

**LAND MANAGEMENT:
THE SOUTH DOWNS NATIONAL
PARK EXPERIENCE**

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**A paper for the Dorset & E Devon
National Park team**

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Introduction

In any National Park, land management and farming are centrally important activities, and land managers are among the key partners of the National Park Authority.

This is recognised in the South Downs Partnership Management Plan which says: *"farming underpins the landscape character, biodiversity and ecosystem services intrinsic to the South Downs National Park"*.

This paper discusses how the SDNP has approached this key relationship and worked with the land management sector. It notes how relevant areas of policy have been consulted on, developed and implemented to the benefit of the South Downs' farmers and land managers, other businesses and communities, as well as the area's environment and economy, including tourism, heritage management and recreation.



A National Park has twin purposes and an associated duty to:

- Conserve and enhance landscape and heritage
- Promote enjoyment, recreation and understanding
- Foster the economic and social well-being of its communities in pursuit of these purposes. This duty is an especial feature of a National Park.

The SDNPA illustrates these as shown.

The paper describes how the SDNP, with a NP's unique and specialised combination of purposes, and as planning authority for the NP area, brings coherent, joined-up thinking to policy development, partnership working and its approach to planning.

Examples of a close and constructive relationship and effective partnership working between the NPA and its land management partners include:

- the SD Land Management Group, operational from the earliest days of the NP and a vital contributor to NP policies and plans;
- Farmer / Landowner Breakfasts to discuss and advise on LEADER and LEP funding, agri-environment support, and planning matters;
- the successful facilitation of agri-environment schemes and funding opportunities involving a high percentage of SD farmers;
- NP-facilitated investment in water quality, river restoration, woodland management, heritage tourism, heathland conservation, public access and sustainable transport.

The paper also discusses the SDNP's approach to planning as this relates to the land management sector, including *"taking a positive and proactive approach to sustainable development, balancing the protection of the landscape with the social and economic wellbeing of the area"*¹, flexibility when appropriate on farming matters, the positive opportunities presented by the development of Whole Estate Plans. To all of these, the SDNPA brings its committed partnership approach, expertise and understanding.

¹ <https://www.gov.uk/government/speeches/local-planning>

The Background

The South Downs, a 21st century National Park, is Britain's newest National Park. Its work takes full account of the stunning environment, the opportunities this provides for recreation and enjoyment, and the economic and social wellbeing of the communities that live and work in the area. Organisationally, the National Park provides a coherent, integrated, first-stop shop for the South Downs, with resources dedicated to working with partners to achieve these complementary aims.

The strategy for the Park is set out in the Partnership Management Plan, well-named, for it is the added value and complementarity that a National Park brings that is at the heart of its operation, with its engagement with the various interests that influence the area, from land owners / managers to local authorities, private, public and voluntary sectors.

The South Downs is a nationally significant landscape, one of the most popular in the UK. It has a resident population of over 100,000 and some 10 million within an hour's reach. It therefore needs effective management and organisation which simplifies the administration and provides a better service for the area. The South Downs National Park Authority offers a single focus for land management and planning; its two key departments – Countryside Policy & Management and Planning – work closely together in the best interests of the Park.

Farmland makes up 85 per cent of the South Downs so the partnership between SDNPA and land managers is vital. The Park's ranger service provides an important local contact with farmers and the community. Some prime examples of their work include agri-environment schemes, targeting, optimising and helping broker appropriate agreements, in liaison with Natural England.

The Nature Improvement Area initiative has enabled the restoration and sustainable management of the Downs' internationally important chalk grassland.

The landscape types of the South Downs require different approaches. The SDNPA has set about tackling the key woodland, heathland, water and river habitats, bringing together relevant interests, trialling new ideas, attracting funds and facilitating action.

The highly attractive landscape, overlaying the geology, with the famed chalk sea cliffs, has been shaped by centuries of man's impact, the archaeology and history providing a rich cultural heritage. It is this wealth of natural capital, along with the accessibility of the Park, which makes the South Downs such a popular place to visit. The management of access and recreation, along with the promotion of sustainable tourism are therefore priority areas for the SDNPA, as is marketing the South Downs brand.

The SDNPA has a clear duty to foster community well-being and this benefits from the many land management and related initiatives carried out. The SDNPA, as the planning authority, provides a clear service for the Park and its people. It is encouraging positive planning, such as developing whole estate plans with the key landowners who manage a significant area of the South Downs, trialling innovative ideas to tackle current issues and empowering communities with advice, practical support and financial assistance.

A Partnership with Land Owners & Managers

- 1.1. *"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"* (South Downs Partnership Management Plan 2014-2019).
- 1.2. With over four-fifths of the 1600 square kilometres (630 square miles) of the South Downs classified as agricultural the National Park Authority (SDNPA) at its inception recognised the need to work in partnership with the land owners and managers across the area to achieve a beautiful and thriving South Downs. The Partnership Management Plan was so named to embrace this fundamental point, the statutory document stressing that *"positive progress will depend on close partnerships and collaboration between the many organisations and individuals that administer, manage and influence the National Park"*.
- 1.3. From its formative years onwards, the SDNPA has gone to great lengths to engage the community, to build strong positive relationships with the key sectors and people involved in the area. It established the South Downs Partnership, made up of important members from key organisations². It encouraged land managers to cultivate the South Downs Land Management Group (SDLMG), to provide a strong, cohesive voice to represent the farming community (see link for Memorandum of Understanding³). The SDLMG regularly meets the SDNPA and such is the importance attached to these meetings that both the SDNPA's Chair and Chief Executive are in attendance, along with relevant specialist officers of the SDNPA.
- 1.4. The SDLMG had an important part to play in the drafting of the South Downs Partnership Management Plan, where there was a series of workshops, meetings and discussions to help develop the farming and related policies. More recently, the emerging Local Plan has been engaging members, this will be an important document in guiding development and influencing farm business plans.
- 1.5. The liaison between SDNPA and SDLMG has covered a diverse range of issues, from CAP reform and agri-environment incentives, payments for ecosystem services and food enterprise zones, to water abstraction licensing, broadband, public access and sheep worrying by dogs. More information can be found on the SDLMG website⁴.
- 1.6. The landowning / managing sector are involved in other ways, for example when policy development is being formulated by the SDNPA. The seminal South Downs Partnership Management Plan was an important early input; latterly, there has been the emerging Local Plan, with its development management policies concerning agriculture and forestry, along with other pertinent issues such as farm diversification, housing and employment, rural dwellings and redundant buildings.
- 1.7. Key concerns or issues involving rural stakeholders in the South Downs also give rise to liaison between relevant parties, with bespoke presentations, seminars and workshops run to address these matters (e.g. food & drink, rural broadband, fracking, National Park branding – shared identity). A major asset is the wealth of heritage across the South Downs, much on farmland, and "cultural land" has been

² <https://www.southdowns.gov.uk/national-park-authority/committees-meetings/south-downs-partnership/>

³ <https://www.southdowns.gov.uk/wp-content/uploads/2015/03/Memorandum-of-Understanding-South-Downs-Land-Management-Group.pdf>

⁴ <http://www.southdownsland.com/>

identified in the emerging Sustainable Tourism Strategy (draft⁵ to SDNPA Policy & Programme Committee in May 2016⁶) as a key area of potential.

