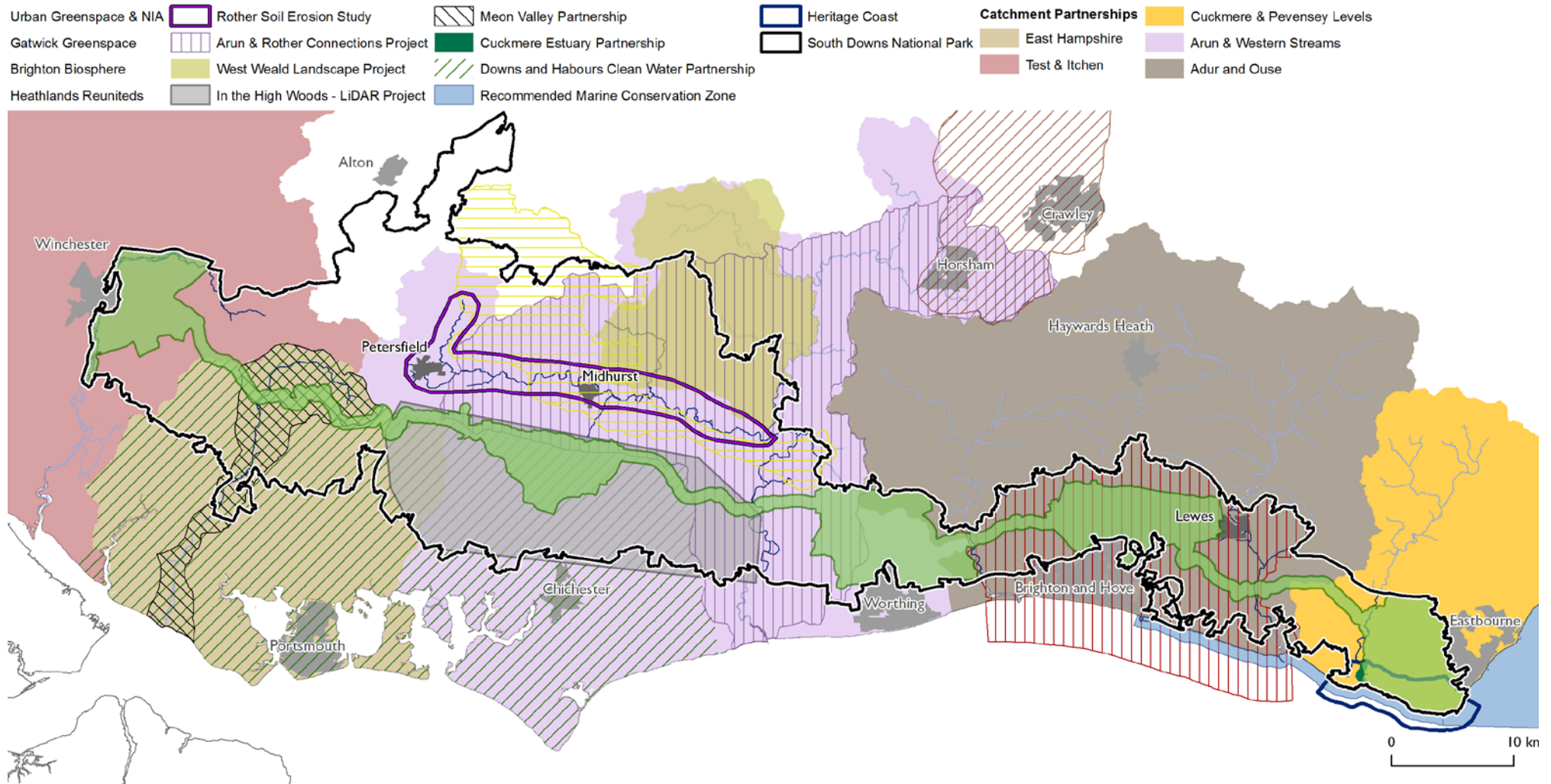
The areas of delivery can be broadly categorised into the following types:

Category (Example)	Explanation
Spatial Initiatives (Including landscape-scale initiatives) (Nature Improvement Area)	Areas that cover a defined, yet significant geographic area
Themed Initiatives (Farmland Birds Initiative)	Initiatives based on a subject approach and usually National Park-wide
Site Based Initiatives (Stanmer Park)	Projects and initiatives in a specific location in a relatively small area
Supporting Initiatives (Higher Level Environmental Stewardship)	Things that underpin other delivery such as research, grants, guidelines or strategies

3.6 MAP OF LANDSCAPE-SCALE INITIATIVES

This illustrates the various landscape-scale initiatives that are in operation or planned. These provide a spatial framework for other smaller projects and community initiatives. You can find out further information by clicking on the links. Not all of the catchment sensitive farming areas have been mapped.

Landscape-Scale Initiatives



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Woolbeding community mapping © SDNPA



Cheriton, River Itchen © SDNPA/Sam Moore

CHAPTER FOUR

Monitoring and Review

Engagement and consultation will remain important and will underpin future reviews

4.1 REVIEWING THIS PARTNERSHIP MANAGEMENT PLAN

The PMP will be updated every five years. The same influences that underpin this plan will be used to update it:

- policy drivers (National and European);
- evidence (via an updated *State of the National Park Report 2012* and outcome indicators); and
- informed opinion (via engagement and consultation).

4.2 POLICY DRIVERS

National and European policy will be reviewed on an on-going basis but will be looked at as a whole as part of the review of the PMP.

4.2 EVIDENCE

There are primarily two types of data or measures that we will review to help inform the revisions required to the PMP:

- outcome indicators – long-term measures; and
- key data – shorter-term data from the *State of the National Park Report 2012*.

Outcome indicators

The cumulative effectiveness of this and subsequent five-year plans will be measured by the outcome indicators running up to the year 2050. Each outcome (linked to the Vision 2050) has one or more indicators, with a suggested direction of travel, for example, increase /decrease or staying the same.

The National Park Authority and the South Downs Partnership will review these indicators annually to assess progress towards achieving the outcomes. A report on this review will be made available on the National Park website. Not all the indicators will be reported every year as the information for some of them is collected at less frequent intervals, for example, the next planned visitor survey will be in five or ten years time and some are related to Census data.

Progress towards achieving the outcomes will be published five-yearly as part of the process of updating the PMP.

Key data

Key data has been identified in the *State of the National Park Report 2012* and this will be kept up to date as far as possible. This will be required for the review of the PMP and will be analysed for the trends and directions it provides.

Understanding what is affecting or influencing this data is important because it will help to identify new issues or current issues that have become more urgent or important to tackle.

4.3 OPINION

Engagement and consultation will remain important and will underpin future reviews. The same depth of discussion and debate will be required to ensure there is full buy in to subsequent plans. The projects and partnership working from this PMP will be an important part of this engagement.

4.4 PROJECTS AND ACTIVITIES

Each project or activity in the Delivery Framework will have its own measures of success and these are the more local and regular performance measures. These will vary in how they are reported and measured, but, where feasible, the key milestones will be included.



