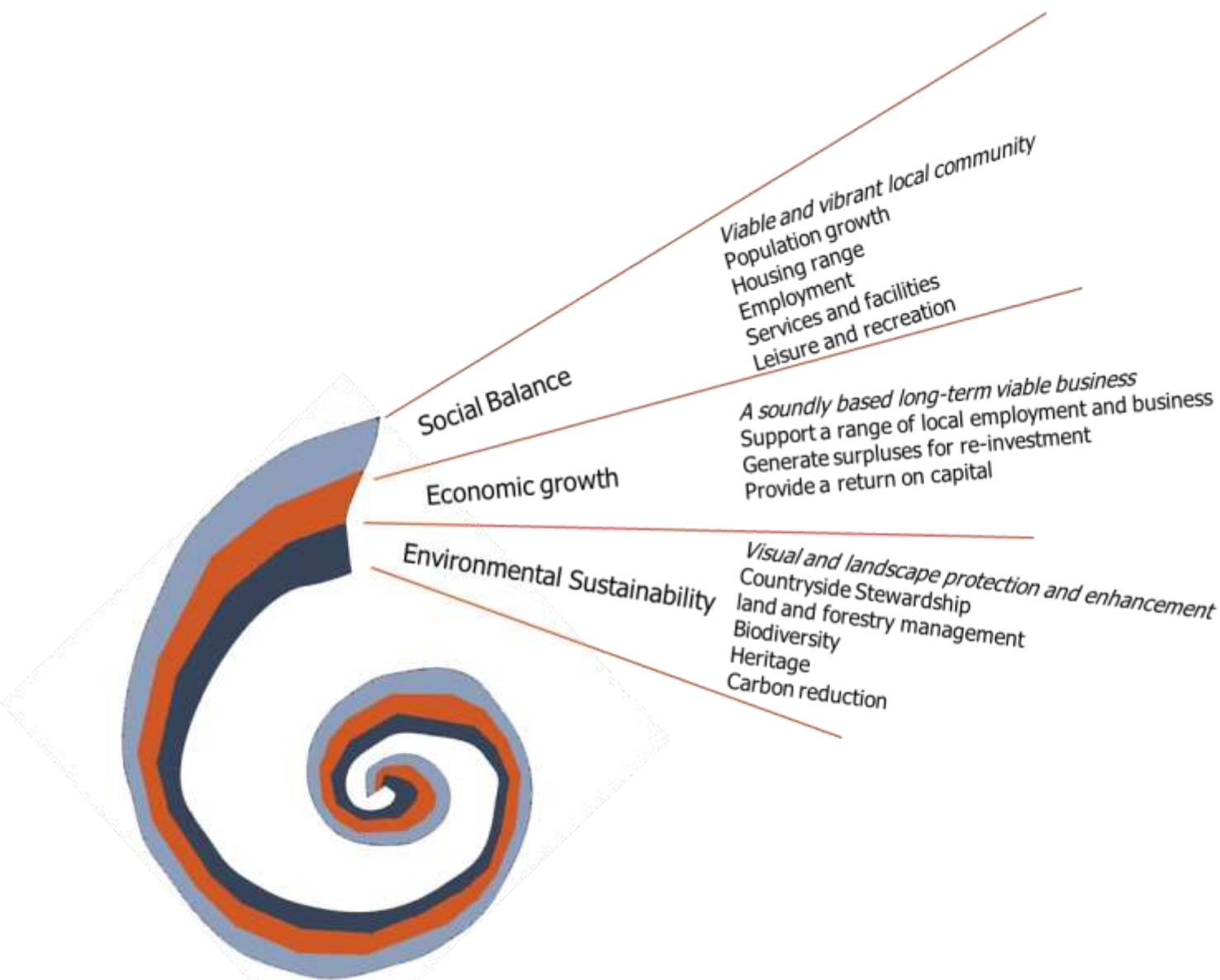


"Vision"

Kingsclere Estates will be a modern, sustainable rural estate with a secure long-term viable future. This will be achieved by creating a balance between economic activity, countryside stewardship and community engagement.



Kingsclere Estate's strategy for achieving their vision is based on fostering sustainable growth to form the bedrock upon which environmental stewardship and social responsibility will be built. In order to achieve this there needs to be a Plan with a set of guidelines for the economic, social and environmental development of the Estate. Kingsclere Estates acknowledges that it forms part of a wider community and wants to embrace the views and opinions of that community in formulating its plans. The preparation of the Plan will therefore to be an inclusive process with participation from the local community.

The Estate Plan will be flexible and regularly reviewed in the light of external influences and pressures. The Plan will not therefore be cast in stone. It will be a responsive, "living" document that will establish a set of principles that will guide the future development of the Estate.

"Strategy"

The Estate, assisted by its professional advisors, will use the well established survey – analysis – plan methodology to prepare the Whole Estate Plan. At each stage there will be extensive stakeholder and public participation to ensure that the preparation of the Plan is informed by a thorough understanding of all the external influences and interests which to a greater or lesser extent bear on the Estate activities.

The Whole Estate Plan will be formed of three documents:

The Audit.

Without a deep understanding of the nature and extent of the Estate today, it would be impossible to successfully plan for the future. The first stage is therefore to carry out a detailed audit of the Estate which examines what is a complex and multi-faceted rural Estate and its financial, environmental, physical and regulatory context. The audit has been carried out under the following headings:

- Company structure; *a description of the relationship between the company and the land owners.*
- Farming enterprise; *a description of current practice*
- Environmental Impact; *here we will look at our resource use and pollution risk*
- Woodlands; *an explanation of the current woodland management plan*
- Diversification; *an introduction to the different income streams*
- Landscape; *how the local assessments are reflected within the Estate*
- Historic Environment; *areas of historic importance within the Estate*
- Built Environment; *the size, uses and conditions of the Estate's buildings*
- Biodiversity; *the Estate's understanding of biodiversity and ecology*
- Access; *the extent of public rights of way and the impact on the local highways*

Planning Policy Context; *examination of the relevant Government and Development Plan policies that guide and control development on the Estate*

Analysis

Using well established analytical tools, the findings of the Audit will be examined to identify the Estate's strengths and weaknesses, opportunities and threats and to benchmark the business against the wider land management sector. The analysis will identify the needs of the present and successive generations, to help to plan for a sustainable future.

Draft Proposals

Proposals for the management and development of the Estate over the next 20 years will then be prepared. These proposals will address the issues identified at the analysis stage and establish a clear set of guiding principles which will become central to the management of this major, land based, rural business. The Plan will show how the Estate can foster a sustainable rural community and achieve environmental conservation and enhancement, whilst allowing the business to grow and flourish to ensure that it is founded on a sound financial footing to pass on to future generations.

Adoption by the community

Having involved the local community and key stakeholders at each stage of the Plan's preparation, the Estate intends to invite the Parish Council and Basingstoke & Deane Borough Council to formally adopt the Plan so that it can act as supplementary planning guidance when future decisions are made which affect the Estate.

Background



Kingsclere Estate lies between the villages of Kingsclere, Hannington and Ibworth, set in the gently undulating North Wessex Downs. The centre of farming operations is at Pitt Hall Farm which is situated on the A339 about seven miles to the west of Basingstoke.

Kingsclere Estates was established in 1890 by William May, a solicitor practicing in London, who bought land primarily for sporting pursuits. When William died in 1932, the Estate passed to his son, Gilbert May who took over the running of the farm and extended it to about 1500 acres. He introduced many new farming enterprises, including sheep, beef, dairy, chickens and arable. When he died in 1982, his son Robert May took leadership and added a further 1000 acres to the Estate. Tim May, Roberts son is now the Managing Director. The Estate now comprises a major block of mixed farmland and woodland, with an extensive range of buildings.