- 1.8. A very direct way the SDNPA brings together farmers across the National Park is through Farmers / Landowners Breakfasts, timed to suit the needs of land managers, so they take place on early winter mornings, across the South Downs to minimise travel and ensure well-attended sessions. Over “a bacon buttie and cuppa” the SDNPA sets out a relevant topic agenda, from previous meetings’ suggestions, responding to recent events or issues and inviting the views of farmers (such as through the SDLMG). The main topics covered at the Farmers / Landowners Breakfasts in 2016, with speakers from the relevant sectors: advice on LEADER and LEP funding; Countryside Stewardship; the South Downs Local Plan; Permitted Development. Time is built in for questions and discussion and, following the formal agenda, rangers are on-hand for bespoke “surgeries” to meet with and help individual farmers. It should be noted that these sessions also prove invaluable for farmer-to-farmer interaction, not to be underestimated in the modern often remote agricultural world. Appendix a shows two advertisements for these events, from the SDLMG and CLA.
- 1.9. In its land management dealings across the South Downs, the SDNPA is involved with a variety of land owners, tenants, agents and other land managers. It is important for all parties to be fully aware of the aims and objectives of National Park designation when engaging with the SDNPA, to maximise the benefits from the advice, practical help and financial assistance it can provide. Constructive relationships and proper understanding between landowner / agent, landowner / tenant and others are essential to ensuring successful outcomes, which is ably demonstrated by fruitful external funding bids for example.

2. The Rangers, Volunteers & more

- 2.1 It is the all-important work on the ground that makes the real, practical difference, ensuring positive action to conserve and enhance the National Park. There is the vital ranger resource, a highly professional, committed countryside management service, locally based, to provide advice, practical help and, at times, financial assistance to local communities, including farmers, landowners and managers.
- 2.2 The long stretch of the South Downs is not conducive to a central operational headquarters, so there are four local area offices, three covering the chalk downland (based with partners at Queen Elizabeth Country Park in Hampshire, the Weald & Downland Museum in West Sussex and Stanmer Park near Brighton in East Sussex) and one for the sandy Western Weald area (based at Midhurst, West Sussex). Each has a manager, team of rangers⁷ and other specialists, including planning link officers and, as grants and other funding bids become available, project officers managing priority work bespoke to the area. There is also a large and enthusiastic South Downs Volunteer Ranger Service (SDVRS), with some 500 members, contributing over 6,000 days a year, helping farmers and others in their land management activities that contribute towards National Park Purposes.
- 2.3 The SDVRS deserves a section on its own, such is the impressive scale and diversity of work undertaken. It has been in existence for over 30 years and is an established, well trained and highly motivated body, with volunteers working from the area offices and at the headquarters, weekdays and weekends. The SDNPA

⁵ https://www.southdowns.gov.uk/wp-content/uploads/2016/05/PP_26-May-2016_Agenda-Item-13-Appendix-1-2.pdf

⁶ https://www.southdowns.gov.uk/wp-content/uploads/2016/05/PP_26-May-2016_Agenda-Item-13.pdf

⁷ <https://www.southdowns.gov.uk/wp-content/uploads/2015/03/SDNPA-Ranger-Areas.pdf>

provides the administrative support behind the SDVRS, so it can concentrate on the actual volunteering out in the National Park. This includes the task-organising with partners (including farmers and landowners), rotas, training, insurance, clothing, tools and equipment. The SDNPA employs a Volunteer Co-ordinator and makes available its Support Services, with the Communications team pulling together the seasonal newsletter from SDVRS contributions⁸. The UK Volunteers Week 2015 had a pictorial snapshot of facts on the South Downs SDVRS's work⁹.

- 2.4 This dedicated ranger resource, professional and volunteer, adds value to the work of land managers and others working in the South Downs. The local contact ensures close working relationships between land managers and the SDNPA. Offices are accessible for farmers to "drop in" and rangers are regularly in their area, liaising with communities. The ranger-enabling on the ground has crucial central support (admin, technical etc.) – the synergy of a relatively well-resourced and well-focused SDNPA. Countless examples of collaborative working have been built up over the few years that the SDNPA has been in existence and the following sections, 3 to 9, with additional information in the references, links and appendices, provide a few illustrations of SDNPA action on the ground.

3. Facilitating Agri-environment

- 3.1 Agri-environment schemes provide the main catalyst for contributing to the success of National Park action. The now-superseded Environmental Stewardship scheme greatly benefitted farmers across the South Downs. Though only covering 10 per cent of the South East region (and 10 per cent of the area under agreement), careful targeting by SDNPA staff, working with Natural England and farmers, ensured some 20 per cent of the Stewardship spend in the South East went to the South Downs.
- 3.2 Concerns were expressed at the time of the Common Agricultural Policy review that there would be a funding gap before any new scheme came in (the subsequent Countryside Stewardship scheme). Fortunately, on the back of the Lawton review (Making Space for Nature¹⁰) and resulting Government Natural Environment White Paper¹¹ Defra launched a Nature Improvement Area (NIA) pilot initiative, so the SDNPA put in a (successful) bid, in concert with relevant bodies and farmers in the South Downs. This was a competitive process and the limited funds had to be split between 12 winning areas. The particular strength of the South Downs NIA was the ranger service, enabling five focal areas to be set up across the National Park (delivering 79 projects¹²), along with some bold match-funding leverage, to take the £608,000 Defra grant to a total of over £3million, with a 5:1 match-funding ratio of cash (£1.6m) and in-kind (£1.1m value) contributions. Albeit limited in relative financial terms, this spanned the gap that was predicted.
- 3.3 The overall achievements of the South Downs Way Ahead NIA are summed up in a case study¹³, along with a specific report on one of the focal areas¹⁴. In brief, the five objectives were met: restoring and linking chalk grassland; this in turn enhanced the 100 mile long South Downs Way National Trail corridor; some of the areas were on the urban fringe, which helped land management awareness by

⁸ <https://www.southdowns.gov.uk/wp-content/uploads/2015/03/0580-SDNPA-DT72-online.pdf>

⁹ <https://www.southdowns.gov.uk/volunteers-week-2015/>

¹⁰ <http://webarchive.nationalarchives.gov.uk/20130402151656/http://archive.defra.gov.uk/environment/biodiversity/documents/201009space-for-nature.pdf>

¹¹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/228842/8082.pdf

¹² https://www.southdowns.gov.uk/wp-content/uploads/2015/09/GOV_2015September-23-Agenda-Item-8-Appendix-3.pdf

¹³ <https://www.southdowns.gov.uk/wp-content/uploads/2016/02/Case-Study-South-Downs-Way-Ahead-NIA.pdf>

¹⁴ <https://www.southdowns.gov.uk/wp-content/uploads/2016/02/Case-Study-Chalk-Grassland-Restoration-Winchester-Focal-Area.pdf>

urban populations; input-based work to protect the vital chalk aquifer for clean drinking water; and, research into the ecosystem services of the chalk landscape and future opportunities, such as through visitor payback.