Lodsworth Larder © SDNPA/Alison Tingley

Acronyms

AiRS	Action in Rural Sussex	NFNPA	New Forest National Park Authority
ARRT	Arun and Rother Rivers Trust	NGOS	Non Governmental Organisations
BHCC	Brighton & Hove City Council	NPA	National Park Authority
BTO	British Trust for Ornithology	NPPF	National Planning Policy Framework
CAMS	Catchment Abstraction Management Strategy	NT	National Trust
CLP	Community Led Plan	PMP	Partnership Management Plan
CPRE	Campaign to Protect Rural England	RPA	Rural Payments Agency
CtoC	Coast to Capital	RSPB	Royal Society for the Protection of Birds
EA	Environment Agency	SDNPA	South Downs National Park Authority
EDF	EDF Energy	SDVRS	South Downs Volunteer Ranger Service
EHDC	East Hampshire District Council	SDW	South Downs Way
EIA_s	Environmental Impact Assessments (Can also mean Equalities Impact Assessment, but not in this plan)	SE LEP	South East Local Enterprise Partnership
ESCC	East Sussex County Council	SEPL_s	South East Protected Landscapes
FC	Forestry Commission	SWT	Sussex Wildlife Trust
FRMS	Flood Risk Management Strategy	TBC	To Be Confirmed
GWCT	Game and Wildlife Conservation Trust	U3A	University of the Third Age
HCC	Hampshire County Council	VRS	Volunteer Ranger Service
LEP	Local Enterprise Partnership	WCC	Winchester City Council
MMO	Marine Management Organisation	WSCC	West Sussex County Council
NCDA	Newhaven Community Development Association	WSRP	West Sussex Rural Partnership
NE	Natural England	WT	Woodland Trust
NELMS	New Environmental Land Management Scheme		

Glossary

Access for All	Provision of access opportunities for all people listed in the Equalities Act, 2010	Bridleway	A public right of way that may be used for horse riding, walking or cycling. Cyclists should give way to pedestrians and horses
Affordable Housing	Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households	Business Link	No longer in operation, this was a government-funded business advice and guidance service in England
Agri-environment	A mechanism by which landowners and other individuals and bodies responsible for land management can be incentivised to manage their land in a manner sympathetic to the environment	Catchment Scale	Areas on a large scale, covering all of the area where rainfall will eventually feed into a river or aquifer system
Ancient Woodland	Woodland that has been in existence continuously since 1600 or earlier, based on its flora	Category Five Protected Landscape Area	A protected area where the interaction of people and nature over time has produced an area of distinct character with significant ecological, biological, cultural and scenic value; and where safeguarding the integrity of this interaction is vital to protecting and sustaining the area and its associated nature conservation and other values
Anaerobic Digestion	A collection of processes by which microorganisms break down biodegradable material in the absence of oxygen	Chalara fraxinea	Ash dieback fungus
Aquifer	Underground layer of water-bearing permeable rock or unconsolidated materials (gravel, sand or silt) from which groundwater can be extracted	Coastal Defence Policy	To reduce the risk to people and the developed and natural environment from flooding and coastal erosion by encouraging the provision of technically, environmentally and economically sound and sustainable defense measures
Balanced Communities	A community with a range of people from different ages, social and economic backgrounds. Balanced communities are often a result of the provision of a good mix of housing types and tenures	Community Infrastructure Levy	A new levy that local authorities can choose to charge on new developments in their area. The money can be used to support development by funding infrastructure that the council, local community and neighbourhoods want

Community Led Plans	A plan produced by the local community setting out their aspirations for the future of their town or village. A range of plans exist to deal with different aspects of community life	Environmentally Appropriate	In relation to housing provision, environmentally appropriate refers to the need for housing to not detrimentally affect the landscape setting of the National Park. Environmentally Appropriate also refers to the need to ensure housing is developed with appropriate supporting services (such as water supply and sewerage facilities)
Community Strategies	A community strategy sets out a strategic vision for a particular area such as a District, Borough or County Council. The community strategy is a partnership document and guides the work and allocation of resources of any organisation working in that area. The strategy will promote a long term vision for improving the economic, environmental and social wellbeing of an area	Environmental Stewardship	An agri-environment scheme that provides funding to farmers and other land managers to deliver effective environmental management on your land
Conservation Area	Designated for their special architectural and historic interest and identified to improve their management within the planning system	EU Structural Funds	European Union Funding Programmes which aim to reduce regional disparities in terms of income, wealth and opportunities
Cultural Heritage	The evidence for how people used to live – both physical features such as archaeological sites and finds, buildings, fields and settlements, and intangibles such as folk traditions and work by creative people	Farm Diversification	Adding new business activities to traditional farming to improve economic viability
Dark Night Skies	Areas with little or no light pollution where you can see many stars on a clear night	Farmland Birds	'Farmland birds' refers to all 19 farmland bird species used for the Defra Farmland Bird Index. In the South Downs, lapwing, grey partridge and corn bunting are focal species (others will benefit from the measures taken)
Ecosystem Services	These are the benefits we get from nature and culture – the services provided by the natural environment that benefit people	Gateways	Key strategic points from which visitors can access the National Park in sustainable ways
		Geodiversity	The variety of the rocks, minerals, fossils, soils and landscapes which gives us locally distinctive building materials, evidence of the Earth's story to investigate and many other resources

Green Infrastructure	Green Infrastructure (GI) is a network of high quality green and blue spaces and other environmental features. It needs to be planned and delivered at all spatial scales from national to neighbourhood levels. The greatest benefits will be gained when it is designed and managed as a multifunctional resource capable of delivering a wide range of environmental and quality of life benefits (ecosystem services) for local communities (Natural England)	Listed Buildings	These are in one of three categories and each marks and celebrates a building's special architectural and historic interest, and also brings it under additional considerations in the planning system
Heritage at Risk	English Heritage of important designated sites and buildings that are most at risk of being damaged or lost	Local People	In reference to meeting housing needs of local people. Local people can be defined as those with a local connection to a settlement in the National Park, this could be through a family connection or a connection through employment in the National Park. Often local connection is assumed that a person has lived in a community for 5 years or has direct family connections to a community
Heritage Crime	Criminal damage to heritage, such as stealing lead from churches, unauthorised changes to listed buildings or digging for treasure on scheduled monuments	Local Enterprise Partnerships	A partnership between local authorities and businesses set up to determine local economic investment priorities, in order to support and sustain economic growth and create jobs within their local area
Higher Level Stewardship	Ten year agreements aimed at delivering significant environmental benefits in priority areas	Local Plan	The plan for the future development of the local area, drawn up by the local planning authority in consultation with the community
Integrated Coastal Zone Management (ICZM)	Coordination of the different policies and activities affecting the coastal zone, based on an ecosystems approach	Local Strategic Partnership	Non-statutory body that brings together the different parts of the public, private, voluntary and community sectors, working at a local level
Landfill Tax	A tax on the disposal of waste. It aims to encourage waste producers to produce less waste, recover more value from waste, for example through recycling or composting and to use more environmentally friendly methods of waste disposal	Marine Conservation Zone	Protected areas being established to conserve nationally important marine wildlife, habitats, geology and geomorphology
Landscape Character Assessment	Identifies the important assets and characteristics of the different landscape types and a framework for understanding the impacts of change upon this character		