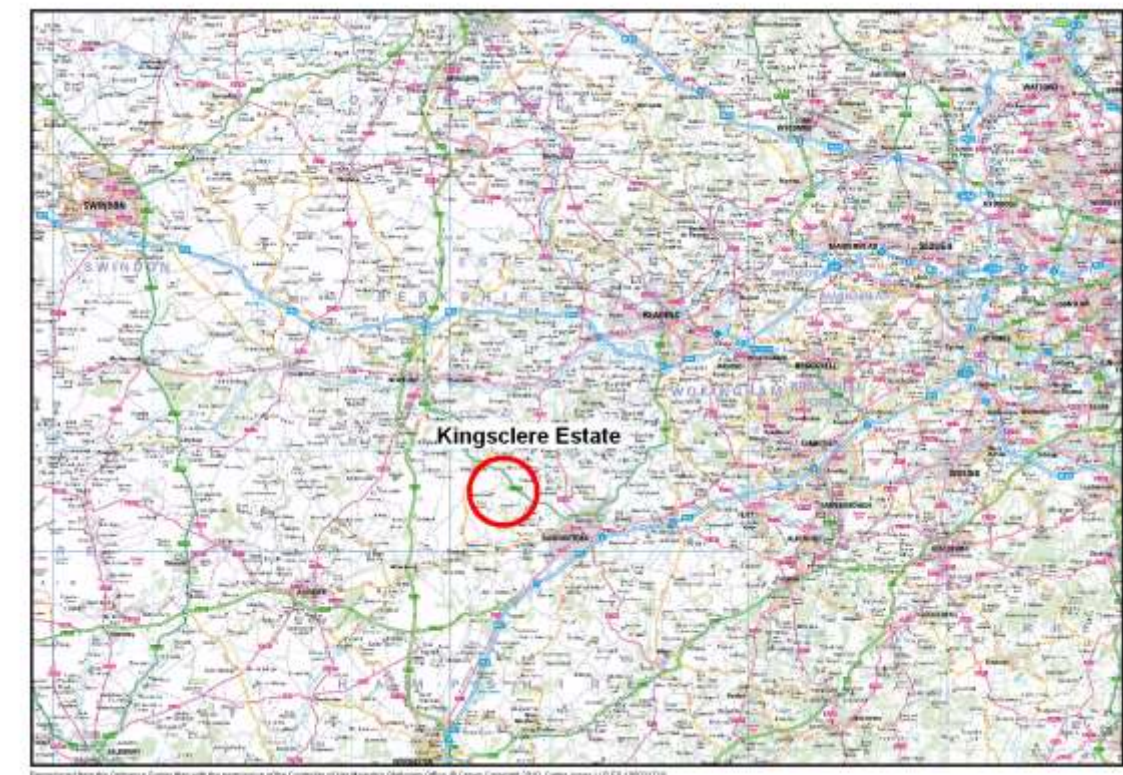
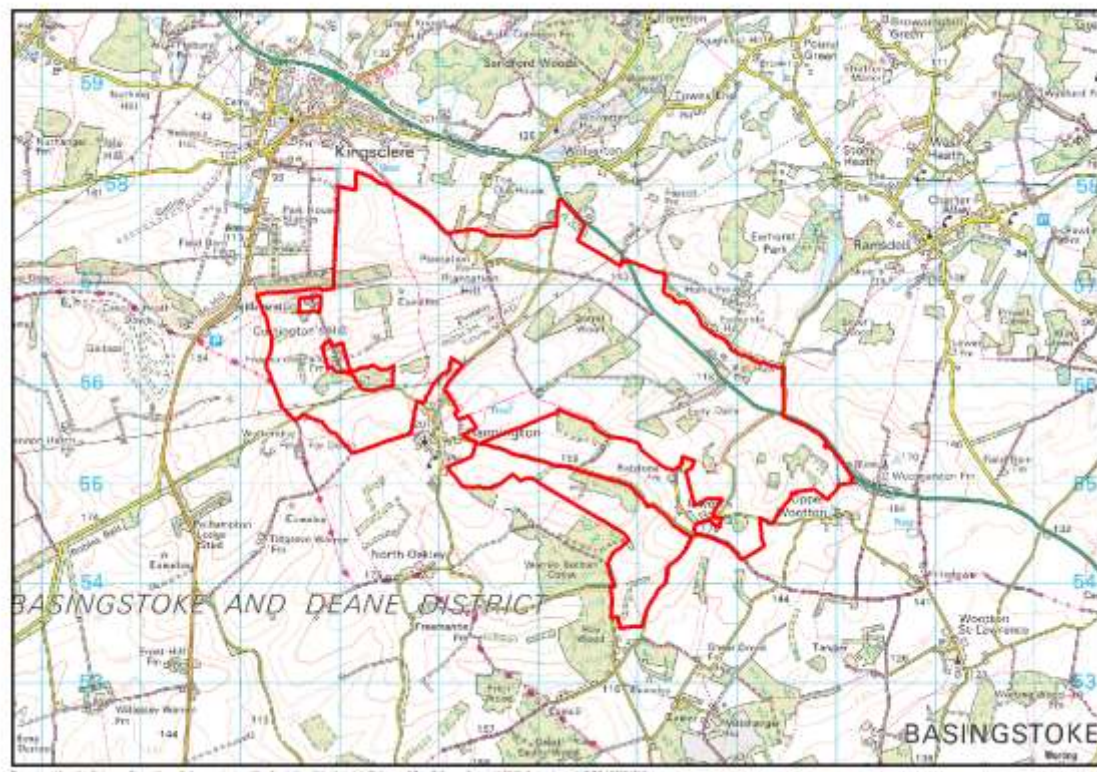
A large part of the Estate is chalk land, mainly on the long stretching south facing dip slopes. On the top of these slopes, and on the colder north facing banks, a clay cap is found. A total of about 2500 acres is in production interspersed with a further 150 acres of woodlands. The Estate is unusual in that it is highly accessible, served by a network of roads, lanes and tracks.

Kingsclere Estate Limited was established in order to manage the land which belongs to six members of the May and Hunter family. The Company is wholly owned by the family members and is responsible for running the entire Estate. The Shareholders require that the business is profitable and shows an adequate return on investment, but the Company is also charged, working on

behalf of the land owners, to act as responsible custodians of the countryside. The Company actively participates in the local community through supporting local village events and within the farming community, the Estate works to form alliances with local agri-businesses. The Company's vision is to continue this long term growth by making best use of its resources and investing in the community.

Kingsclere Estate is proud of the low staff turnover which it regards as vital for the long-term success of the business. The Company has a significant range of in-house skills ranging from agricultural production to building and conservation (hedge laying, tree felling and habitat maintenance). The company has also recognized the value of working with partners, instead of direct employee's. Brining specific knowledge to run a whole range of enterprises on the estate.

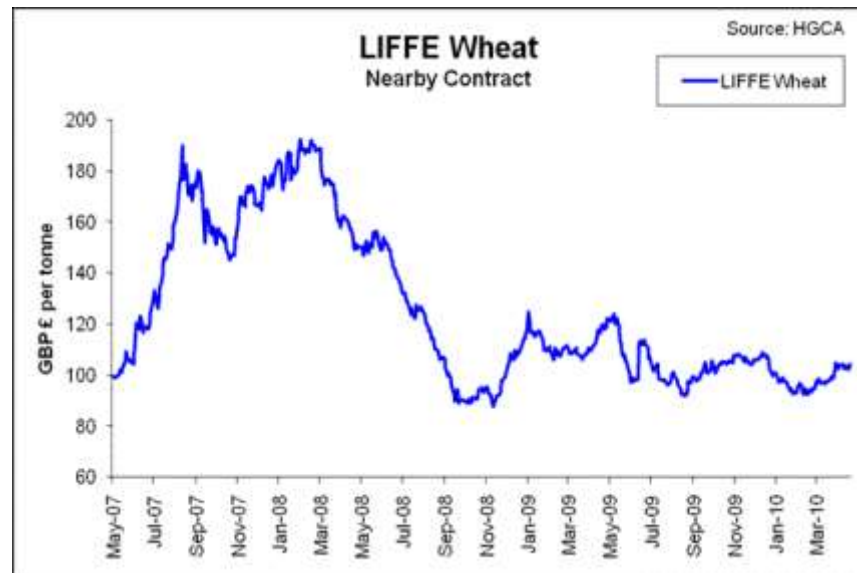
The structure of Kingsclere Estate, which separates land ownership from the management and use of the land, ensures that the business is subject to rigorous financial disciplines. Future investment is therefore dependant on the profitability of the business. To achieve acceptable levels of profitability, the farming business has increasingly diversified in recent years and now has a broad mix of income streams



Kingsclere Estates Limited remains primarily an agricultural commodity producing business. Its future is therefore inevitably be geared to the fortunes of the sector as a whole.

European subsidies still play a major role in farm profitability, however subsidy levels are under increasing pressure for reduction. This means that more focus needs to be placed upon getting sustainable returns from agricultural production, better marketing and increased cost control, are the order of the day in what is already an very pressurized trading environment.