- 3.4 The success of the NIA, bringing together “clusters” of farmers to realise landscape-scale enhancement in the South Downs, has proved an extremely useful precursor in attracting support from the new Countryside Stewardship scheme, with its incentive for farm clusters. SDNPA’s on the ground ranger service helps facilitate such working and as a result the farmers’ group representing over 60 per cent of the farmers in the Arun to Adur area¹⁵ of the National Park was one of the first successful recipients of the Facilitation Fund. This cross-Park co-operation highlights the advantage of having the SDNPA and its resources to broker such innovative approaches and to be responsive to grants and other opportunities.
- 3.5 Of the current eight farming groups being developed across the South Downs (see appendix b), a further three have recently been successful in their funding bids to Natural England. These farm clusters will provide a strong unified set of land managers, who should be able to benefit from the current agri-environment initiative and other incentives in a truly synergistic way. The SDNPA’s Chief Executive said, in response to the news of the latest South Downs cluster successes: *“This is a great result with a much higher success rate than other parts of the country, which is down to the practical support provided by our area teams”*.
- 3.6 Supplementing the core ranger service are a number of projects, which go much wider than direct agri-environment help. These are enabled as grant funding or other circumstances arise, staffed by appropriate specialists, to address priorities across the National Park, as set out in the Partnership Management Plan, or as concerns / opportunities present themselves.
- 3.7 Agri-environmental policy and support comes from Europe, so future farm funding is a speculative issue with Britain’s exit from the EU. The government has pledged to maintain payments in the short-term, but will look more strategically at how it will structure long-term support to farming and the environment. There has been some early talk about the role of National Park Authorities because of their work in this area, with a possible scenario that, with funding constraints, a streamlined administrative system could be put in place, focussed on agri-environment purposes and wider benefits. This chimes with government’s desire for devolving to more local levels. Thus, National Parks with their strong track record of working with farmers to bid for and secure funding, are well-placed to take this on, with the added bonus of attracting further funding to the benefit of their areas and communities.

4. Supporting Investment in Water Quality

- 4.1 The underground chalk aquifer of the South Downs provides drinking water to over a million people in and around the National Park. The NIA work in this area has been complemented through the CHAMP (Chalk Management Partnership) initiative, targeted at the Brighton Downs catchment, a failing water source due to its high nitrate levels (with over a third of a million people relying on this water supply). This four-year project (2015-19) has been enabled through an investment by the SDNPA of £100,000, to lever in additional match-funding to a total of £900,000, with Southern Water, Environment Agency, Natural England, Brighton & Hove City Council and University of Brighton.

¹⁵ https://www.southdowns.gov.uk/wp-content/uploads/2015/09/GOV_2015September-23-Agenda-Item-8-Appendix-4.pdf

- 4.2 The aim is to protect and improve groundwater quality, to help ensure it remains a sustainable resource for public water supply. This requires "... *action to focus on improving nitrate leaching rates to groundwater through farm engagement ...*" (NIA report), through implementing sustainable land management practices. Tackling diffuse pollution at source before it reaches the aquifers and Southern Water's water treatment works will help the water company meet its environmental obligations in a more cost-effective way, reducing the cost to customers.
- 4.3 As this CHAMP project is within the internationally designated Brighton and Lewes Downs Biosphere it provided a very realistic expectation of European funding to develop it further; however, post-Brexit, such prospects are now a matter of some conjecture. The National Park status may now prove even more valuable and it will be vital for land managers and others to make the strong case to UK Government on supporting such work. The main scenario for the future, with this well-timed cutting-edge initiative, is in influencing water company plans for the next Ofwat five-year plan period.
- 4.4 The natural capital of the South Downs is being better appreciated, with decision-makers beginning to value the various ecosystem services it provides. Payments for ecosystem services is the big goal, which would financially benefit farmers and other land managers, through their custodianship of the land, including what lies beneath – in the South Downs case, the vital drinking water resource. Exmoor National Park Authority and the water company have already trialled such an approach, with payments for moorland conservation with the benefit of clean water as a result. A full report was presented to the SDNPA's Policy & Programme Committee in 2015¹⁶.

5. Capitalising on Woodland Stewardship

- 5.1 The South Downs is usually viewed as a landscape of open rolling hills, yet almost a quarter of the National Park is woodland. The SDNPA has addressed this much neglected habitat, setting up a partnership with the Forestry Commission, Woodland Trust¹⁷ and Wildlife Trusts (see SDNPA report for detail¹⁸). Prior to the National Park, less than half the woodland owners were known in the South Downs; within three years the SDNPA had identified over 90 per cent (over 2000 owners). Then, targeting woodlands in the area, using media and other communications, followed up by advice and support (see SDNPA leaflet publications for woodland owners and enterprises¹⁹), the number of Woodland Grant Scheme contracts was doubled, with an equivalent doubling of the area in stewardship.
- 5.2 The SDNPA-published State of the Park report noted that the woodland economy was potentially worth £22 million. The woodland supply chain was studied and nearly 100 enterprises identified, from primary processors to end users. Business skills courses, workshops, conferences and events (such as wood-fairs) have been run to stimulate the woodland economy (see SDNPA report's case studies²⁰).

¹⁶ http://www.southdowns.gov.uk/wp-content/uploads/2015/05/pp_2015June02-Agenda-Item-12.pdf

¹⁷ <https://www.woodlandtrust.org.uk/publications/2016/10/south-downs-national-park/>

¹⁸ http://www.southdowns.gov.uk/wp-content/uploads/2015/02/npa_2014Oct28_Agenda-Item-12.pdf

¹⁹ <http://www.southdowns.gov.uk/wp-content/uploads/2015/05/Woodland-Owners.pdf>

<http://www.southdowns.gov.uk/wp-content/uploads/2015/05/Forestry-Partnership-Project.pdf>

<http://www.southdowns.gov.uk/wp-content/uploads/2015/05/Woodland-Enterprise-Network.pdf>

²⁰ http://www.southdowns.gov.uk/wp-content/uploads/2015/02/npa_2014Oct28_Agenda-Item-12-Appendix-1.pdf
http://www.southdowns.gov.uk/wp-content/uploads/2015/02/npa_2014Oct28_Agenda-Item-12-Appendix-2.pdf

6. Funding Heathland Conservation

- 6.1 Like chalk grassland, lowland heath is an internationally rare habitat (85 per cent loss in the last 200 years); unlike chalk grassland, there is very limited commercial farming opportunity to help conserve it. The SDNPA pulled together a range of partners (from landowners to interested organisations) to submit an application to the Heritage Lottery Fund. A development officer was appointed to broker the bid, pull together the network of interests, co-ordinate all the detail and be responsible for seeing the project through to final submission. The bid has been successful, meaning that over the next five years (2016-21) a £2.4 million project will enable significant heathland conservation and restoration, community engagement and other related work. The lottery grant is £1.4 million, the SDNPA contributing £150,000 in cash (plus a similar amount invested in the development phase), with the balance coming from partners.

7. River Restoration

- 7.1 The designation of the South Downs was delayed for over half a century, from being on the original 1940s National Parks' list, only becoming operational in 2011. As a result, the area has probably suffered in the interim more damage and degradation, so a long-term programme of restoration and re-creation is in order, such as chalk grassland and heathland, noted above. Cutting through the National Park are a number of rivers, another area for SDNPA involvement, and one where the rangers and SDVRS have achieved a great deal in a short space of time.
- 7.2 River restoration has become a contemporary issue, prioritised by the new rivers trusts being set up. The SDNPA is leading on related work areas, often in partnership with the trusts, also with interested parties such as the Environment Agency, Natural England, Wildlife Trusts and Wild Trout Trust. The River Meon, which rises in the chalk hills of the western Downs, is a prime example. The ranger service has been working over the years with farmers and other land managers and owners to improve the quality of the riverine environment. The agri-environment schemes have been invaluable in targeting key areas, incentivising sympathetic land management practices.
- 7.3 Building on the foundations of landscape-scale work and getting the broad habitat right, more detailed projects can be overlaid. A lost species of this habitat is the water vole, where SDNPA's work is the subject of the UK's largest re-introduction programme²¹. Using such an iconic "cuddly animal" easily helps raise awareness of wetland ecology and conservation need. Such an indicator of the health of a river habitat is readily identifiable and appealing to the public and media, fund-givers and others. The case study on the SDNPA website gives a good introduction to river restoration, together with a specific project example, of a riffle glide²².
- 7.4 To ensure the long-term sustainability of the River Meon a partnership has been set up, which is becoming self-sufficient and generating its own development and interests. There is a Meon Valley Partnership website²³ to keep all the interested parties in touch and up-to-date with the news, publishing details of projects along the river's length (and see case study in SDNPA report p21/22²⁴).