Neighbourhood Plan	A plan that can set out where development will go and what development could look like in a particular area. The production of a Plan will be led by Parish or Town Councils but it needs the involvement of the local community	Significance	The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting
Open Access	Also known as access land. Part I of the Countryside and Rights of Way Act 2000 (CRoW) grants a general right of public access to 'access land' for the purposes of open-air recreation	Shoreline Management Planning	Large-scale assessment of the risks associated with coastal processes and helps reduce these risks to people and the developed, historic and natural environments. Coastal processes include tidal patterns, wave height, wave direction and the movement of beach and seabed materials
Plantations on Ancient Woodland Sites	Woodland that was felled and then replanted with forestry plantations (often, but not always, conifers)	Sustainable Communities Fund	Grant that any partnership, voluntary group or other not-for-profit organisation can apply for if they believe their project brings social, environmental, economic or cultural benefits to a community within the National Park
Priority Species	'Priority Species' in the context of this Plan refers to Biodiversity Action Plan (BAP) species and also species on the IUCN Red List	Tranquillity	Areas undisturbed by the presence of noise and visual intrusion (From CPRE website narrative)
River Basin Management Plans	The River Basin Management Plans describe the river basin district, and the pressures that the water environment faces. It shows what this means for the current state of the water environment in the river basin district, and what actions will be taken to address the pressures	Visitor Days	The total number of days spent in the National Park by both staying and day visitors
Rural Growth Funds	Funding made available from Defra through the RDPE for businesses to support economic growth and job creation in the rural areas	Water Framework Directive	European Union legislation (2000/60/EC) – establishing a framework for European Community action in the field of water policy. This sets targets for member states to achieve good status of all water bodies
Sandford Principle	Where irreconcilable conflicts exist between conservation and public enjoyment, then conservation interest should take priority		
Sense of Place	A characteristic or distinctiveness that places have that creates a feeling or perception by people. Can lead to human attachment and belonging		

Appendix I: Delivery Framework Examples

To be developed more comprehensively in a separate framework that is regularly updated

OUTCOME I																																																								
The Landscape Character of the National Park, its special qualities and local distinctiveness have been conserved by effectively managing the land and the negative impacts of development and cumulative change																																																								
Contributing Policies:																																																								
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57																																																								
Areas of Delivery (Examples)	Key Partners (Lead in bold)			Other Outcomes Delivered																																																				
Landscape Character																																																								
1 Highways Design and Signage (Partnership) <i>Signage clutter projects, design guidelines</i> Shared space scheme Slindon	NPA , local highway authorities, Highways Agency NT , Slindon PC			4, 5																																																				
2 Undergrounding Electricity Lines programme Specific location enhancements funded by electricity companies	NPA , Scottish and Southern , EDF farmers and landowners			4, 5																																																				
3 Cumulative Landscape Change (Partnership proposal) Design guidance, advertising constraint policy, 'horsiculture' guidance delivered, innovative cumulative monitoring and input into Environmental Impact Assessments (Relates to visual and experiential tranquillity)	NPA and a range of partners farmers and landowners			4, 5, 6																																																				
4 Influencing Major developments; Syngenta site, Fernhurst, King Edward VII, Bordon (impacts from outside), Toads Hole Valley (possible), Rampion offshore wind turbine development, Shoreham former cement works	NPA Neighbouring authorities			2, 3, 4																																																				
Land Management																																																								
5 Higher Level Environmental Stewardship Scheme (HLS) and future New Environment Land Management Scheme (NELMS) Jointly deliver the HLS and subsequent schemes using key targeting criteria as they develop and are agreed	NE , NPA , EA farmers and landowners			2, 3, 4, 10, 11																																																				
Tranquillity																																																								
6 Dark Night Skies Mapping, Dark Night Skies status, guidance, highways lighting, new LED low spill technology, removing lighting, turning lights off campaign (also to save electricity)	NPA , CPRE, Local authorities, Highways Agency			4, 8																																																				
7 Enhancing Tranquillity – primarily noise (Proposal) Whisper tarmac, illegal and irresponsible vehicle use of rights of way (See Pathwatch), reducing traffic volume and speeds, HGV sat nav re-programming, aviation routing	Highways agency, Local authorities, NPA			4, 8																																																				

OUTCOME 2

There is increased capacity within the landscape for its natural resources, habitats and species to adapt to climate change and other pressures

Contributing Policies:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57

Areas of Delivery (Examples)	Key Partners (Lead in bold)	Other Outcomes Delivered
Sustainable Land Management		
8 Landscape-scale Mapping and Targeting Toolkit Ecosystem services mapping, underpinning land management principles, co-ordinated advice, online interactive spatial map	SDNPA , Natural England (NE), EA CLA, NFU, SDLMG Rivers Trusts	1, 3, 4, 5, 6, 7, 8
9 Ecosystems approach / Payments for Ecosystem Services (PES) Developing PES schemes aimed at sustainable land management, including water, biodiversity and other functions in the landscape. Funding streams linked to the results of CAP Reform	SDNPA , EA, NE, Southern Water, South East Water, Portsmouth Water SDLMG, NFU, CLA, Rivers Trusts	1, 3, 4, 10, 11
10 Catchment Sensitive Farming Delivers practical solutions and targeted support to enable farmers and land managers to take voluntary action to reduce diffuse water pollution from agriculture to protect water bodies and the environment	NE, EA	1, 2, 6
11 Downs & Harbours Clean Water Partnership Aims to ensure that the rivers, lakes, groundwater and coastal waters of East Hampshire and West Sussex are protected and improved	Portsmouth Water, NE, EA	1, 2, 6
12 Sediment & Mitigation Options for the River Rother (SMOTHER) research project A research project establishing the sources of sedimentation within the River Rother valley, West Sussex, and the identification of associated mitigation measures to deliver improvements under the European Water Framework Directive	SDNPA, University of Northampton, University of Oxford	1, 3, 8
River Catchment Partnerships (Spatial)		
13 Cuckmere & Pevensey Levels Catchment Partnership This Catchment Partnership drives collaborative working with local stakeholders across all of the South Downs National Park's catchments. Its aim is to deliver improved water quality and a more ambitious River Basin Management Plan that contributes to meeting national targets under the European Water Framework Directive	EA , SDNPA, South East Water, Southern Water, NGOs, community groups, farmers and landowners	1, 2, 5, 6, 8
14 Adur and Ouse Catchment Partnership This Catchment Partnership drives collaborative working with local stakeholders across all of the South Downs National Park's catchments. Its aim is to deliver improved water quality and a more ambitious River Basin Management Plan that contributes to meeting national targets under the European Water Framework Directive	EA , SDNPA, South East Water, Southern Water, Ouse & Adur Rivers Trust, community groups, farmers and landowners	1, 2, 5, 6, 8

OUTCOME 2

There is increased capacity within the landscape for its natural resources, habitats and species to adapt to climate change and other pressures