Food production and food security came under the political spotlight in 2007 / 2008 when commodity prices spiked. Wheat rose from £66 per



tonne in January 2006 to £180 per tonne in March 2008, with similar trends seen in maize, soya and rice. Although many prices have since fallen back, after two successive global record harvests, the fundamentals point to permanently higher and more volatile prices caused by increasing demand, constraints on land availability and more frequent extreme weather events. These factors are expected to shape the agricultural markets in the years to come.

Because of this price volatility and the prospect of UK agriculture entering into a more liberalised market, the risks to any company operating in these conditions needs to be assessed and managed. Much of the price volatility is caused by external factors outside of the control of the producer. For example, the price of oil seed rape grown both as an industrial oil and a cooking oil is linked to the price of crude oil, the condition of the global crops of soya, palm oil and oil seed rape and the strength of the pound against the Euro and the US dollar. Whilst a major farming enterprise, Kingsclere Estates cannot possibly influence UK or world markets. It could look to find different uses for its produce but this is a considerable investment and the payback period is considered

uneconomically long. In any case it would prove difficult for this new use to account for the total production of the crop grown by the company.

Traditionally the profitability of UK agriculture mirrors the UK economy, so when the economy is performing poorly, agriculture (along with the rest of the manufacturing sector) benefits from a weaker pound which allows UK produce to compete in the global market place. To manage this phenomenon, Kingsclere Estate has progressively moved a proportion of its trading into the service sector which is expected to do well in a thriving national economy. This gives the Company more balanced income and profitability over the long term.

The process of re-aligning the Kingsclere Estates Limited business from solely agriculture to a land (asset) management company lies at the core of its Business Plan. Whilst focusing on the financial productivity within the agricultural enterprise.



"As well as increasing production, developing new crop varieties, and introducing new technologies, the fundamentals of the world food supply system must be addresses. There must be an early conclusion to the Doha trade talks, to give better access to developing countries products. We will continue to argue for radical reform of the CAP and reject trade protectionism which discourages investment in developing countries." *Securing food supplies up to 2050: Government Response to the committee's Fourth report of session 2008-09 Environment Food and Rural affairs Committee.*

"We need to produce more food without damaging the natural resources – air, soil, water and marine resources, biodiversity and climate – that we all depend on..."

...Food producers can reduce the impact they have on the environment, manage natural resources and biodiversity even better, and adapt to a changing climate." Gordon Brown foreword to food 2030

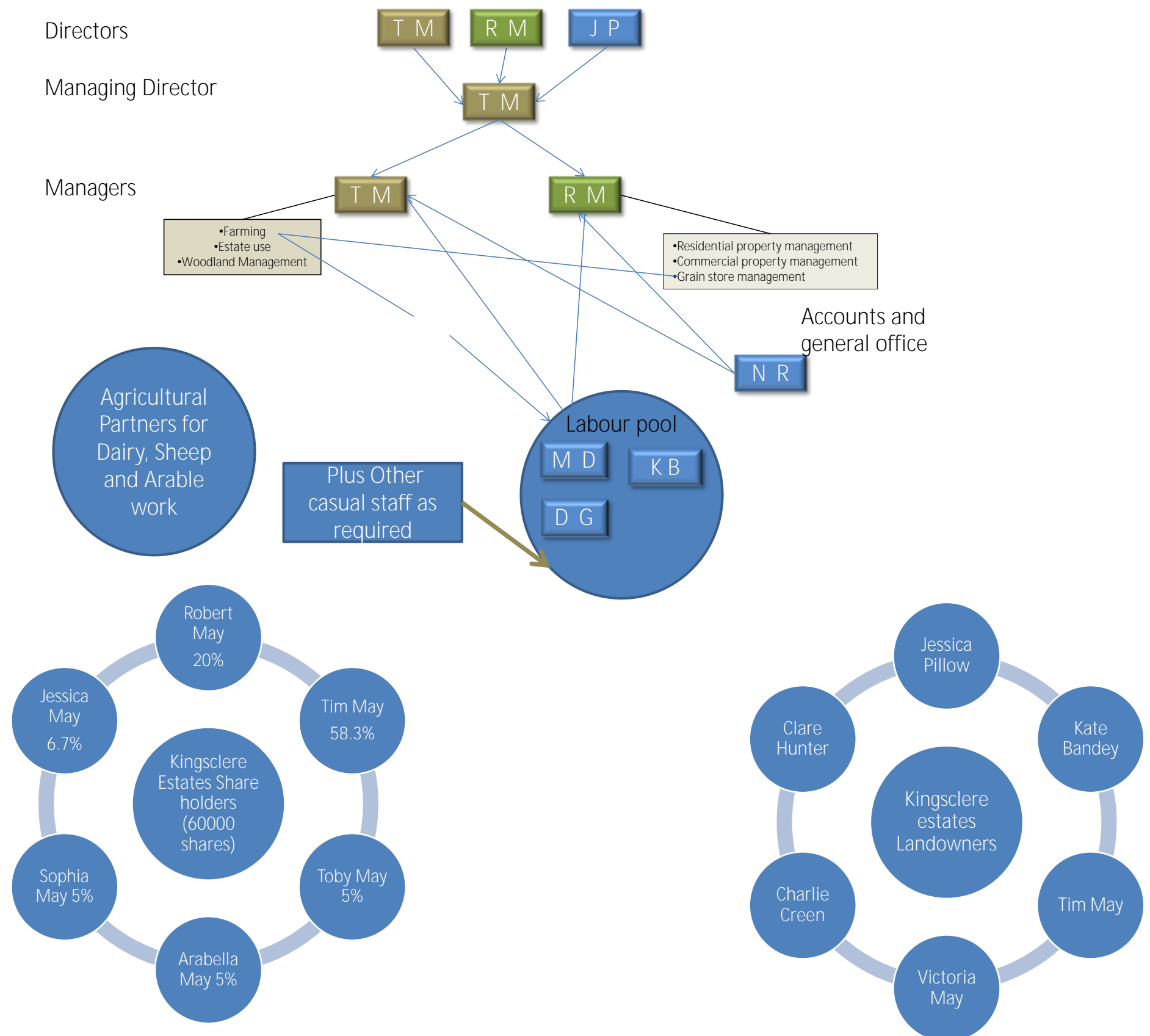
Whilst it is now a significant rural business, Kingsclere Estates remains a family concern. The family members that together own the Estate retain a high degree of involvement in the business and take seriously their role as custodians of the Estate. The landowners are the children of Philipa Hunter and Robert May

There are 60000 active shares in Kingsclere Estates Ltd and all of the shareholders are family members.

Each year the shareholders and landowners attend the AGM, which is followed by a less formal meeting to discuss the future direction of the company, as well as the performance of the business over the previous 12 month period.

There are 3 directors of the limited company who meet formally at least 4 times a year. Jessica Pillow is a chartered accountant and sits on the board to represent the views of the other landowners who are not actively involved with the running of the estate. Robert May is chairman and runs the property portfolio. Tim May is the Managing Director with a focus on the farming, woodland and diversification activities. To add separation from the family the company Accountant, and Agronomist also sit in on the board meetings.

There is an Agricultural Holdings Act tenancy between the Landowners and Kingsclere Estates Ltd. The tenancy agreement is fully repairing, so Kingsclere Estates Ltd is responsible for the upkeep of the Estate, and has carried out the majority of the improvements and development of the buildings.



The arable farmed area of the Estate is 996 ha with a further 46 ha in permanent pasture. The arable area is split into 8 roughly equal size blocks and they are farmed on a 8 year rotation four years of species rich grass followed by 4 years of crops.

Historically there were a number of livestock enterprises within the Estate, including sheep, beef, pigs, poultry and dairy. For a period of 10 years luxury Ice cream was produced from the Estate's Jersey cow herd. The intensive livestock enterprises impacted directly on the state of the soils. Straw was removed from the whole arable area, and used as bedding for the housed stock, this became farmyard manure and was applied to the fields around the livestock areas. Consequently these fields became high in organic matter (humus) and efficient at cycling nutrients, whereas the soils further away from the farm yards are lower organic matter.

Addressing the levels of soil organic matter is beneficial because in addition to nutrient cycling, attributes such as improved workability, greater moisture retention, greater load bearing, greater buffering of nutrients, and quicker breakdown of agrochemicals are gained through higher levels.