²¹ <https://www.southdowns.gov.uk/water-voles-reach-south-downs-in-largest-uk-reintroduction-programme/>

²² <https://www.southdowns.gov.uk/wp-content/uploads/2016/02/Case-Study-Experiences-of-River-Restoration.pdf>

²³ <http://www.meonvalleypartnership.org.uk/>

²⁴ http://www.southdowns.gov.uk/wp-content/uploads/2015/07/GOV_2015July14-Agenda-Item-9.pdf

- 7.5 River system health-monitoring has been enthusiastically adopted by the SDVRS, with regular river surveys conducted to keep an up-to-date check on wetland systems. This provides an early-warning system for action to be taken if adverse results are encountered. River fly monitoring is being rolled out across the South Downs and beyond. With basic training and support this is a productive area for community engagement.
- 7.6 Media coverage has highlighted this landscape-scale work, noting the 2016 national winner of the Park Protector Award²⁵, Arun & Rother Connections²⁶. This has been a successful partnership, with significant input from the SDNPA and key partners such as county council, Environment Agency and rivers trust, led by the RSPB, working closely with landowners and local communities. Part-funded by the lottery, this £2.2 million venture covers the 77,000 hectare rivers' catchment, extending beyond the Park boundaries and has delivered over 70 projects, tackling flooding, habitat loss and invasive species amongst its attainments.

8. Public Access & the National Park

- 8.1 The South Downs is one of the most popular landscapes in Britain, hardly surprising with a population of over a million people within (100,000+) or adjacent to it and 10 million within an hour's travel time. The National Park receives 46 million visits a year (South Downs Visitor Survey²⁷), mostly from local people due to its accessibility from neighbouring coastal conurbations and the towns and villages, and popular for day trips from the Capital (Brixton, London to the Brighton Downs is only 40 miles). Comparatively, it is more like the Peak District with its large towns and cities that encircle it, rather than Lake District National Park with its stronger reliance on overnight-staying tourist holidaymakers.
- 8.2 Public access is a positive aspect of the South Downs, providing a strong economic base to the economy. The management of recreation is an essential prerequisite and one of the influencing factors in the South Downs' designation as a National Park. It was argued that the previous Area of Outstanding Natural Beauty status put too much weight on the primary objective of "protecting and conserving" and did not adequately address the aims of access and recreation (a secondary AONB objective, very much at the discretion and resource capabilities of local authorities). The SDNPA, with the twin National Park Purposes of "conserving and enhancing" and "promoting opportunities for understanding and enjoyment" places much emphasis on visitor management, both its opportunities and need for careful control. With its duty to foster social and economic well-being of its communities, this adds a further dimension to this work.
- 8.3 The ranger service provides the on-the-ground contact, face-to-face liaison and public relations, an essential education and information service. There is a strong expertise resource to back this up, with specialist staff and bespoke projects directed at particular needs or priorities (for example: learning and outreach officers to promote education; a multi-million pound Local Sustainable Transport Fund for developing access infrastructure in support of alternatives to the car). There is also a well-resourced communications team providing information and interpretation, timely press releases etc.

²⁵ <https://www.southdowns.gov.uk/south-downs-project-wins-prestigious-national-award/>

²⁶ <http://arunwesternstreams.org.uk/projects/arc>

²⁷ <https://www.southdowns.gov.uk/wp-content/uploads/2015/03/Visitor-Survey-2012.pdf>

- 8.4 With over 80 per cent of people visiting by car²⁸, the sustainable transport issue is a critical one. As a new National Park the SDNPA was quick to engage central government on how to tackle some of the key issues, and has successfully gained substantial funds from the Department for Transport, in partnership with the other new National Park, the New Forest, and the local highway authorities. This enabled the building of cycle paths along disused railway lines, work with bus and train companies to promote leisure trips to, from and within the South Downs, and education to encourage more responsible visitor behaviour. This involved major capital works in building access routes, publicity and other information to attract and direct visitors, as well as other enticements, such as improving key gateways, integrated ticketing and clear signage. Using social media with a range of videos has been an innovative technique in encouraging more considered and sustainable access to the Park. See links below for examples promoting bus and rail travel²⁹.
- 8.5 The South Downs Way National Trail is the main walking, cycle and horse riding highway, traversing the length of the National Park, 100 miles, from Winchester to Eastbourne. The SDNPA manages the Trail, on behalf of Natural England, employing a project officer and assistant. There is an approved management plan and a steering group, which includes the local highway authorities, to oversee the work and address any issues. As part of the SDVRS, there is a volunteer team dedicated to the National Trail, with each section of the route monitored by a volunteer ranger, who reports back on any problems and also undertakes basic maintenance tasks on his/her patch. The officers liaise with landowners on any concerns they may have, and assist with establishing camp sites and other accommodation, water points³⁰ and other facilities. See SDW website for more details and examples of this work³¹.
- 8.6 There is a statutory requirement on all National Park Authorities to run a Local Access Forum for their Park. The SDNPA administers the South Downs Local Access Forum, made up of landowners and managers, user group representatives and other access interests. Regular meetings and field trips are convened, to address the access issues across the South Downs, to provide an effective forum of the different viewpoints, to review policies, proposals and management, and generally help to see that National Park Purposes are met over access-related matters.
- 8.7 The meeting agendas and minutes are published on the SDNPA website³², which includes the forum's terms of reference³³, along with the annual reports (ref. below for 2014/15³⁴) and other matters, such as any access initiatives or restrictions etc. One of the issues exercising both landowners and users has been illegal and anti-social motorised vehicle activity. Pathwatch was set up, with a simple reporting mechanism to the police, who then targeted hotspots being identified on their database. This has now spread across the Sussex county and to other parts of the country (see the feature in Natural England's national Local Access newsletter³⁵, pages 8 and 9 for more detail). Hampshire has adopted a wider approach, named Countrywatch, to embrace rural crime generally and there are plans under consideration to extend this across the South Downs.