<p>15 East Hampshire Catchment Partnership</p> <p>This Catchment Partnership drives collaborative working with local stakeholders across all of the South Downs National Park's catchments. Its aim is to deliver improved water quality and a more ambitious River Basin Management Plan that contributes to meeting national targets under the European Water Framework Directive</p>	<p>EA, SDNPA, Portsmouth Water, Southern Water, NGOs, community groups, farmers and landowners</p>	<p>1, 2, 5, 6, 8</p>
<p>16 Test & Itchen Catchment Partnership</p> <p>This Catchment Partnership drives collaborative working with local stakeholders across all of the South Downs National Park's catchments. Its aim is to deliver improved water quality and a more ambitious River Basin Management Plan that contributes to meeting national targets under the European Water Framework Directive</p>	<p>EA, SDNPA, Portsmouth Water, Southern Water, Test & Itchen Association, community groups, farmers and landowners</p>	<p>1, 2, 5, 6, 8</p>
<p>17 Arun and Western Streams Catchment Partnership</p> <p>This Catchment Partnership drives collaborative working with local stakeholders across all of the South Downs National Park's catchments. Its aim is to deliver improved water quality and a more ambitious River Basin Management Plan that contributes to meeting national targets under the European Water Framework Directive</p>	<p>Arun & Rother Rivers Trust (ARRT), EA, SDNPA, Portsmouth Water, Southern Water, community groups, farmers and landowners</p>	<p>1, 2, 5, 6, 8</p>
<p>18 Arun and Rother Connections</p> <p>A wetland habitat restoration and reconnection project with extensive community engagement and education work</p>	<p>RSPB, ARRT, SDNPA, SWT, NE, EA, WSCC, farmers and landowners</p>	<p>1, 2, 5, 6, 8</p>
<p>19 Meon Valley Partnership</p> <p>Work effectively in the catchment to make real improvements on the ground and promote consistent messages to the local community</p>	<p>SDNPA, HWT, EA, Wild Trout Trust, farmers and landowners</p>	<p>1, 3, 6, 8</p>
<p>Water</p>		
<p>20 Chalk Streams and Springs Initiative</p> <p>Rehabilitation and restoration programme and raising awareness of their importance</p>	<p>SDNPA, farmers and landowners, Sussex Wildlife Trust, Hampshire & Isle of Wight Wildlife Trust, ARRT, ARC, Wild Trout Trust</p>	<p>1, 2, 3, 6, 8</p>
<p>21 Water Resources and Waste Water Management</p> <p>Water Company Asset Management Plans, Water Resource Management Plans, National Environment Programme (NEP), Catchment Abstraction Management Strategies (CAMS)</p>	<p>EA, Southern Water, South East Water, Portsmouth Water, Natural England, SDNPA</p>	<p>1, 2, 3, 9</p>

OUTCOME 2

There is increased capacity within the landscape for its natural resources, habitats and species to adapt to climate change and other pressures

<p>22 Flood Risk Management</p> <ul style="list-style-type: none"> • Lower Arun Tidal Strategy • Lower Adur Tidal Strategy • Hampshire Strategic Flood and Water Management Group • Local Flood Forums 	<p>EA, Lead Local Flood Authorities</p>	<p>1, 2, 6, 9</p>
<p>Coast</p>		
<p>23 Heritage Coast</p> <p>Develop a partnership and plan for the effective protection and management of this defined and heavily visited area (Links Local Plan and South Marine Plan)</p>	<p>NPA, Eastbourne, Wealden Lewes, ESCC, NT, EA, MMO, farmers and landowners, Seaford Town Council</p>	<p>2, 3, 4, 5, 6, 8</p>
<p>24 Coastal Management</p> <ul style="list-style-type: none"> • Integrated coastal zone management • Shoreline Management Plan • South Marine Plan 	<p>EA, Marine Management Organisation, SDNPA</p>	<p>1, 2, 3, 6</p>
<p>25 Sussex Coastal Habitats Investigation Project</p> <p>Fish surveys</p>	<p>Sussex Inshore Fisheries and Conservation Authority, EA</p>	<p>3</p>

OUTCOME 3

A well-managed and better connected network of habitats and increased population and distribution of priority species now exist in the National Park

Contributing Policies:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57

Areas of Delivery (Examples)	Key Partners (Lead in bold)	Other Outcomes Delivered
Landscape-Scale Partnerships		
<p>26 South Downs Way Ahead Nature Improvement Area (NIA) – a chalk grassland focused project</p>	29 partners including SDNPA, farmers and landowners , local authorities, Natural England, EA, water companies, NGOs such as the Wildlife Trusts, National Trust, RSPB and Butterfly Conservation, and local community groups	2, 6, 7, 8, 9
<p>27 West Weald Landscape Partnership Partnership aimed at restoring and reconnecting a matrix of woodland habitats within the West Weald landscape. The project delivers benefits for key species e.g. barbastelle bat</p>	Many partners led by Sussex Wildlife Trust farmers and landowners	2, 5, 6, 7, 8, 10
<p>28 Heathlands Reunited Partnership Partnership aimed at restoring and reconnecting a range of heathland habitats within the SDNP, and encouraging responsible use of heathlands</p>	Many partners led by the SDNPA including local authorities, NGOs such as the RSPB, Wildlife Trusts, ARC and NT, local community groups, NE, FC , farmers and landowners	2, 5, 6, 7, 8, 10
Species actions		
<p>29 Priority Species Actions A wide range of priority species actions including (but not restricted to): Water vole, otter, sand lizard, barn owl, brown hairstreak butterfly, Duke of Burgundy butterfly, field cricket</p> <p><i>29.a SITA Bat Project (Slindon and Woolbeding)</i> <i>29.b Potential Life+ South Downs Woodland Bat Project</i></p>	<p>Many partners including local Wildlife Trusts, , RSPB, NT, Butterfly Conservation, Bat Conservation Trust, Amphibian and Reptile Conservation, GWCT, NE, EA, FC, SDNPA, local authorities, local Biodiversity Records Centres, farmers, community groups, local experts.</p> <p>National Trust National Trust, SDNPA, Sussex Wildlife Trust, local bat experts, NE, FC</p>	<p>2, 6, 8</p> <p>2, 6, 8</p>

OUTCOME 3

A well-managed and better connected network of habitats and increased population and distribution of priority species now exist in the National Park