There has been a shift in the Estate's approach to farming. The last of the livestock left the Estate in 2002 with the closure of the dairy enterprise. This meant that crop production (arable) was the core agricultural activity, and a new style of minimal tillage was adopted. This approach disturbs

less of the soil and therefore the ecosystem within the soil remains undisrupted. The resulting increase in biodiversity produces lots of waste (humus) which is taken up by the plant roots in the soil. With no intensive livestock enterprises the straw could remain in the fields and be cycled back into the soil system feeding the ecosystem.

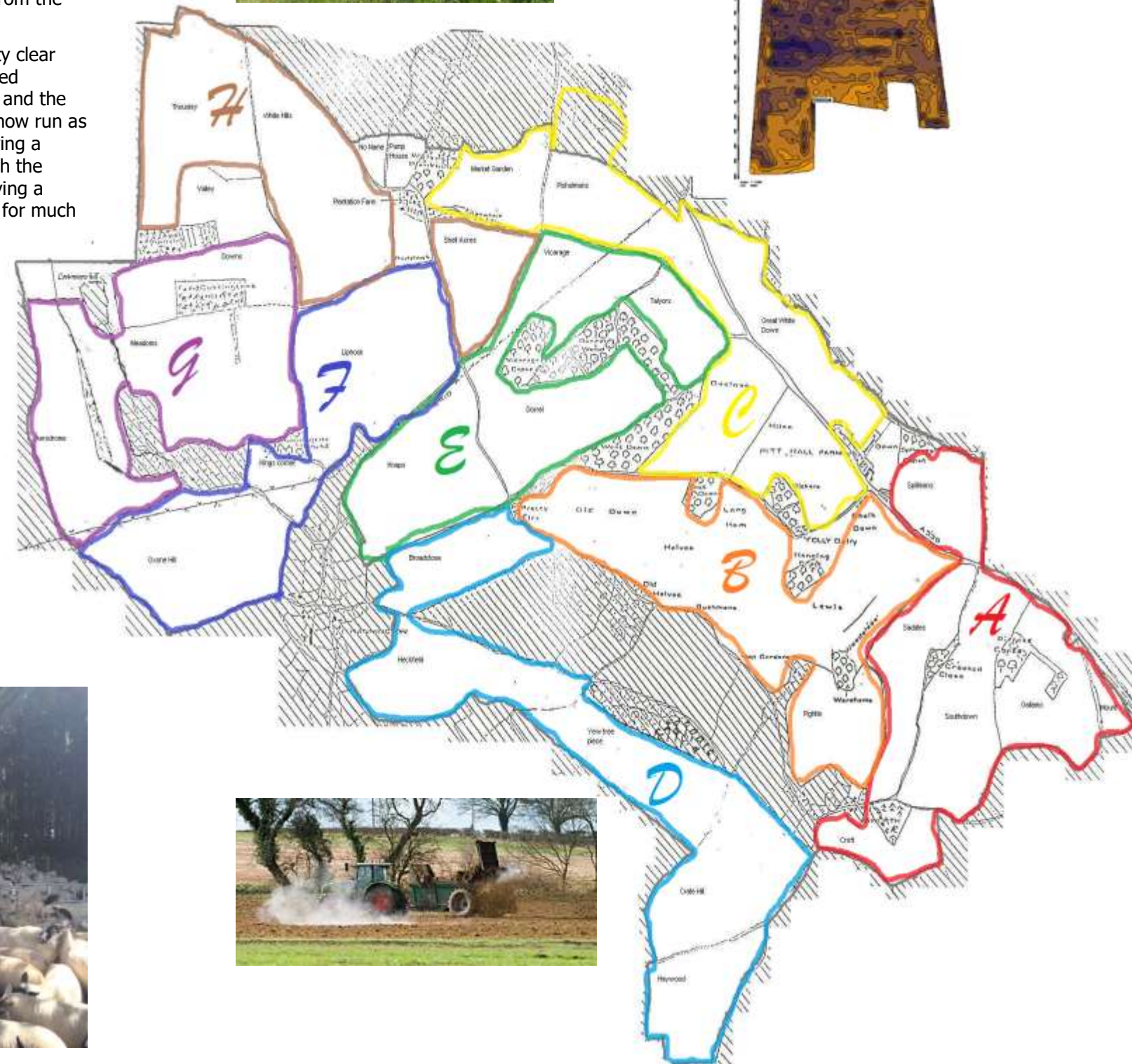
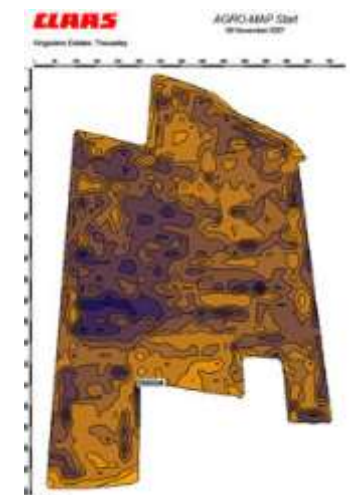
This helped a great deal, but straw alone doesn't provide enough nutrients to grow the high yielding pest free crops required for a profitable enterprise. As the farming team have gained more understanding of soil systems it has become more evident that more work was needed. In 2011 Tim May completed a Nuffield scholarship, a program of international study in agriculture. After completing this study Tim became convinced that the estate needed to reintroduce grass into the system. The key reason for this was to increase the levels of soil Carbon the main component of soil organic matter. A more traditional form of agriculture is now being practiced, one that is closer to the pre war era when agrochemicals were yet to be created. Using these traditional principals and marrying them with today's modern technology and knowledge of soil science the estate is on the road to a more sustainable future.

The estate is adopting a management system called Holistic Management, which seeks to encompass creating long-term healthy profits whilst considering the wider impact of the environment and the

local population. This alternative way of thinking seeks to address underlying the causes of production problems instead of controlling their symptoms on a yearly basis.

A Key element of this is to maintain mobility, all the enterprises within the estate are set up so that they can be rotated across the whole land area. This means that the nutrient loading across the estate is more evenly distributed with all fields benefitting from the livestock enterprises.

In order to run these enterprises it was pretty clear that a new model of engagement was required between the people who run the enterprises and the overall farming business. Each enterprise is now run as an independent business with the estate having a financial input into each and sharing that with the individual running the enterprise. Both receiving a proportionate share of the sales. This allows for much great dynamism and creativity.



In recent years the Company has increasingly diversified its business activities. There are now four principal income streams from non-farming activity.

Commercial Property

There are approximately 90 000 ft² of rentable commercial buildings on the Estate. This portfolio of buildings has been created from the conversion and adaptation of redundant farm buildings and has gradually been increased as the livestock enterprises have declined. There has been an on-going programme of repair and refurbishment to improve the quality of the buildings, with correspondingly increased rental values. The demand for units has remained consistently high, a large proportion of which comes from small-scale local businesses, many of them start-up operations. This means that approximately 120 people work for the business that occupy the Estate's commercial properties.

Residential Property

There are over 40 let residential properties on the



Estate with a broad mix of house types ranging from one bedroom apartments to four bedroom houses. Historically the Estate has employed over 40 staff but as the labour requirement of the evolving agricultural business has steadily reduced over time, the extensive housing stock has become available to generate significant rental income streams. In addition, opportunities to convert traditional farm buildings at Plantation Farm to provide new residential accommodation have added to the extensive range of

residential units that are now available to rent.