²⁸ <https://www.southdowns.gov.uk/wp-content/uploads/2015/03/Visitor-Survey-2012.pdf>

²⁹ Bus: <https://www.youtube.com/watch?v=3yKEzPrIabU> Train: <https://www.youtube.com/watch?v=fs5dnb-8A0>
Discover Another Way (bus cycle, walk): <https://www.youtube.com/watch?v=x1pO8iuJF8A>
<https://www.youtube.com/watch?v=38RMB10EF1A>

³⁰ <https://www.southdowns.gov.uk/south-downs-volunteers-help-quench-thirst-of-20000-walkers-riders-and-cyclists/>

³¹ <http://www.nationaltrail.co.uk/south-downs-way>

³² <https://www.southdowns.gov.uk/national-park-authority/committees-meetings/local-access-forum/>

³³ <https://www.southdowns.gov.uk/wp-content/uploads/2015/12/SDLAF-Terms-of-Reference.pdf>

³⁴ <http://www.southdowns.gov.uk/wp-content/uploads/2015/01/SDLAF-Annual-Review-2014-15.pdf>

³⁵ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/342788/laf-newsletter-issue4.pdf

- 8.8 Another serious issue of concern to the Local Access Forum, along with many sheep farmers, is that of dog-worrying. In response, the SDNPA prioritised this matter for more immediate attention and has been addressing it over the last two or three years in a variety of ways. Under the broad banner of Take the Lead, a positive dog campaign has been orchestrated, to raise awareness of the working countryside and livestock, to help owners with dog control and seek behaviour change. This has involved a number of strands, such as:
- Working with influential partners, such as the National Trust³⁶, to use popular venues and public events³⁷ to spread important messages about dog control and owner responsibilities;
 - Annual high profile media activity, at key times (such as the lambing season, targeting summer visitors etc.)³⁸;
 - Recruiting "dog ambassadors" for peer-to-peer pressure to get messages across³⁹;
 - Exploiting social media to maximise the impact, using cartoon videos⁴⁰ to get the main messages over to the public.

9. Heritage Tourism

- 9.1 Early on in its life the SDNPA was involved in the European Collabor8 project, which brought together an international partnership (UK, Ireland, Netherlands and Belgium) with the aim of contributing to economic prosperity, sustainability and cultural identity. Utilising the skills and experiences of these partners, the project targeted the cultural, creative, recreation and food sectors to deliver sustainable tourism. This was achieved by bringing together business clusters, such as the East Hampshire Heritage Partnership, Stanmer Park experience and Arundel Food Festival, promoting the areas' distinctive sense of place.
- 9.2 Developing from this has been a range of initiatives, such as: Sense of Place toolkit for businesses; Food and Drink portal⁴¹ with over 200 businesses, promoting hundreds of events, with over 10,000 potential customers signing up in the first year; Responsible Travel website⁴² promoting more sustainable ways to visit and stay in the South Downs. There has also been evidence-gathering work, for example Visitor Travel Survey (2014) and Visitor Accommodation Review (2015). A cultural heritage audit was undertaken, to assist in prioritising projects through understanding the sector's needs, identifying what role/s the SDNPA could play and adding key sites and initiatives to the list for Community Infrastructure Levy or other funding (see appendix c for the audit case study and a screen-shot of a page from the Learning Zone, SDNPA's online educational resource).
- 9.3 From these very practical beginnings, the SDNPA has evolved the Sustainable Tourism Strategy, providing the strategic overview, policy and implementation for

³⁶ <http://www.walkiees.co.uk/blog/view/doq-fun-day-at-woolbeding-parkland-12th-may-2013>

³⁷ <http://discoverpetworth.org/event/spanielspetworth/>
<http://www.southdownsshow.co.uk/>

³⁸ <http://www.brightonvisitor.com/brighton-news/take-the-lead-south-downs-national-park-authority/>

³⁹ <https://www.youtube.com/watch?v=Jpz3dfkiI8Y>
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https://www.youtube.com/watch?v=cIseRJu_VLM

⁴⁰ <https://www.youtube.com/watch?v=0UBneodeR2E>

⁴¹ <http://www.southdownsfood.org/>

⁴² <http://www.responsibletravel.com/holidays/south-downs/travel-guide/where-to-go-in-the-south-downs>

the National Park. The first objective picks up on the area's special qualities and the opportunities they provide "... to make it easier for visitors to discover, enjoy and understand the National Park and value its special qualities ... local identity and character will be used to enrich the visitor experience ... SDNPA will ensure as the planning authority that design guidance will provide quality sensitive development appropriate to place" (Objective 1 extract). Cultural heritage is one of four themes highlighted; delivery tools and projects are now being developed to capitalise on the heritage tourism potential. One early example is a bid to the Coast to Capital Local Enterprise Partnership for a contribution to a Tourism Co-operation project promoting sustainable tourism. This is to complement the cultural heritage, "green travel", South Downs brand / shared identity and related work, to assist in the delivery of a Destination Management Plan, to promote Park gateways (ie key settlements, visitor attractions, transport hubs and other primary access points to and within the National Park), to provide training to owners of attractions and accommodation, to develop a marketing campaign etc.

- 9.4 Embedding a new National Park takes time, but the South Downs is already a very popular draw and the SDNPA's emphasis has been to build awareness of the "South Downs brand" and seek collective ownership⁴³. It has made available the Shared Identity graphics, images, templates and back-up support, free for use by farmers, accommodation owners, travel businesses and others, to encourage the sustainable marketing of the area, exploiting the appeal of the landscape and rich cultural heritage that the South Downs has to offer – its unique selling point, the sense of place that is this National Park. The crucial land management role, as custodians of this compelling countryside, is to conserve this iconic land, but also to be in a position to take advantage of the prospects offered.

10. Supporting Community Initiatives

- 10.1 From the outset, Members were very keen to promote the enabling function of the new SDNPA, taking the then government's Sustainable Development Fund, £200,000 per annum, doubling it to £400,000 and naming it the Sustainable Communities Fund to stress the local community focus. With the slow build-up of the long-term permanent structure of the operational SDNPA there was some flexibility in the budget in the early years to provide adequate funds to grant-aid community-led initiatives across the Park. The SDNPA came into being at the start of the recession so, although the Department for Environment, Food and Rural Affairs made a four-year settlement, it was on a declining base (reducing by 25 per cent over the period). Members set the annual budget at the lower end of the range, which meant that there were surplus funds in the early years, expediting this kick-starting of National Park community projects.
- 10.2 An independent panel was appointed, administered by the SDNPA, with two Members plus representatives from interests across the National Park (see link below⁴⁴ for current members). The fund has achieved much across the Park and a video was produced showcasing its work⁴⁵. Over time it has become apparent that many applicants have led with more aspiration than practical delivery, so the fund has always had money available for approved projects.
- 10.3 More specific funding for land managers and rural businesses comes from a variety of sources, the SDNPA helping channel these funds through advice and support, such as at the Farmers / Landowners Breakfasts noted above, at other events,

⁴³ <https://www.southdowns.gov.uk/care-for/supporting-communities-business/south-downs-national-park-shared-identity/>

⁴⁴ <https://www.southdowns.gov.uk/care-for/supporting-communities-business/sustainable-communities-fund/scf-grant-panel-members/>

⁴⁵ <https://www.youtube.com/watch?v=CKCQ7y2ybuw>

through the website and with its specialist officers. Appendix d shows two SDNPA website funding information examples.

11. Planning-Related

- 11.1 Linking up communities with the Planning system has been fortified by encouraging the preparation of Neighbourhood Plans (Localism Act 2011). This was pump-primed with Government funding support to the National Park, enabling the SDNPA to financially assist interested communities and provide planning advice and staff support. There are a growing number of Neighbourhood Plans being developed and consulted upon across the National Park (currently around 50, see website for latest list⁴⁶).
- 11.2 Building on the ranger service's approach to integrated land management (through the production of management and action plans, noting the essential conservation and other pertinent features on a farm, with targeted notes, advice, practical help and funding opportunities), the SDNPA's Planning team have been working with the rangers and other colleagues to introduce the concept of Whole Estate Plans. These are aimed to be comprehensive, long-term business plans for relatively diversified farms and larger estates, to provide a much more multi-dimensional and inclusive picture of the land-holding, to better advise the planners and Planning Committee members in their determination of development proposals.
- 11.3 This is a new concept, moving beyond a planning application for a specific proposed development, in order to take into account the wider business perspective, with environmental and social factors as appropriate. Following workshops and other engagement with a selection of land managers, draft guidance is now being tested and will be refined following feedback from estate owners, managers and farmers. The draft summarises the purpose of these Whole Estate Plans, within the Planning framework:

"The Local Plan recognises the significant influence of the estates and farms across the National Park and the impact the management activities of these estates has ... the challenges to land management, farming and maintaining some of the most significant cultural / heritage assets within the SDNP that are faced by those who own and operate these estates."