<p>30 Invasive Species Action Plan</p> <p>A strategy and action plan for the SDNP aimed at reducing negative impacts on biodiversity caused by invasive non-native species</p>	<p>Many partners led by SDNPA, and local Biodiversity Records Centres. Examples of delivery mechanisms are the Arun and Rother Connections Project, the Meon Water Vole Reintroduction Project</p> <p>farmers and landowners, Rivers Trusts</p>	<p>2, 5, 6, 8</p>
<p>31 South Downs Farmland Birds Initiative</p> <p>A partnership project led by NE aimed at targeting agri-environment scheme options within the SDNP to protect and enhance target populations of farmland bird species e.g. stone curlew, lapwing, grey partridge, corn bunting</p>	<p>RSPB, BTO, SDNPA, NE, GWCT</p> <p>farmers and landowners</p>	<p>2, 6, 8, 10</p>
<p>Local Nature Partnerships</p>		
<p>32 Sussex and Hampshire Local Nature Partnerships</p> <p>Local partnerships aimed at coordinating and promoting biodiversity conservation, and making links with other relevant sectors, initiatives and partnerships</p>	<p>Many partners, led by Sussex Wildlife Trust and Hampshire & Isle of Wight Wildlife Trust</p>	<p>6, 8, 10</p>
<p>33 South Downs Wooded Heaths Partnership</p> <p>Partnership aimed at restoring and reconnecting a range of heathland habitats within the SDNP, and encouraging responsible use of heathlands</p>	<p>Many partners led by the SDNPA including local authorities, NGOs such as the RSPB, Wildlife Trusts, ARC and NT, local community groups, NE, FC</p> <p>farmers and landowners</p>	<p>2, 5, 6, 7, 8, 10</p>
<p>Woodland</p>		
<p>34 South Downs Woodland & Forestry Partnership</p> <p>Provides support and advice to woodland owners to encourage better management of woodlands within the National Park and aims to improve the viability of the forestry industry through collaboration, economies of scale and development of markets</p>	<p>FC, SWT, WT, SDNPA</p> <p>farmers and landowners</p>	<p>2, 7, 10</p>
<p>35 Research Into Forest Pests & Diseases</p> <p>Research into a number of diseases and pests including Ash dieback, phytophthora, Oak processionary moth</p>	<p>Forest Research</p>	<p>2</p>
<p>36 Community Woodland Initiatives</p> <p>36.a Slindon woodland creation project</p> <p>36.b Hill Holt Wood</p>	<p>National Trust</p> <p>Sussex Wildlife Trust</p>	<p>2, 4, 6, 8</p>

OUTCOME 4

The condition and status of cultural heritage assets and their settings is significantly enhanced, many more have been discovered and they contribute positively to local distinctiveness and sense of place

Contributing Policies:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57

Areas of Delivery (Examples)	Key Partners (Lead in bold)	Other Outcomes Delivered
Enhancing condition & status		
37 Conservation Area Appraisals & Management Plans Up-to-date appraisals and management plans developed in line with a strategy, to reduce backlog of 130 conservation areas without such plans. These may be carried out alongside Neighbourhood Plans	SDNPA, local amenity societies, town/parish councils	1, 6, 8
38 Heritage Crime Initiative Issues identified that threaten the National Park's heritage and partnerships developed to tackle these either across police forces, in local communities and park wide	SDNPA, farmers and landowners, English Heritage – other partnerships to be confirmed	6, 8
39 Heritage at Risk Programme Results of 'Buildings at Risk' survey appraised, strategy developed and action plans for individual places for groups of sites identified Archaeological sites and registered parks and gardens 'at risk' to be prioritised, individual projects identified and partnerships developed (see example, sites below)	SDNPA, building preservation trusts and Architectural Heritage Fund, where appropriate, community groups	1, 6, 8
40 Sites 40.a Stanmer Park and Home Farm 40.b Fernhurst Furnace 40.c Saddlescombe Farm	Brighton & Hove City Council, SDNPA Fernhurst Furnace Preservation Group, SDNPA, EH NT	1, 6, 8
Discovering heritage		
41 Secrets of the High Woods (Lidar) initiative Lidar survey, interpretation, mapping, engagement & involvement	SDNPA, Chichester District Council, Heritage Lottery Fund (tbc) plus National Trust, Sussex Wildlife Trust, Weald & Downland Open Air Museum, landowners and foresters, archaeology societies, local communities	1, 6, 7, 8, 9
42 Local Heritage Initiatives Projects led by communities to investigate, record and share information about the heritage of local places	Parish councils, local archaeology and history groups, parish plan groups, local amenity societies – could be supported by SDNPA in a variety of ways.	1, 6, 7, 8, 9
Local distinctiveness & Sense of Place		
43 Safeguarding Places of Worship Initiative New uses for Church buildings, etc Development work in progress summer 2013	SDNPA – other partners in discussion CAH Community Buildings Adviser, Chichester Diocese	6, 7, 8, 10

OUTCOME 5

Outstanding visitor experiences are underpinned by a high quality access and sustainable transport network supporting improved health and well being

Contributing Policies:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57

Areas of Delivery (Examples)	Key Partners (Lead in bold)	Other Outcomes Delivered
High quality access		
44 South Downs Way National Trail Improve visitor facilities and information Re-route SDW into Winchester Visitor Payback Project	SDNPA , VRS, HCC, ESCC, WSCC, NE farmers and landowners NIA partners	6
45 Rights of Way 45.a Development of consistent reporting on conditions of rights of way 45.b Joint added value work e.g Project on Serpent Trail signage and maintenance 45.c Development of new routes eg Falmer Road new bridleway path, Egret's Way (Southeast to Rodmell)	SDNPA , local highways authorities and Volunteer Path Wardens SDNPA , local highways authorities and Volunteer Ranger Service farmers and landowners, SDNPA , local highways authorities, Ouse Valley Cycle Network and Sustrans	8, 9
46 CRoW Access Land 46.a Making the most of CRoW Open Access in the South Downs (maps and promotion) 46.b Accessibility and connectivity on access land sites 46.c Mapping and surveying access land	South Downs Society , SDNPA SDNPA, Farmers and Landowners , SDNPA , volunteers	6, 8
47 Byways: (Proposed) Work with partners to develop agreed approach where conflicts exist on BOATs	Local Access Forum and statutory partners Farmers and landowners	
48 Cycling Strategy (Proposed) Develop strategy for cycling in the National Park with reference to LHA strategies, existing and future demands and identifying future infrastructure schemes	SDNPA, local highways authorities, Coast to Capital LEP Transport Board, NT, FC and cycling sector	8, 9

OUTCOME 5

Outstanding visitor experiences are underpinned by a high quality access and sustainable transport network supporting improved health and well being

Health & Well Being		
<p>49 Health & Well Being</p> <p>Establish Health and Wellbeing Partnership to coordinate health and wellbeing approach for the National Park, Local Authorities and other partners</p> <p>Run a series of Pilot 'getting people active' schemes, Link into GI and ANG to establish which activities are most appropriate to resolve certain health issues</p> <p>Walking to health schemes including Nordic Walking to health schemes already operating in the National Park</p>	<p>SDNPA, Community Action Hampshire, Action in Rural Sussex, Newhaven Community Development Assoc. WDC</p>	<p>1, 3, 4, 6, 8</p>
Access for All		
<p>50 Sompriti Project</p> <p>BAME inclusion project working with communities across East Sussex with the aim of increasing awareness and confidence in accessing the National Park and promoting health and wellbeing benefits</p>	<p>NCDA, SDNPA, South Downs Society, BME-CP</p>	<p>6, 8</p>
<p>51 Independent Guide to Accessing the South Downs National Park</p> <p>A Heritage Lottery Funded project to create a guide to visiting the South Downs National Park aimed at encouraging new audiences. Research visits are being conducted by volunteers from BAME communities to gather information and resources to write and produce an independent guide</p>	<p>Drinking Ginger, SDNPA, YHA, South Downs Society, Campaign for National Parks</p>	
<p>52 Grace Eyre Project</p> <p>Project working to increase opportunities for adults with learning disabilities to enjoy the benefits of accessing the SDNP using sustainable transport</p>	<p>Grace Eyre Foundation, SDNPA, Brighton Film School</p>	<p>6, 8</p>
<p>53 Access for All – Miles Without Stiles</p> <p>New promotional literature for existing routes and development of new easy access trails</p> <p>50a Higher Rights – identify paths where higher rights desirable and achievable</p>	<p>SDNPA and local highways authorities farmers and landowners</p>	<p>8</p>