Outdoor Pursuits and Recreation

A wide range of recreation and leisure activities take place on the Estate, including, clay pigeon shooting and Mountain. The nature and character of the Estate, including the blocks of woodland, provide

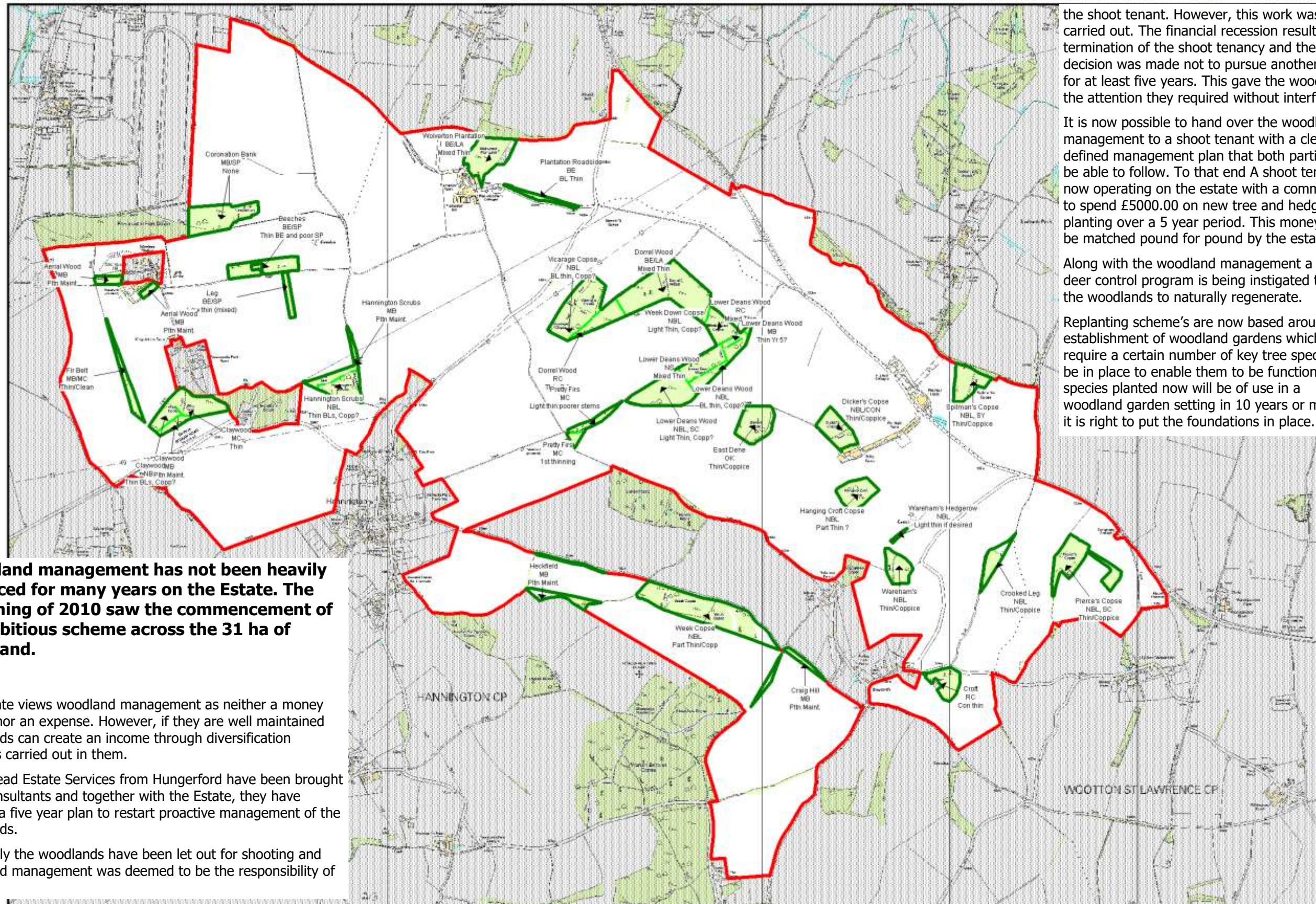


ample scope for these sorts of activities for which there is a growing demand from both corporate and private clients. The business model developed by the Estate is to make available the site or facility for external organisers to hire. This ensures that there is a high level of expertise to operate the events but allows the Estate to retain overall control and management.

Green Burials

In 2020, planning permission was gained for the creation of a green burial site on the estate. The site has capacity for over 800 burials each will have a tree planted to accompany the burial. The end result of this will be the creation of a new woodland area which the public will be able to access.





Woodland management has not been heavily practiced for many years on the Estate. The beginning of 2010 saw the commencement of an ambitious scheme across the 31 ha of woodland.

The Estate views woodland management as neither a money maker, nor an expense. However, if they are well maintained woodlands can create an income through diversification activities carried out in them.

Broadmead Estate Services from Hungerford have been brought in as consultants and together with the Estate, they have created a five year plan to restart proactive management of the woodlands.

Previously the woodlands have been let out for shooting and woodland management was deemed to be the responsibility of

the shoot tenant. However, this work was not carried out. The financial recession resulted in termination of the shoot tenancy and the decision was made not to pursue another tenant for at least five years. This gave the woodlands the attention they required without interference.

It is now possible to hand over the woodland management to a shoot tenant with a clearly defined management plan that both parties will be able to follow. To that end A shoot tenant is now operating on the estate with a commitment to spend £5000.00 on new tree and hedge planting over a 5 year period. This money will be matched pound for pound by the estate.

Along with the woodland management a full deer control program is being instigated to allow the woodlands to naturally regenerate.

Replanting scheme's are now based around the establishment of woodland gardens which require a certain number of key tree species to be in place to enable them to be functional. The species planted now will be of use in a woodland garden setting in 10 years or more, so it is right to put the foundations in place.

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The site lies in a highly accessible location half way between Basingstoke (M3) and Newbury (M4) on the A339. Mainline railway stations at Basingstoke and Newbury provide frequent high speed services to London Waterloo and London Paddington.

The A339 carries an average of around 17500 vehicles each day (November 2019). The road severs the Estate in the North East with approximately 70 hectares of land separated from the main block. Sections of road to the north and south of the Estate have been upgraded but the section running through the Estate remains single carriageway with poor horizontal and vertical alignment and sub-standard construction. Whilst the A339 creates operational difficulties, it also brings opportunities. There are hourly bus services which operate along the road between Newbury and Basingstoke. The road also represents the Estate’s shop front to a large audience of people who pass by. Two of the three farmyards also have direct access onto the road which reduces farm related traffic movements on the local road network.

The local road network which passes through the Estate connects to the villages of Hannington and Ibworth. These roads are generally single carriageway with

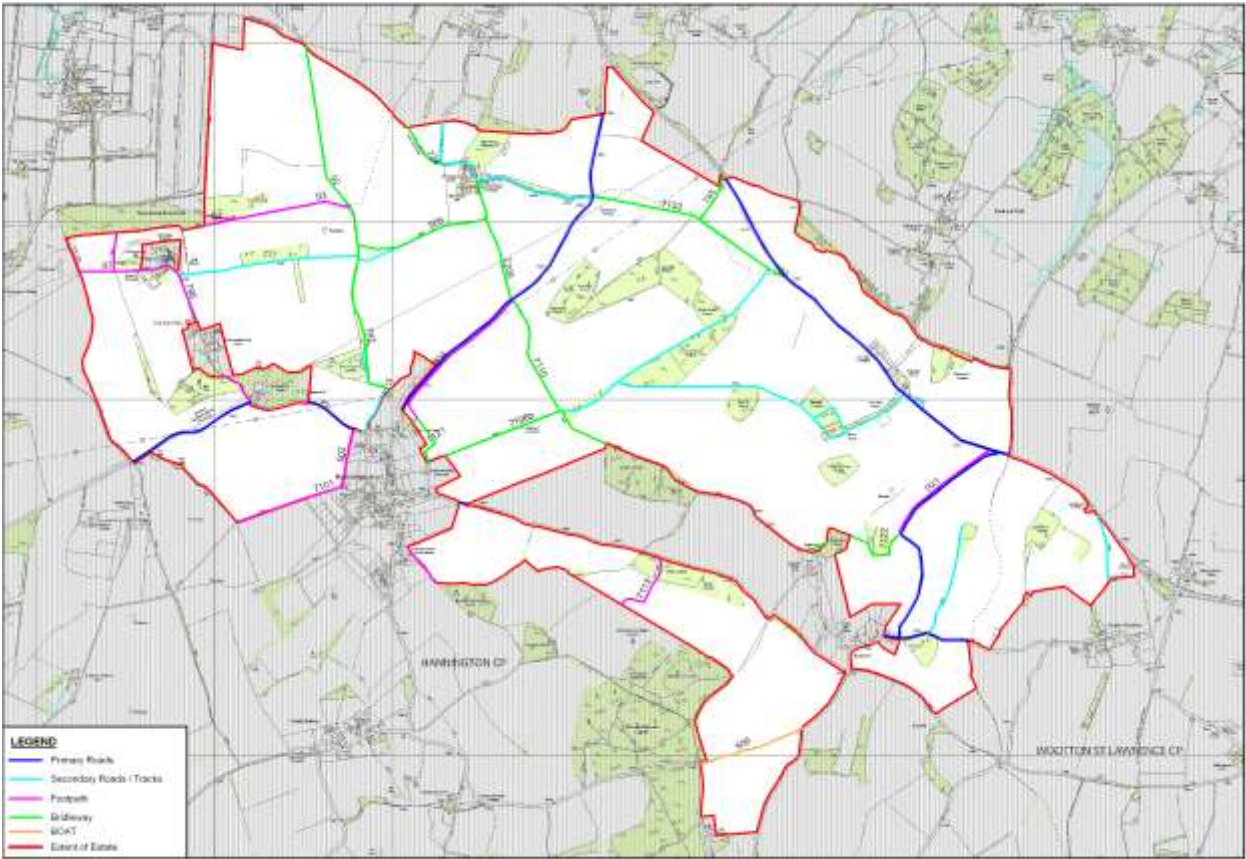


restricted width and high banks.