"This is recognised through providing a degree of flexibility when considering development proposals on estates (Strategic Policy SD22: Development Strategy) subject to a Whole Estate Plan being endorsed ... this can only be done within an informed context which clearly sets out the longer term role of a development proposal within the overall ambition of the estate and its contribution to the conservation and enhancement of the National Park, its special qualities and the ecosystem services it provides. For this reason the National Park Authority supports Whole Estate Plans as a vehicle for understanding this context".

Put simply, the Plan should provide a vision, asset audit, ecosystem services analysis and action plan. Appendix e illustrates this, with graphics taken from the SDNPA's draft guidance for Whole Estate Plans. Completing a plan requires some work and is designed for the larger or more complex estates, which have a range of business interests. For the simpler farm, the planning application would be the best approach and here the SDNPA encourages pre-app. discussion to help land managers over prospective development.

- 11.4 The Whole Estate Plan represents a really positive opportunity for sustainable economic development, coupled with meeting National Park purposes. It is a

⁴⁶ <https://www.southdowns.gov.uk/planning/planning-policy/neighbourhood-development-plans/>

genuine departure from the traditional planning application submission (which is too often considered in isolation), giving the land owner the scope to set out his or her business aspirations and the Planning Department / Committee a much better understanding of the holistic nature of the estate, helping them make more informed decisions.

- 11.5 This innovative idea will develop over the coming months and should encourage more entrepreneurial developments to come through. From forecasting and preparing their estate business strategy, through to investment and added value, skills and productivity, and beyond to consider the effects on the wider rural economy, employment and impact on the Park, it will be interesting to see the scope that estate owners and managers have when submitting their plans and the response by the SDNPA.
- 11.6 Not all developments need planning permission and land managers have some freedom under permitted development rights. Though stricter in Protected Areas such as National Parks and Areas of Outstanding Natural Beauty, the previous coalition government's then Planning Minister, Nick Boles, made a speech (6/3/14) outlining the position on local planning that included the following *"we expect national parks and other local planning authorities to take a positive and proactive approach to sustainable development, balancing the protection of the landscape with the social and economic wellbeing of the area"*.
- 11.7 This has not been any more restrictive in the new South Downs National Park as the vast majority of the area was previously covered under the AONB status. The SDNPA clearly sets out the issue for everyone on its website⁴⁷, supplemented by informal conversation with the local ranger or more formal appointment with a planning officer. As the Director of Planning explained in a case involving the potential sub-dividing into a number of fenced-off plots of a reverted arable field *"recognised for its contribution to local views by the Village Design Statement"* he explained that the removal of permitted development was not to prohibit the erection of fences, gates and other means of enclosure *"but means that planning permission would need to be sought for them before it could take place ... in light of the special nature of this particular landscape we are concerned that no further work is carried out without planning consent"*.
- 11.8 A Friends of The Lake District newsletter (referring to the Lakes to Dales NP extension) sums up the approach: *"planning permission will need to be sought whereas previously an applicant may have benefitted from permitted development rights. That is not to say that planning permission will not be granted, but rather the development may need to be designed in a manner which is more sensitive to its surroundings. Therefore the NP designation does not mean a moratorium on all development, but rather enabling appropriate development whilst ensuring the country's most spectacular landscapes are protected and enhanced for future generations"*.
- 11.9 The SDNPA tries to support development that can provide mutual benefit to the economy and the landscape. An example of this has been its willingness to test the Defra-led Food Enterprise Zone⁴⁸ (within the Coast to Capital Local Enterprise Partnership area). More common as an urban economic incentive tool, the SDNPA is looking at how this could be applied to meet rural National Park requirements, initially focused on the beleaguered dairy industry, which the farming sector was keen to see addressed. By making the planning process simpler, the aim is to help

⁴⁷ <https://www.southdowns.gov.uk/planning/do-i-need-planning-permission/permitted-development/>

⁴⁸ <http://www.farming.co.uk/news/article/10986>

enable new dairy production on existing dairy farms, re-use of redundant buildings and brownfield sites within the National Park, to connect the local supply food chain and allow more farm shops to be set up allowing direct sale to consumers. It is early days, much dependent on the concept being taken up by land managers. The SDNPA will be reporting back to government on this pilot, whether it is feasible and, if so, what refinements might be needed.

12. In Conclusion

- 12.1 The South Downs is a twenty-first century National Park, and the SDNPA, operational from 2011, is committed to working in partnership with all relevant interests, to address the many challenges and opportunities facing this landscape. The SDNP's Partnership Management Plan (PMP), based on extensive consultation and agreement with stakeholders, aligns and integrates the NP's statutory Purposes and Duty, and provides the foundation for their implementation. The PMP, together with the emerging SD Local Plan, provides a consistent, coherent policy approach for the South Downs, in the interests of the area and its stakeholders.
- 12.2 The South Downs is complex, embracing a beautiful and very popular landscape, with significant communities that work and live in and around the area. The wealth and diversity of ecosystem services highlight the intricacy of task the Park addresses through its partnership management approach to delivering the NP's inter-linked purposes of "conserving and enhancing" and "promoting understanding and enjoyment", with the duty of "fostering the economic and social well-being of its communities" (see Appendix f graphics).
- 12.3 The SDNPA provides an integrated approach and a coherent joined-up operation through its twin core roles of Planning and Countryside Management. Dedicated to the best interests of the South Downs and its people, the NPA helps co-ordinate action with a range of partners involved in the National Park, as well as those beyond including national, regional and local government organisations.
- 12.4 In all of this, those involved in land management and farming are at the heart of the NP and its future wellbeing, and represent key partners to the SDNPA.
- 12.5 The SDNP has, as yet, only five years of experience and examples to show. However, it is already clear that the NP has achieved much, marking a step change from previous AONB organisation and operations, with the AONB's more limited responsibilities, greater reliance on short-term agreements between local authorities and central government with their annual public funding uncertainty.
- 12.6 The SDNPA, working closely in partnership with all relevant interests – including the land management and farming interests which are fundamental to the NP and its wellbeing – will remain "on the front foot" and responsive to its partners as well as to the changing times ahead.

Appendices

- a Farmer/Landowner Breakfasts
- b Farm Clusters
- c Heritage
- d Funding
- e Whole Estate Plans
- f South Downs Ecosystem, Purposes & Duty

Links & References

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28. as 27 above
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Train: <https://www.youtube.com/watch?v=fs5dnb-8A0>
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<http://discoverpetworth.org/event/spanielspetworth/>
<http://www.southdownsshow.co.uk/>
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Appendix a

Farmer/Landowner Breakfasts

South Downs Land Managers
Farmers, Foresters, Estates & Professionals - Working with the Landscape

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SDNPA Farmer/Landowner breakfasts

23rd December 2015

The South Downs National Park Authority is holding a series on Farmer Landowner breakfasts in January and February.