OUTCOME 5

Outstanding visitor experiences are underpinned by a high quality access and sustainable transport network supporting improved health and well being

<p>58 Tourist Information Centres</p> <p>Development of SDNP interpretation at Lewes TIC</p> <p>Development of Tourist information at South Downs Centre</p> <p>Provision of TIC at Petersfield</p> <p>Provision of TIC at Seaford</p>	<p>LDC SDNPA</p> <p>SDNPA MTC</p> <p>TSE, EHDC</p> <p>LDC</p>	<p>6</p>
<p>59 Visitor Information</p> <p>Improved South Downs website</p> <p>Walks and cycle leaflets</p> <p>Public transport leaflets</p> <p>Interpretation at Beachy Head, Alice Holt</p>	<p>SDNPA</p>	<p>6,8,10</p>
<p>Coordinated Marketing & Promotion</p>		
<p>60 Our Land – Website promoting sustainable rural tourism businesses in the 9 SE protected landscapes. Businesses have to show their commitment to the environment, community and how they celebrate the distinctiveness of their particular area</p>	<p>SEPLs including SDNPA, Responsible Travel.com, Surrey County Council, tourism businesses</p>	<p>8, 10</p>
<p>61 Winchester & Heart of Hampshire Destination Management Partnership</p> <p>Visitor guide for the Hampshire area of the National Park</p>	<p>WCC, EHDC, SDNPA, Tourism South East</p>	<p>5, 6, 8, 10</p>
<p>62 Local Tourism Clusters and Groups, for example:</p> <p>Steining Community Partnership</p> <p>Visit Midhurst website and Midhurst visitor guide</p> <p>Hampshire Heritage Collection</p> <p>Marketing partnership to promote cultural experiences in East Hampshire area using shared resources</p> <p>West Sussex Attractions Group</p>	<p>Hidden Britain, Steining Community Partnership</p> <p>Midhurst Tourism Partnership, Visit Chichester, SDNPA</p> <p>Jane Austen House, Chawton Library, Gilbert White's House & Petersfield Museum</p> <p>SDNPA</p> <p>Tourist attractions</p>	<p>9, 10</p>

OUTCOME 5

Outstanding visitor experiences are underpinned by a high quality access and sustainable transport network supporting improved health and well being

63 Cultural Tourism Bid Public private partnership aimed at increasing the number of staying visitors through joint marketing and promotion. A bid has been submitted to the Arts Council.	ESCC , LDC, WDC, EBC, SDNPA, Charleston, Farley Farm, Ditchling Museum etc	6
Product Development		
64 Food & Drink Trail – leaflet promoting food & drink producers within the National Park encouraging longer visits to the area	Hampshire Fare, SDNPA	6, 8, 10
65 Cycle Maps New cycle maps in a variety of formats User codes of conduct	SDNPA and partners	6, 8, 9

OUTCOME 6

There is widespread understanding of the special qualities of the National Park and the benefits they provide

Contributing Policies:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57

Areas of Delivery (Examples)	Key Partners (Lead in bold)	Other Outcomes Delivered
Awareness Raising		
<p>66 Sense of Place Toolkit</p> <p>A web based toolkit available to tourism destination managers and businesses that describes the distinctive areas within the Park and images to help promote the area in a consistent manner</p>	<p>SDNPA, Local Authority Destination Managers, businesses Town and Parish Councils</p>	5
<p>67 Welcome to the South Downs Training</p> <p>Accredited training for tourism related businesses to provide greater knowledge of the South Downs</p>	<p>SDNPA, businesses, transport providers, Tourist information staff</p>	
<p>68 Our Land Landscape awareness training and sense of place videos for Our land businesses</p>	<p>SDNPA, businesses, local experts</p>	
Education & Learning		
<p>69 Our South Downs Outdoor Learning Project</p> <p>A project connecting children and young people with the Special Qualities of the National Park through diverse and inspiring outdoor learning experiences. This project brings together outdoor learning providers with school audiences through the creation of bespoke curriculum materials, schemes of work and signposting to learning outside the classroom opportunities. Promotion of outdoor learning opportunities and professional development through the annual Our South Downs conference</p>	<p>SDNPA, Learning Through Landscapes, National Park outdoor learning providers, schools, colleges and universities</p>	8
<p>70 South Downs National Park Learning Zone</p> <p>An online portal bringing together resources, information, lesson plans, interactive games and widgets to bring learning to life across the National Park. Also includes an interactive map to improve signposting to the wide range of outdoor learning providers within the Park delivering sessions pertinent to National Park purposes</p>	<p>SDNPA, Schools and colleges, Learning Partnership, National Park Outdoor Learning Providers</p>	8
<p>71 Lessons of the Landscape</p> <p>Project working to connect schools with their local farm for educational visits. Development of curriculum programmes that embed learning about food production and countryside management into local schools learning</p>	<p>Childrens Rural Education Centre, Plumpton College, Local farms, schools, SDNPA</p>	
<p>72 University of the Third Age (U3A) South Downs Project</p> <p>A year long programme of activity encouraging groups of writers, artists, walkers, photographers, archaeologists, geologists and many other special interest groups to learn about and share knowledge about the special qualities of the South Downs National Park. The project is open to the 38 branches of U3A within the Sussex area and is culminating in a celebration event in July 2014</p>	<p>Sussex U3A Network (SUN), SDNPA, Learning organisations across the National Park</p>	

OUTCOME 6**There is widespread understanding of the special qualities of the National Park and the benefits they provide**

73 John Muir Award in the South Downs National Park An environmental award scheme focussing on discovering, exploring, conserving and sharing knowledge about the South Downs National Park. This scheme is open to all ages and delivers a nationally recognised accreditation to participants	John Muir Trust , SDNPA, outdoor learning providers, schools, colleges	5, 8
Behaviour Change		
74 Code of Conduct Code of conduct for large scale charity/competitive events (including cycling challenges set up via the internet)	SDNPA South Downs Way and wider rights of way network Highway Authorities	6

OUTCOME 7

The range and diversity of traditional culture and skills has been protected and there is an increase in contemporary arts and crafts that are inspired by the special qualities of the National Park