Given the limitations of the local road network, the Estate has developed its own internal access infrastructure to limit the impact of farming operations on the local road network. The Estate now benefits from a good quality internal road system much of which was originally established in the 1950s using grant

funding. Many of these internal roads run along the lines of public rights of way. This network is a crucial part of the Estate’s infrastructure and allows the efficient and convenient movement of large agricultural machinery. This is particularly valuable at harvest time but is used throughout the year. For example, it enables compost and sewerage sludge to be spread on the fields direct from articulated lorries.

The Estate’s accessibility to a large urban catchment, the high quality road links, public transport opportunities and an efficient internal road network mean that the opportunity for diversification schemes on the Estate is increased. Accessibility is one of the Estate’s major strengths which provides potential for diversification enterprises which would not be practical or viable in other locations.



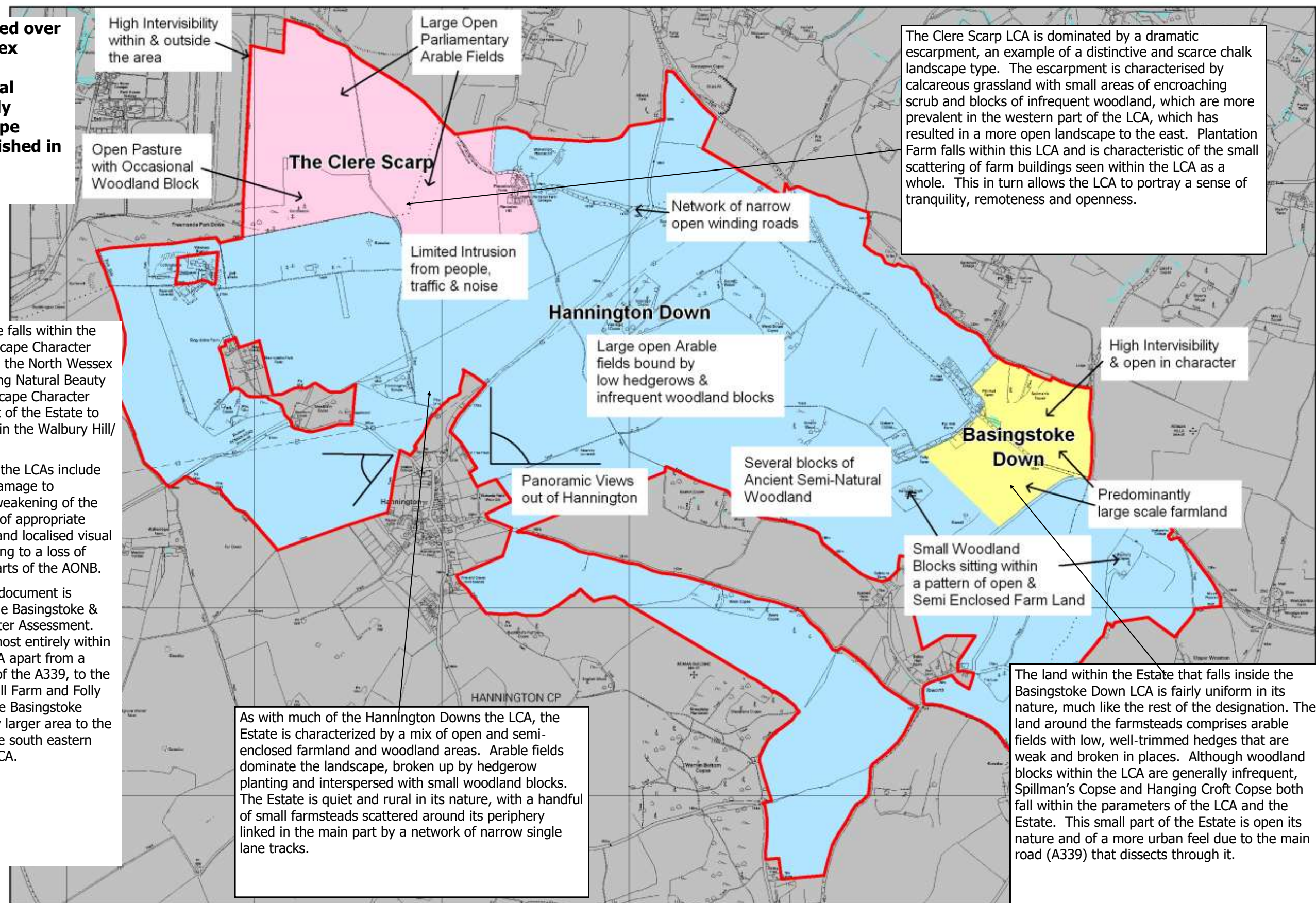
Foot Paths	Description	Length	Condition	Use by public	use by estate
97	path through field	226 m	good grass surface easy walking	often	never
96	track through wood		good easy walking	often	never
94	path through wood	115 m	Good grass surface up steep hill	often	never
93	path along field boundary	939 m	good grass surface easy walk	often	never
502	track along field boundary	325 m	good firm base with a few pot holes	often particularly dog walkers form village	occaccasional
503	path along roadside edge	724 m	grass surface no defined pathway	rare	never
504	path along field boundary	883 m	good grass surface easy walking needs cutting once a year	medium	never
796	tarmac private road	989 m	good easy walk	medium	often
7101	track along field boundary	628 m	good grass surface easy walk	often particularly dog walkers form village	very occasional
7106a	track	225 m	good mud surface easy walk with a few pot holes	often particularly dog walkers form village	often good bypass of village
7113	Path through field	371 m	easy walk needs cutting when crops grow too big	medium - rare	never
Bridle ways					
91	track with hedges either side		grass surface with potholes	often	occasional
92	Track between fields	1208 m	grass surface with potholes and deep gullies	often	occasional
132	Track between fields	697 m	hard surface with shallow potholes	Medium	often a connection route between farms
505	Track between fields	900 m	hard surface with shallow potholes	often	often a connection route between farms
738	track with hedges either side	972 m	hard surface with shallow potholes and deep gullies	often	occasional
739	tarmac private road	731 m	good level surface	often	often a connection route between farms
745	Path through field	270 m	field surface	often - rare	never
792	Track along field edge	600 m	wet rough and sloppy surface	often	rare due to condition
7106b	Track between fields	802 m	hard surface with shallow potholes	often	often a good bypass of village
7109	tarmac private road	490 m	good level surface	often	Medium - often
7110	path through wood	1060 m	grass and mud track with overhanging trees	medium	never
7122	path along field boundary	344 m	grass surface with ruts and holes	medium	occasional
7132	Track between fields	219 m	hard surface with shallow potholes	medium	often a connection route between farms
BOAT (restricted to non motorised use)					
506	Path through wood/ hedge	625 m	Mud surface	unknown as it is too new to tell	Never

The Estate is washed over by the North Wessex Downs Area of Outstanding Natural Beauty; a nationally significant landscape designation established in 1972.