The three events will be held on:

- Thursday 28th January 2016 at the Sussex Rural business Centre, Plumpton College, Ditchling Road, Nr Lewes, East Sussex, BN7 3AE;
- Thursday 4th February 2016 - South Downs Centre, North Street, Midhurst, GU29 9DH;
- Tuesday 9th February 2016, Langrish House Hotel, Langrish, Petersfield, Hampshire, GU32 1RN.

Following a light breakfast (bacon rolls, tea/coffee) served from 7.30am they will hold a forum which will include presentations and discussions regarding LEADER, Countryside Stewardship and Farm Clusters, the Local Plan and Permitted Development. There will also be an opportunity to meet up with your local rangers and staff from the SDNPA for individual discussions on how you can work together. The meetings are expected to finish at approximately 10am.

Places are limited so you are advised to book early to avoid disappointment. To book a place please contact kim.collins@southdowns.gov.uk before Friday 15th January 2016. Further details will be sent out nearer the time.

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Join South Downs Land Managers if your work involves land in the Park, whether as an employee, contractor, agent, farmer, forester, tenant or landowner.

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SDNPA LANDOWNER BREAKFAST EVENTS

CLA Members are invited to a breakfast meeting for Farmers and Landowners with the rangers and other staff from the South Downs National Park Authority.

Three events will be held:

- Tuesday 27 January 2015 – Spring Barn Farm, Kingston Road, Lewes, BN7 3ND
- Thursday 5 February 2015 – South Downs Centre, North Street, Midhurst, West Sussex, GU29 9DH
- Tuesday 10 February 2015 – Langrish House Hotel, Langrish, Petersfield, Hampshire, GU32 1RN.

Following a light breakfast (e.g. bacon rolls with tea / coffee) served from 7.30am the South Downs National Park Authority will hold a forum which will include presentations and discussions regarding LEADER, Countryside Stewardship and the South Downs National Park shared identity and how it might promote farming businesses.

There will also be an opportunity to meet up with your local rangers and staff of the National Park Authority for individual discussion on how we can work together. We expect to close the forum at approximately 10am.

Places are limited for these events, so book early to avoid disappointment. If you can attend, please reply to kim.collins@southdowns.gov.uk, indicating which event you would like to join and how many of you there will be (and if you can, please let SDNPA know if you have any special access and / or dietary requirements).

Responses are required by Friday 16 January 2015.

SDNPA will send further details of the venue and any other information the week before the forum.

JOIN THE CLA
Anyone who owns rural land or runs a rural business will benefit from joining the CLA.

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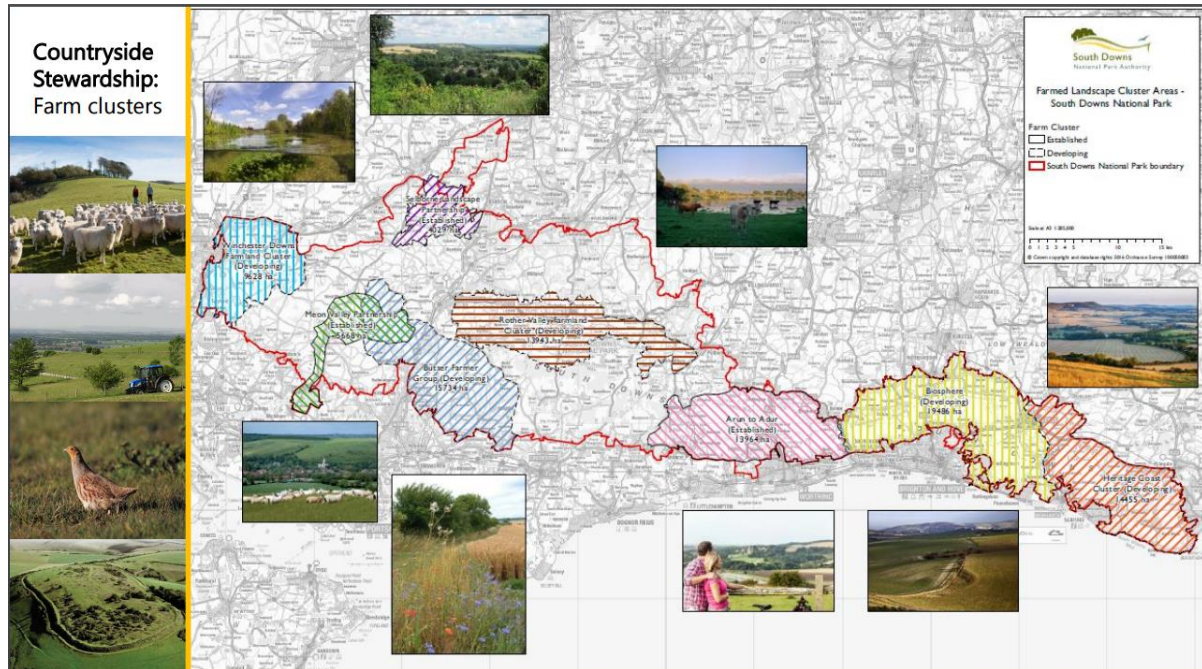
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Appendix b

South Downs Farming Clusters

Environmental Stewardship *Higher Level Scheme* → NIA → to Countryside Stewardship *Facilitation Fund*




The above clusters cover around 100,000 hectares, 60% of the National Park

Appendix c

Heritage

Agenda Item 9 Report GOV10/15 Appendix 6



Case Study

Cultural Heritage Audit

The outcome

This piece of work has given us the data that we sought and a completed audit record has been produced that provides useful information for the CIL and evidence for the Local Plan. This project was a considerable investment of NPA resources and represents good value for money. The consultants brought specialist skills (Quantity Surveying and project monitoring) which are not available in-house and the considerable time input by the consultants in gathering the data was not viable within existing staff resources.

The consultants worked well with the in-house and GIS team to ensure that the outputs were compatible with the GIS systems and the data sets have been incorporated into the SDNPA's GIS as always intended. Having the GIS data manager in the project team was very helpful.

The survey process raised the profile of the SDNPA with many cultural organisations, who seemed, at first, surprised to be involved, thinking that the NPA would not be interested in their work; perhaps because of a perception of national parks as landscape and biodiversity focused organisations. Some organisations proved difficult to contact and in the end had to be omitted – perhaps because they have a small staff team or run with volunteers only and have many other operational issues to tackle. We had sent out a "warming-up" email in advance, with the text improved after comments by the regional Museum Development Officer. With hindsight, a two tier survey with a short first crawl and follow-up in detail might have been a better way to proceed. The audit was carried out in line with national guidance and a two tier survey was not part of the recommended methodology; this information will be fed back to Arts Council England.

A major and unexpected finding was the lack of available visitor survey information for most of the assets and the poor opportunity this then represented for a consistent survey across the National Park. In addition it also emerged that there is a lack of supported space for younger artists and makers to develop their skills and businesses. This development theme will be taken forward by the Cultural Heritage lead with the NPA Sustainable Economy Officer.

The future

There is a need to keep this data up to date. The Cultural Heritage Strategy Lead will review the information annually, using an online free tool to undertake a short survey. This can be followed up in more detail as needed. The data will continue to be held by SDNPA and is available to partners.

When the Community Infrastructure Levy Fund is collected the amount available for cultural heritage will become known and bids can be made.

The Audit as an innovative piece of work will be shared with other bodies; opportunities for how this can be done without the expense of running a separate event or conference ourselves are currently being explored.