Contributing Policies:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57

Areas of Delivery (Examples)	Key Partners (Lead in bold)	Other Outcomes Delivered
Traditional Crafts and Skills		
<p>75 Songs of the South Downs (SDS)</p> <p>Sharing oral tradition of South Downs folk music with non-singers to sustain a living heritage and to perform and record these songs</p>	<p>South Downs Society, song group, participants – new group South Downs Singers, HLF</p>	6, 8, 9
<p>76 Buildings at Risk</p> <p>Survey has shown a number of structures for which there is no economic use but which require repair to ensure they survive, such as churchyard tombs, flint boundary walls etc. Such work would also provide training in traditional building skills, provide volunteering opportunities and could use local businesses. Project needs to be developed – idea stage</p>	<p>SDNPA, heritage bodies, businesses with skilled labour; amenity groups, building preservation trusts – tbc</p> <p>farmers and landowners</p> <p>Private owners</p>	4, 6, 8, 10
Events		
<p>77 Battle of Lewes 750th Anniversary</p> <p>2014 anniversary marked by a wide range of events and activities including re-enactment, festival of events in Lewes, commissioned play written and performed by creative people</p>	<p>Battle of Lewes group, Lewes Town Council, Lewes district Council, Sussex Archaeological Society, The Company (theatre group), local writer, et al</p>	4, 5, 6, 8, 10
Contemporary Arts and Crafts Inspired by the Special Qualities		
<p>78 Springline Project</p> <p>Proposal to investigate and celebrate the water resources of the South Downs through visual arts and poetry/prose to a wider audience. Can use resources in museums and heritage to consider how people used to gather, treat and consume water</p>	<p>Artist-led proposal – could work with Arts Council (tbc), water companies, SDNPA, local communities, heritage sites</p> <p>farmers and landowners</p>	2, 6, 8, 9
<p>79 National Park Promotion of Open Door / Studios for Arts</p> <p>Joint and cross-marketing of the various open door events across the Park and promoting a sustainable travel message</p>	<p>SDNPA, local authorities, local groups of artists</p>	8, 9, 10

OUTCOME 8

More responsibility and action is taken by visitors, residents and businesses to conserve and enhance the special qualities and use resources more wisely

Contributing Policies:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57

Areas of Delivery (Examples)	Key Partners (Lead in bold)	Other Outcomes Delivered
Community Led Planning		
<p>80 Community Planning Toolkit</p> <p>Develop a toolkit to provide guidance and information to support communities in developing effective, high quality CLPs. The toolkit will ensure that CLPs produced in the National Park are representative and of a high quality suitable for influencing decision making by NPA, Local Authorities and other partners</p> <p>Develop a shared CLP support programme. Coordinating the support offered by different partners across the National Park to ensure a consistent support package is offered regardless of which organisation offers support</p>	<p>SDNPA</p> <p>Action in Rural Sussex</p> <p>Community Action Hampshire</p> <p>County Councils</p> <p>Action for Communities in Rural England</p> <p>SDNPA, Local Authorities, Parish Councils, Community Action Hampshire, Action in Rural Sussex</p>	6, 9
<p>81 Neighbourhood Plans</p> <p>Support the key settlements in the National Park to produce Neighbourhood Plans to provide finer detailed policies to complement more strategic existing planning policy</p>	<p>SDNPA, Local Authorities, Parish Councils, Rural Community Councils, Action in Rural Sussex (AiRS), Community Action Hampshire</p>	9
<p>82 Adopting / Endorsing existing Community Led Plans (Supplementary Planning Documents)</p> <p>Review current Community Led Plans (CLP) produced across the National Park (Village Design Statements, Local Landscape Character Assessments and Parish Plans) and assess which plans are eligible for endorsement or adoption as Supplementary Planning Documents (SPD)</p> <p>Establish a process for the SDNPA to consider community led plans for endorsement or adoption. An established process will allow the SDNPA to give weight to plans which meet a range of criteria and quality standards. This will result in CLPs being used in determining planning applications (adopted) or for a range of other functions (endorsed)</p>	<p>SDNPA</p> <p>All Local Planning Authorities</p> <p>Action in Rural Sussex</p> <p>Community Action Hampshire</p>	1, 6, 9
<p>83 Coordinated Support Programme (CLPs)</p> <p>To support the production of CLPs across the National Park, working with all eligible partner organisations to make best use of limited resources to produce the highest quality CLPs</p>	<p>SDNPA, Local Authorities, Parish Councils, Community Action Hampshire, Action in Rural Sussex</p>	TBC

OUTCOME 8

More responsibility and action is taken by visitors, residents and businesses to conserve and enhance the special qualities and use resources more wisely

Community Action		
<p>84 Local Community Projects</p> <p>Develop a comprehensive community needs database setting out all local community aspirations in the National Park. The database will be used to inform future external funding bids and guide the allocation of SDNPA and partner resources to meet local needs</p> <p>Use the Sustainable Community Fund to support the delivery of local community projects which have been identified through the Community Led Planning process. Projects will need to demonstrate how they contribute to achieving the outcomes set out in the PMP and how they will enhance or protect the Special Qualities of the South Downs National Park</p>	<p>SDNPA Parish Councils AiRS</p>	1, 4, 6, 9
<p>85 Celebrating and Supporting Small Projects</p> <p>Develop a web based tool to enable smaller projects from organisations, communities and volunteers to be promoted, celebrated and encouraged. The web based tool will demonstrate the valuable contribution made by individuals, community groups and the voluntary sector in delivering the Partnership Management Plan</p>	SDNPA	TBC
Volunteering		
<p>86 Diversifying Volunteer Base</p> <p>Marketing volunteer opportunities to new audiences, working with potential volunteers to create roles better suited to their needs</p>	SDNPA SDVRS, other organisations offering volunteering opportunities	
<p>87 Increasing Volunteering Roles and Opportunities</p> <p>Working with organisations offering volunteering opportunities pertinent to Park purposes to diversify volunteering roles and opportunities including more public facing volunteering roles</p>	SDNPA South Downs Volunteer Ranger Service, other organisations offering volunteering opportunities, farmers and landowners	1, 3, 4, 5, 6, 7
Behavioural Change		
<p>88 Corporate Social Responsibility</p> <p>Work with local businesses and employers to increase volunteering opportunities through their Corporate Social responsibility programmes. This will also increase business awareness of their impact on and responsibility to the local environment</p>	SDNPA Coast to Capital LEP	
<p>89 Travel Behaviour</p> <p><i>Discover another way...</i> travel behaviour change campaign aimed at encouraging visitors and residents to make sustainable travel choices</p> <p>Improved access to information about travel to and around the National Park</p>	SDNPA , Local Highways Authorities and Transport Operators, LEPs	5

OUTCOME 9

Communities and businesses in the National Park are more sustainable with an appropriate provision of housing to meet local needs and improved access to essential services and facilities

