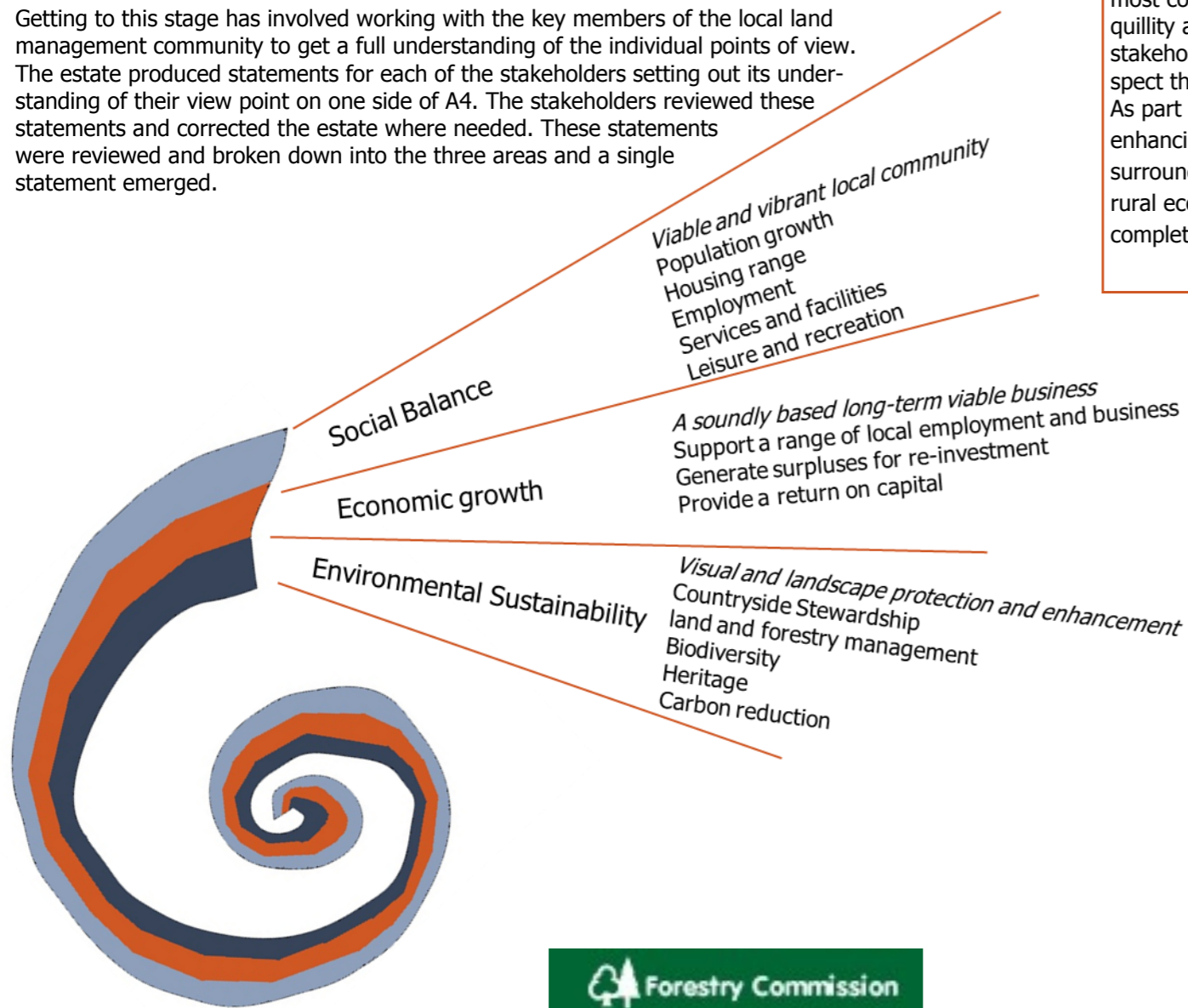


After a competing a 3 month consultation process with industry stakeholders and the local community. The estate is able to revisit the sustainable growth model and illustrate how this works in real life. Work will be carried out to create an estate growth plan that has these key findings at its heart.

Getting to this stage has involved working with the key members of the local land management community to get a full understanding of the individual points of view. The estate produced statements for each of the stakeholders setting out its understanding of their view point on one side of A4. The stakeholders reviewed these statements and corrected the estate where needed. These statements were reviewed and broken down into the three areas and a single statement emerged.



There is a strong desire for more communication and interaction between the stakeholders and the public. As well as this the stakeholders and public want greater interaction with the estate. There is a call for more access to the estate. This needs to be considered by use of permissive consent to avoid the de-valuing effect that too much unregulated public access can cause. The most common use of the Estate by the public is walking, other uses include cycling and horse riding. The Landscape and its tranquillity are highly valued. These characteristics make a good base for recreation and tourism activities much encouraged by the stakeholders but less so by the community. The estate has a social responsibility to ensure its activities, and the participants respect the people around them. As part of the North Wessex Downs Area of Outstanding Natural beauty the Estate has an important role to play. Conserving and enhancing the special qualities that form part of the national landscape standing apart from the increasing urban pressures that surround it. This is a place where people should live, work and relax; and where visitors are welcomed and contribute to a vibrant rural economy. The Estate needs an identity that discreetly sets itself apart from the other land holdings this will give a sense of completeness, and will help to connect with its local surroundings. A focal point would help to enhance this.

Farming has an essential role to play providing a living working countryside alongside recreation and tourism activities. Farmers are proud of their land and regularly invest profits back into the land; profit is good for the countryside. Long term income streams are needed to cushion the effect of the volatile commodity markets, as well as this the Estate must be ready and able to change quickly. Diversification can help provide financial stability. More diverse business opportunities will increase the capital value of the estate. Infrastructure improvements including roads and local services are required to support the rural economy.

Farmland birds are used to measure biodiversity. More feeding and nesting sites for birds and insects will help increase their numbers. Work needs to be done on a landscape scale allowing different habitats to connect to one another using a range of woodland, hedgerows and wildflower strips. Chalk grassland is a valuable habitat as are arable fields. The Campaign for the Farmed Environment has been created to recognise this work alongside other stewardship schemes. They have a target of seeing 2% (20ha at Kingsclere Estates) of farm land put aside for conservation but would like to see 7% (70ha at Kingsclere estates). Increased use of integrated crop management, reduced cultivations and precise site specific farming all help to improve the soil ecosystems by reducing the impact of the farming activities. Along with this conservation work wildlife management needs to be practiced, especially controlling deer which hamper woodland regeneration. It was generally agreed that farmers should be supported for carrying out conservation work. There is a strong feeling that healthy ecosystems are good for business, both through increased production with lower chemical costs and by providing a greater showcase for leisure and tourism activities to enjoy.