Anna Bone
Cultural Heritage Strategy Lead,
South Downs National Park
Authority
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June 2015

Background

The Cultural Heritage of the South Downs National Park is one of the park's special qualities (South Downs State of the National Park report (2012)). The assets cared for by many partner organisations are both rich and diverse.

Cultural Heritage can be found in:

- Built Environment (Buildings, Townscapes, Archaeological remains)
- Natural Environment (Rural landscapes, Coasts and shorelines, Agricultural heritage)
- Artefacts (Books & Documents, Objects, Pictures)

Cultural Heritage is an expression of the ways of living developed by a community and passed on from generation to generation; it helps shape how we think about ourselves and how other people see us.

Our heritage is also a major factor in attracting tourists from both home and abroad; a valuable source of income generation for the area.

The Cultural Heritage sector has a long tradition of seeking external funding, however in the current economic climate competition is fierce and financial resources are limited.

The project

The aim of the audit was to identify the cultural heritage projects being planned in the area (from 2014 to 2019) in order to:

- better understand the sector's needs;
- identify the potential role of the South Downs National Park Authority (SDNPA)
- prioritise projects for addition to the Infrastructure Delivery Plan (for consideration for Community Infrastructure Levy (CIL) funding) or to other funders, such as Heritage Lottery Fund.

Thereby seeking to ensure that in working with our partners we have best chance of securing additional funds to protect and develop the most important cultural heritage assets in the area for today and years to come.

The project, lead by the SDNPA Cultural Heritage Strategy Lead and supported by East Sussex County Council's Cultural Strategy Manager, adopted a fairly new approach that has not been undertaken on such a large area before. A draft brief was put out to consultants for market testing of the likely cost, after which an internal funding bid was made and £30,000 secured from SDNPA for this work.

"Business of Culture" was appointed to carry out the audit. The gathering of a consistent set of data for all 149 identified assets was the starting point for analysis and mapping work. From this list all projects that were identified as completing their feasibility stage were assessed against the Partnership Management Plan policies and the criteria of other SDNPA funding streams. There were many projects at the aspiration stage but relatively few that were ready to apply for funding. It was also clear that the amount of cultural provision was in excess of Arts Council guidance – although the provision might not always be where the need is. Therefore new investment could be best spent on improving existing facilities and not to necessarily creating totally new ones. 27



**East Dean, East Sussex,
which has a large number of buildings of historic interest**



Map of historic parks and gardens associated with historic houses included in the Audit - from English Heritage and county Garden Trust records.

SOUTH DOWNS NATIONAL PARK Learning Zone

About The National Park

Wildlife & Habitats

Geology & Landscapes

Culture & Heritage

Farming & Land Management

Economy & Industry

Access & Recreation

Resource Finder

EXTERNAL LINKS

- English Heritage
- National Trust
- Sussex Archaeological Society
- Hampshire field club & Archaeological Society
- The Towner Gallery
- Flora Twort Gallery
- BBC Schools – Primary History
- KS2 History Support Sheets
- The Observatory at Winchester Science Centre

LEARNING MAP



Screenshot from SDNPA's Education resource: <http://learning.southdowns.gov.uk/>

Appendix d

Funding

From SDNPA webpage <https://www.southdowns.gov.uk/care-for/funding-for-your-project/>:



Funding for your project

- Funding Events
- South Downs National Park Authority Grants
- Landfill Communities Grants
- Business and Economic Development Grants
- Community Grants
- Local Authority Grants
- Useful Funding Links

FUNDING FOR YOUR PROJECT

The National Park Authority can support your project in a variety of ways including grant searches, funding advice and grant funding. For more information on this support or if you need help understanding any of the contents of this page please contact the External Funding Co-ordinator on 01730-819219 or email grants@southdowns.gov.uk.

In these webpages you will find information on a variety of funding sources ranging from South Downs National Park Authority grants to the Heritage Lottery Fund. There is also a useful links section but we would like to specifically draw your attention to 2 websites which may be very useful to your fundraising programme:

- [GRANTnet](#) is a grant database which you can search for free to help you identify suitable funders.
- [Magic](#) is an interactive mapping tool which you can use to find out which Local Action Group(LAG) or Local Enterprise Area(LEP) you fall into:
 - Once you have clicked "get started" use the Table of Contents filter on the left of the screen to select Administrative Geographies Other Administrative Boundaries Local Enterprise Partnership Boundaries(England) and Rural Development Fund Eligibility for LEADER Groups.
 - Then navigate the map to the area where you operate and use the "identify" tool (central "i" icon at the top of the page) to show the name of your LAG and LEP.

SDNPA <https://www.southdowns.gov.uk/care-for/funding-for-your-project/funding-events/>:

FUNDING EVENTS

The South Downs National Park Authority hosts funding events to encourage communities, businesses and partners to make grant applications that will lever more funding into the National Park.

FORTHCOMING EVENTS

None at present - please email mark.rose@southdowns.gov.uk if you would like to be informed of future events.

PAST EVENTS

LEADER Local Action Group (LAG) and Local Enterprise Partnership (LEP) Funding Seminar

Held on the 15th January 2016 at South Downs Centre, Midhurst, West Sussex

Presentations are available for download: [LEPs LEADER presentation January 2016](#)

This event was organised by the National Park Authority and delivered in partnership with some of LAGS and LEPs that cover the National Park. It was very well attended, with the Memorial Hall almost at full capacity, and received excellent feed-back from attendees.

The event was planned as a simple introduction to the complex funding landscape so that attendees could gauge the relevance of these funds to their own community or business development projects and then have a word with programme managers for 1-1 advice. The agenda was as follows:

Serial	Time	Topic	Person
1	12:00-12:05	Welcome	Angie Blowman
2	12:05-12:30	Overview of LEPs & LEADER	David Doxford
3	12:30-12:40	Enterprise M3	Deborah Wyatt
4	12:40-12:50	Sussex LEADER	Richard Chalk
5	12:50-13:00	Q&A	Angie Blowman
6	13:00-14:00	1to1 surgery session, to discuss possible projects, with: Ken Brown of Fieldfare LEADER Richard Chalk & Caitlin Shardlow of Sussex LEADER David Doxford and Mark Rose of SDNPA Deborah Wyatt of Enterprise M3	
7	14:00	Depart	

Appendix e

Whole Estate Plans

The Sustainable Economy



Policy Context



Plan Content



			STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Supporting Services	Functions provided by Ecosystems that underpin all of the other services	Bio Diversity Water Cycling Nutrient Cycling Primary Production Soil Formation				
Provisioning Services	Products of ecosystems such as water, food and the supply of raw materials	Water Supply Food Production Timber Energy Genetic Diversity				
Regulating Services	The results of natural processes such as water purification and air quality	Air Quality Climate & Carbon Storage Water Flow & Flood Erosion Soil Quality Water Quality Disease & Pest Pollination				
Cultural Services	Non-material benefits that result from our interaction with the natural environment	Inspiration / Spiritual Values Tranquility Cultural Heritage Values Recreation & Tourism Services				

Example:
Ecosystem Services table

			TIME SCALE			
			SHORT TERM	MEDIUM TERM	LONG TERM	
	ACTIONS	PROJECTS	POLICIES			
PRIORITY	ONE	Project A Project B Project C				
	TWO	Project A Project B Project C				
	THREE	Project A Project B Project C				
	FOUR	Project A Project B Project C				

Example:
Action Plan table

Appendix f

The South Downs National Park: Ecosystem, Purposes & Duty