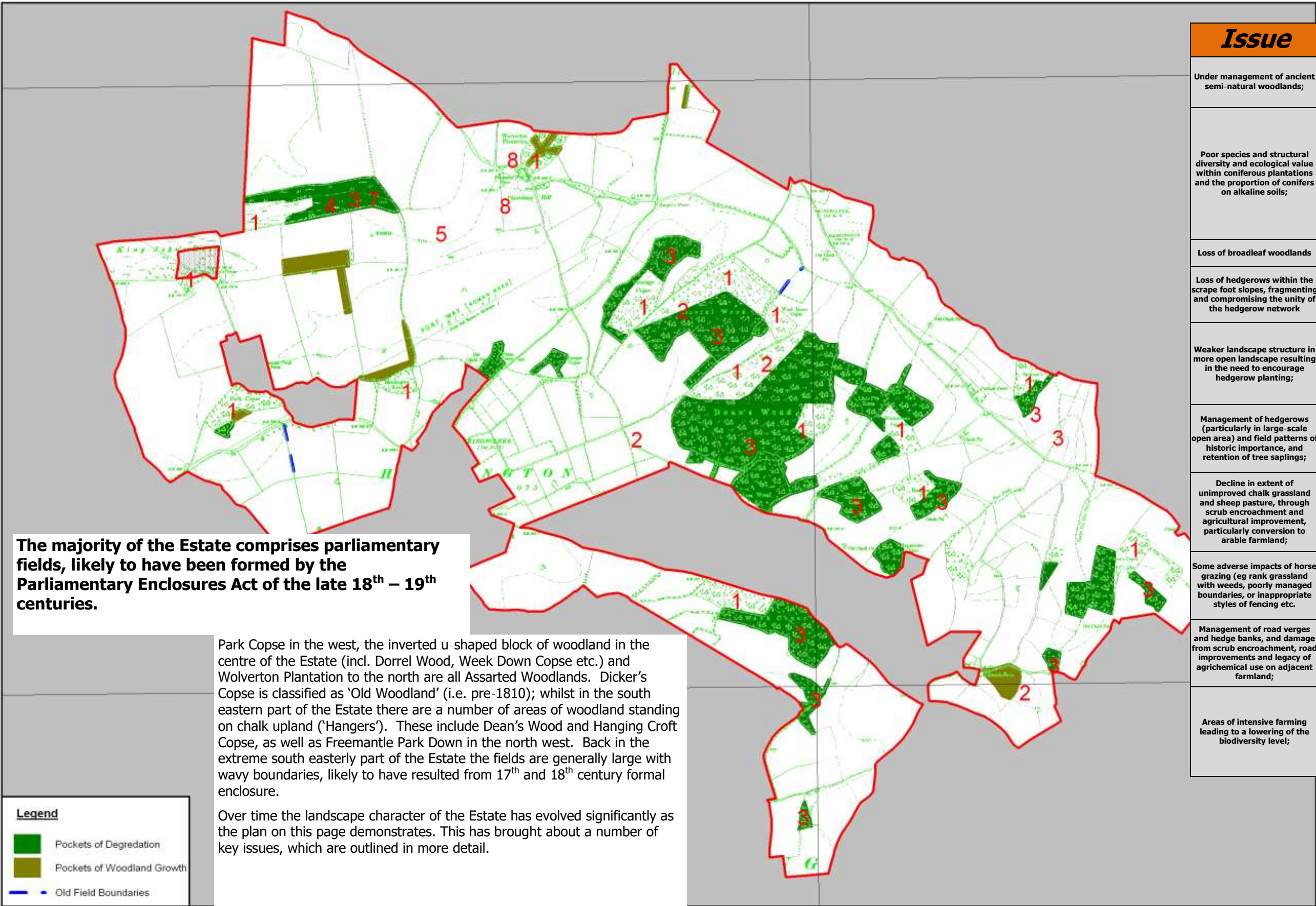
The majority of the Estate falls within the Hannington Downs Landscape Character Area (LCA), as outlined in the North Wessex Downs Area of Outstanding Natural Beauty (AONB) Integrated Landscape Character Assessment. A small part of the Estate to the north is included within the Walbury Hill/Watership Down Scarp.

Key issues within both of the LCAs include the loss of biodiversity, damage to archaeological features, weakening of the hedgerow structure, lack of appropriate woodland management, and localised visual intrusions ultimately leading to a loss of tranquility within these parts of the AONB.

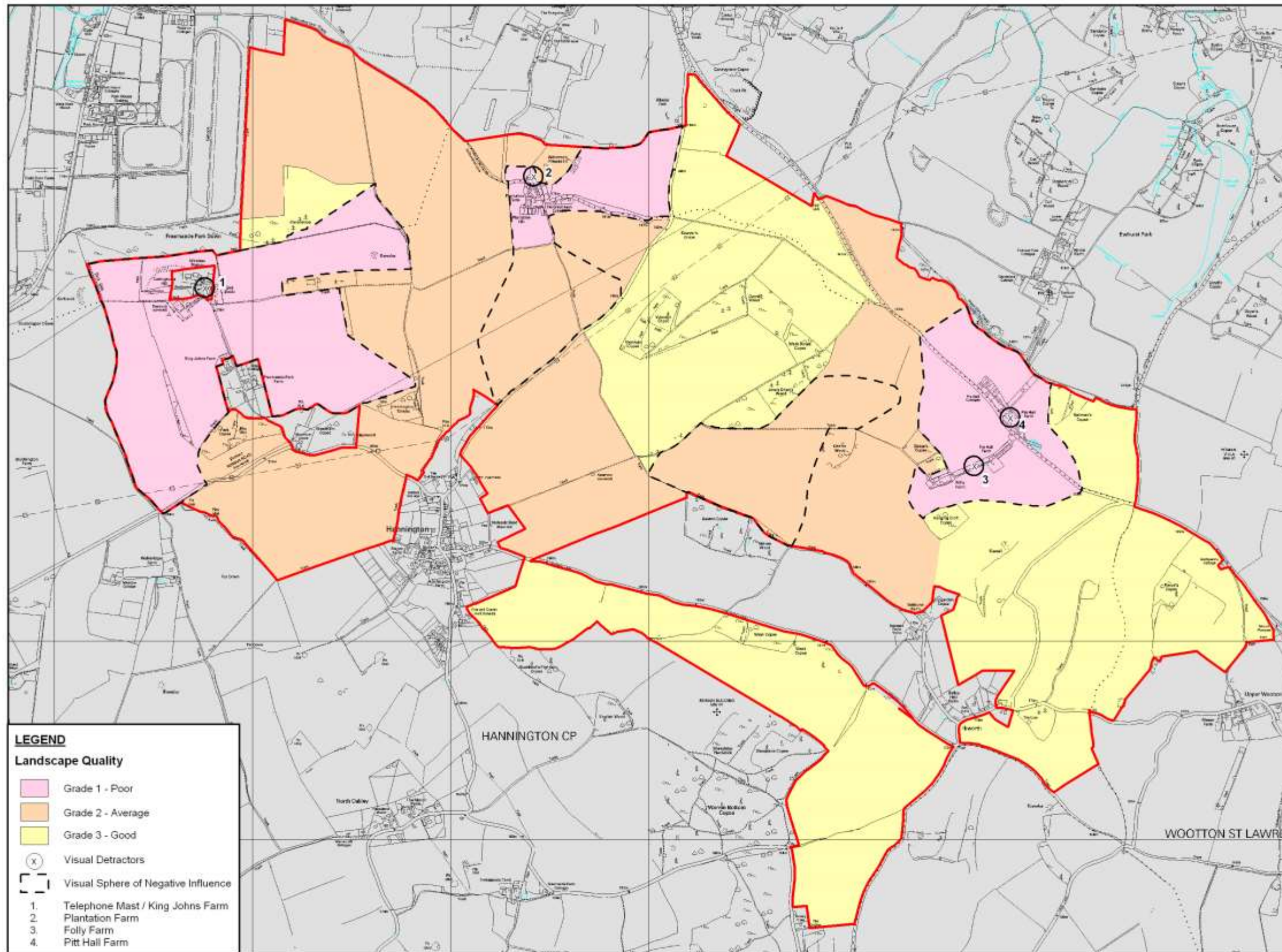
Guidance within the said document is amplified in part within the Basingstoke & Deane Landscape Character Assessment. Kingsclere Estate falls almost entirely within the Hannington Down LCA apart from a small portion either side of the A339, to the south east of both Pitt Hall Farm and Folly Farm, which fall within the Basingstoke Down LCA; and, a slightly larger area to the north which lies within the south eastern part of The Clere Scarp LCA.