Contributing Policies:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57

Areas of Delivery (Examples)	Key Partners (Lead in bold)	Other Outcomes Delivered
Policy Development		
<p>90 South Downs National Park Local Plan</p> <p>Adoption of the South Downs Local Plan and associated policy to support local communities identify and deliver against local housing needs and to ensure an appropriate provision of services and facilities</p>	Neighbouring Local Planning Authorities, SDNPA	1, 8, 10
<p>91 Development of the Infrastructure Delivery Plan</p> <p>Create a comprehensive Infrastructure Delivery Plan which sets out community infrastructure needs (including green infrastructure), which could potentially be delivered through funding collected by the Community Infrastructure Levy (Developers Contributions) or other alternative sources of funding available to the South Downs National Park Authority or partners</p>	County Councils, EM3 – Rural broadband Group, District Councils, SDNPA, Businesses	2, 4, 5, 8, 10
Business & Community Support		
<p>92 Sustainable Communities Funded projects</p> <p>The SCF budget will be used to support appropriate community development schemes that seek to maintain, create or re-open essential community services locally</p>	SDNPA	Potentially all
<p>94 Sustainable Business Partnerships</p> <p>Improve energy efficiency of SMEs, run networking events</p>	Hampshire Sustainable Business Partnership, ESCC West Sussex Business Partnership	8, 10, 11
<p>95 Sussex Energy Saving Partnership Eco & Green Deal</p> <p>Pilot project on West Dean Estate looking at energy efficiency in historic estate properties</p>	WSCC West Dean Estate, SDNPA, SESP, EH	
<p>96 Directories</p> <p>Directory of Village shops in Chichester District Community shop guide in Chichester District</p>	CDC CDC	

OUTCOME 9

Communities and businesses in the National Park are more sustainable with an appropriate provision of housing to meet local needs and improved access to essential services and facilities

Accessing Essential Services & Facilities (Including Housing)		
97. Identifying and Delivering Local Housing Solutions (Proposed) Empower local communities to take a more active role in delivering local housing and enhancing local services Establish a process which local communities can use to understand local housing need, identify appropriate sites for development, test community support for proposals, small scale housing developments which reflect local community needs and aspirations	Rural Housing Enablers, Parish Councils, Community and Voluntary groups, housing authorities, SDNPA, Rural Community Councils	
99. Housing Self Build Template (Proposed) Create a template for self build affordable homes which meet design and energy efficiency standards which are acceptable and appropriate for a National Park setting. These templates can be used by communities or individuals to develop local housing solutions which meet the needs of local residents and enhance the Special Qualities of the South Downs National Park	SDNPA, LEP's, Housing Associations, Rural Community Councils, Local Housing Authorities	5, 8, 10

OUTCOME 9

Communities and businesses in the National Park are more sustainable with an appropriate provision of housing to meet local needs and improved access to essential services and facilities

<p>98. Community Rights</p> <p>Supporting local communities to use the suite of community rights available through the Localism Act. Community Rights are a set of powers which give communities more control over their community. They can help to save local shops, pubs, libraries, parks, football grounds etc. The Community Rights include:</p> <p>Community Right to Build (CRtB)</p> <p>The Community Right to Build allows local communities to undertake small-scale, site-specific, community-led developments. The new powers give communities the freedom to build new homes, shops, businesses or facilities where they want them, without going through the normal planning application process. The CRtB is subject to the same controls as Neighbourhood Planning</p> <p>Community Right to Bid</p> <p>The Community Right to Bid can be used by a community group or Parish Council to 'pause' the sale of buildings or land which are important community facilities such as a local pub, shop, library or football ground. It gives the community time to develop a bid to buy the particular facility. Assets which are likely to be subject to a Community Right to Bid must be recorded as an asset of community value to the Local Authority</p> <p>Community Right to Challenge</p> <p>The Community Right to Challenge provides communities with a tool to take over local services that they think they can run differently and better. The Right to Challenge could be used to run a wide range of local services such as a library, community or youth centre</p>	<p>Parish Councils, Rural Community Councils</p>	<p>5, 8, 10</p>
<p>100. Develop Community Land Trusts (CLT) (Under Development)</p> <p>Working with partners an umbrella support group will be formed to provide advice, information and guidance to emerging Community Land Trusts. The umbrella organisation will support the establishment and development of CLTs to own and manage community assets, including local services and housing</p>	<p>AirS, C2C, SDNPA, Community groups, Housing Associations</p>	<p>1, 6, 8</p>
<p>101. Enhance Transport</p> <p>Enhance evening and weekend bus services – (see LSTF on page 51)</p> <p>Support the coordination and development of community transport schemes, car clubs and other voluntary transport schemes</p>	<p>County Councils, bus and community transport operators, SDNPA, Coast to Capital LEP (Transport Board) EM3 LEP Transport Board</p>	<p>5</p>

OUTCOME 10

A diverse and sustainable economy has developed which provides a wide range of business and employment opportunities, many of which are positively linked with the special qualities of the Park

Contributing Policies:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57

Areas of Delivery (Examples)	Key Partners (Lead in bold)	Other Outcomes Delivered
Broadband		
I03 Broadband – BDUK Roll Out Installation of superfast broadband to at least 95% of premises and a minimum of 2 megabits per second to 100% of premises	County Councils, BT OpenReach	9, 11
I04 Broadband pilots – Superfast Installation of superfast broadband via other forms of technology to rural business clusters or communities	EM3 LEP, WSRP	9, 11
I05 Mobile Infrastructure Improving availability of mobile phone signals within the National Park	Arquiva	9, 11
Investing in business diversity and sustainability		
I06 Access to Funding I06.a Inward investment – LEP Growth Strategies I06.b Finance for Growth Seminars I06.c West Sussex Business Retention and Inward Investment website I06.d East Sussex County Council Rural Growth and Employment Fund (RuGEF)	C2C, EM3 & SE LEP EM3 WSCC ESCC	9, 11
I10 Leader – Development of bids for next round of Leader funding	Fieldfare Leader Local Action Group (LAG) Sussex Downs & Low Weald LAG & Three Harbours & a Coastal Plain LAG	9, 11
Developing Markets		
I11 Strengthening Local Supply Chains I11.a Food & Drink Festivals I11.b Field to Fork Networks I11.c Farmers Markets	Hampshire Fare Horsham District Council, Steyning, Arundel & Petworth Hampshire Fare, CPRE & local community groups Farmers Market Groups	8, 9

OUTCOME 10**A diverse and sustainable economy has developed which provides a wide range of business and employment opportunities, many of which are positively linked with the special qualities of the Park**

I 12 Routes to Market Training for food and drink businesses to improve their marketing	Chichester College -Brinsbury Campus The Southern Co operative	9, 11
I 13 Brand and Identity Development of South Downs National Park shared identity and criteria for use by businesses in the National Park	SDNPA	5, 8

OUTCOME 11

Local people have access to skilled employment and training opportunities.

Contributing Policies:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57

Areas of Delivery (Examples)	Key Partners (Lead in bold)	Other Outcomes Delivered
Business Support		
114 Business Advice Business navigator 'Be the Business' Helpful Business Integrated planning & business development advice to farmers Grant funding and other forms of support & advice	EM3 C2C WSCC CDC , Chamber of Commerce, Chichester City Centre Partnership LDC WCC	10
115 Business Networks Networking events and business breakfasts	Petworth Business Association Chambers of Commerce Federation of Small Businesses	9, 10
Training & Skills		
116 Wheels to Work Provision of mopeds to enable young people or unemployed to access work or training opportunities	ESCC HCC	9, 10
117 Rural Skills Training Range of courses that provide training in traditional skills such as flint walling, copping, hedge laying, charcoal burning	Educational establishments, West Dean College, Weald & Downland Museum	7, 9
118 Apprenticeships Development of apprenticeship opportunities in the National Park	Plumpton College , Chichester College, WDC, CDC	7, 9



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