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Issue	Observation	
Under management of ancient semi-natural woodlands;	This is certainly true on the majority of the estate, Woodland management has not been actively managed for 25 years plus	1
Poor species and structural diversity and ecological value within coniferous plantations and the proportion of conifers on alkaline soils;	Although there are areas of Coniferous plantations within the estate the larger areas are placed with in Ancient Semi-natural woodlands, so there is a greater degree of diversity than pure Coniferous woodland. There is one parcel of pure conifous woodland in the centre of the estate (pretty firs)	2
Loss of broadleaf woodlands	The Historical map shows the degree to which this is true	3
Loss of hedgerows within the scrape foot slopes, fragmenting and compromising the unity of the hedgerow network	There is a limited amount of scare foot slopes on the estate, and there was no hedgerow network on this ground	4
Weaker landscape structure in more open landscape resulting in the need to encourage hedgerow planting;	The northern section of the estate has a limited network of hedgerows trough the estate but there is a good network on the perimeter of the estate. The historical map shows that there has never been loads of internal hedge networks	5
Management of hedgerows (particularly in large-scale open area) and field patterns of historic importance, and retention of tree saplings;	Hedgerows along the roadside boundaries are cut annually for the safety of road users, there is limited retention of tree saplings, although there are some inter hedge trees	6
Decline in extent of unimproved chalk grassland and sheep pasture, through scrub encroachment and agricultural improvement, particularly conversion to arable farmland;	There is a very limited amount of unimproved grassland. Scrub encroachment is not visible, but agricultural improvement is the biggest issue.	7
Some adverse impacts of horse grazing (eg rank grassland with weeds, poorly managed boundaries, or inappropriate styles of fencing etc.	Horse grazing is let out on the estate from the small paddocks around plantation farm. Some of the fencing could be described as inappropriate but this would need clearer definition	8
Management of road verges and hedge banks, and damage from scrub encroachment, road improvements and legacy of agrichemical use on adjacent farmland;	Agrochemicals have been used in the past but there is now a 5 ft grass boundary between the hedge base and the field headlands. Also the whole estate is undergoing Organic conversion	
Areas of intensive farming leading to a lowering of the biodiversity level;	Intensive farming is active on the estate but there has been a shift to less intensive cultivation techniques aimed at increasing soil biodiversity. Organic farming will decrease the intensive nature of the farming but increase the intensiveness of cultivations	



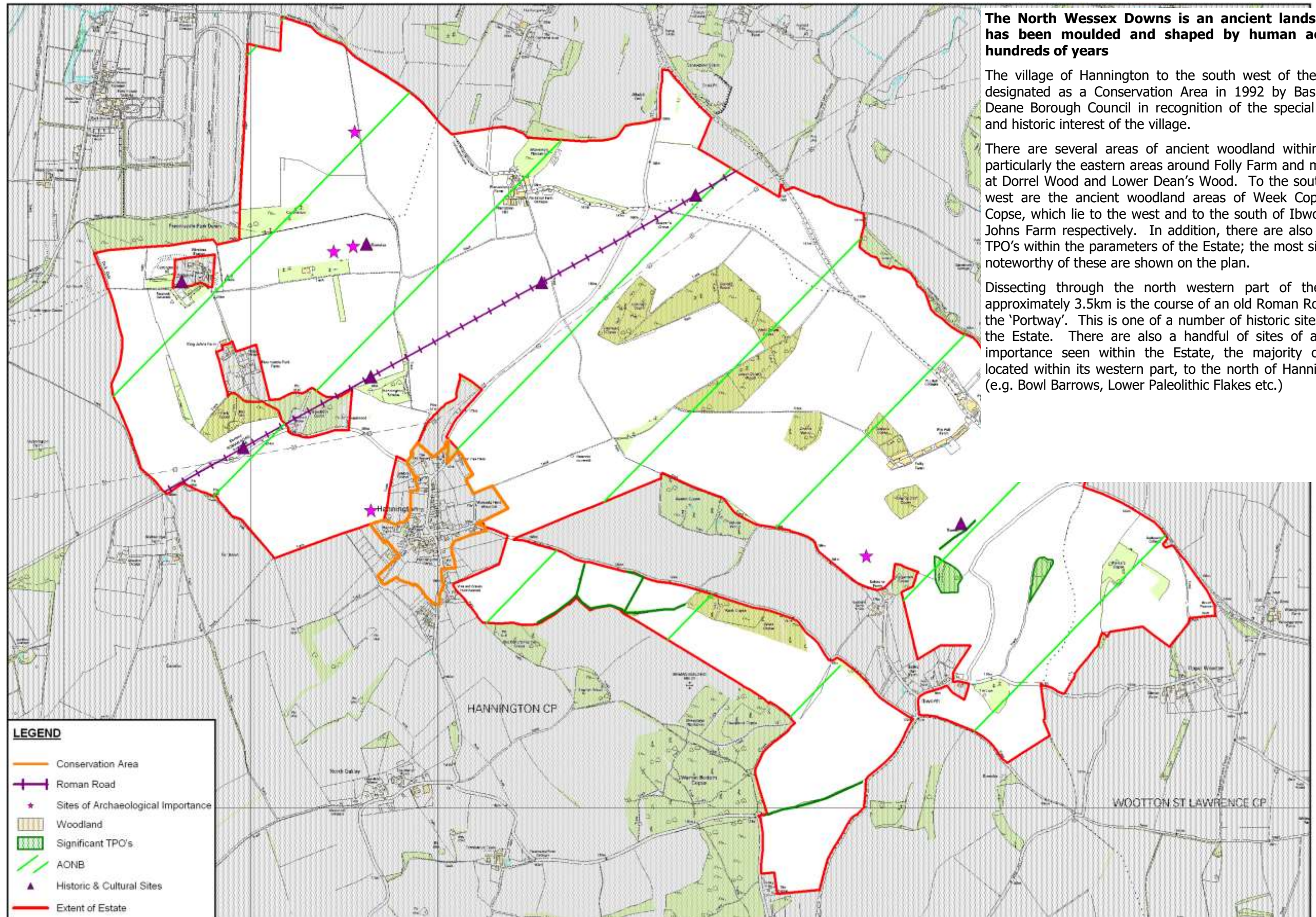
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A Landscape Character Quality Assessment has been undertaken on the Estate By Carter Jonas. There are a number of 'Visual Detractors' seen across the Estate, which have a negative sphere of visual influence attached to them.

The largest of these is that associated with the telephone mast and King Johns Farm in the north western part of the Estate. The level of woodland planting in this part of this Estate is not as abundant as in other parts, which in turn allows these visual landmarks to be poorly contained and damaging to the quality of the landscape. Much of the land in the western part of the Estate is of an average quality, with the exception being the small pocket of land around Coronation Copse.

The other farms within the Estate are also considered to be visual detractors, interrupting the landscape and adversely affecting its quality. Folly Farm and Pitt Hall Farm are particularly intrusive when driving north westerly along the A339 where the land falls away. Sandwiched between visual spheres 3, 5 & 6, the large expanse of land extending from north to south is of an average quality, neither of any particularly landscape merit nor the subject of any visual detractor.

There are three main areas within the Estate that are considered to be of good landscape quality (Grade 3). The land to the south, which includes Week Copse is of a particularly high grade, with little visual detractor and land that is well defined by a strong landscaping framework. Warren Bottom Copse to the south west, which falls outside the parameters of the Estate, also adds to the character of the landscape in this area and its overall quality. There are two other areas of good quality landscape; these are in the south eastern part of the Estate, and also the portion of land in and around the central woodland area (incl. Vicarage Copse, Dorrel Wood etc.....) and the land to the north (just south of the A339).



The North Wessex Downs is an ancient landscape which has been moulded and shaped by human activity over hundreds of years

The village of Hannington to the south west of the Estate, was designated as a Conservation Area in 1992 by Basingstoke and Deane Borough Council in recognition of the special architectural and historic interest of the village.

There are several areas of ancient woodland within the Estate, particularly the eastern areas around Folly Farm and more centrally at Dorrel Wood and Lower Dean's Wood. To the south and to the west are the ancient woodland areas of Week Copse and Park Copse, which lie to the west and to the south of Ibworth and King Johns Farm respectively. In addition, there are also a number of TPO's within the parameters of the Estate; the most significant and noteworthy of these are shown on the plan.

Dissecting through the north western part of the Estate for approximately 3.5km is the course of an old Roman Road known as the 'Portway'. This is one of a number of historic sites seen within the Estate. There are also a handful of sites of archaeological importance seen within the Estate, the majority of which are located within its western part, to the north of Hannington village (e.g. Bowl Barrows, Lower Paleolithic Flakes etc.)

Biodiversity on the Estate has not been formally measured, however there is some anecdotal measurements of game species in the form of game books recording the numbers of Grey Partridge, Brown Hare, Pheasant and French Partridge killed each year going back to 1900. This is unscientific however, and the figures could be easily disputed. More recently the estate has been working with the Hampshire and Isle of Wight wildlife trust (HIWWT) to actively measure the estates Bio Diversity

The three main habitats identified by the State of Hampshire's Biodiversity Publication are woodland, grassland and farmland. Each of these areas has their own specific issues and important species which are summarized here.

Biodiversity and Ecology on The Estate.

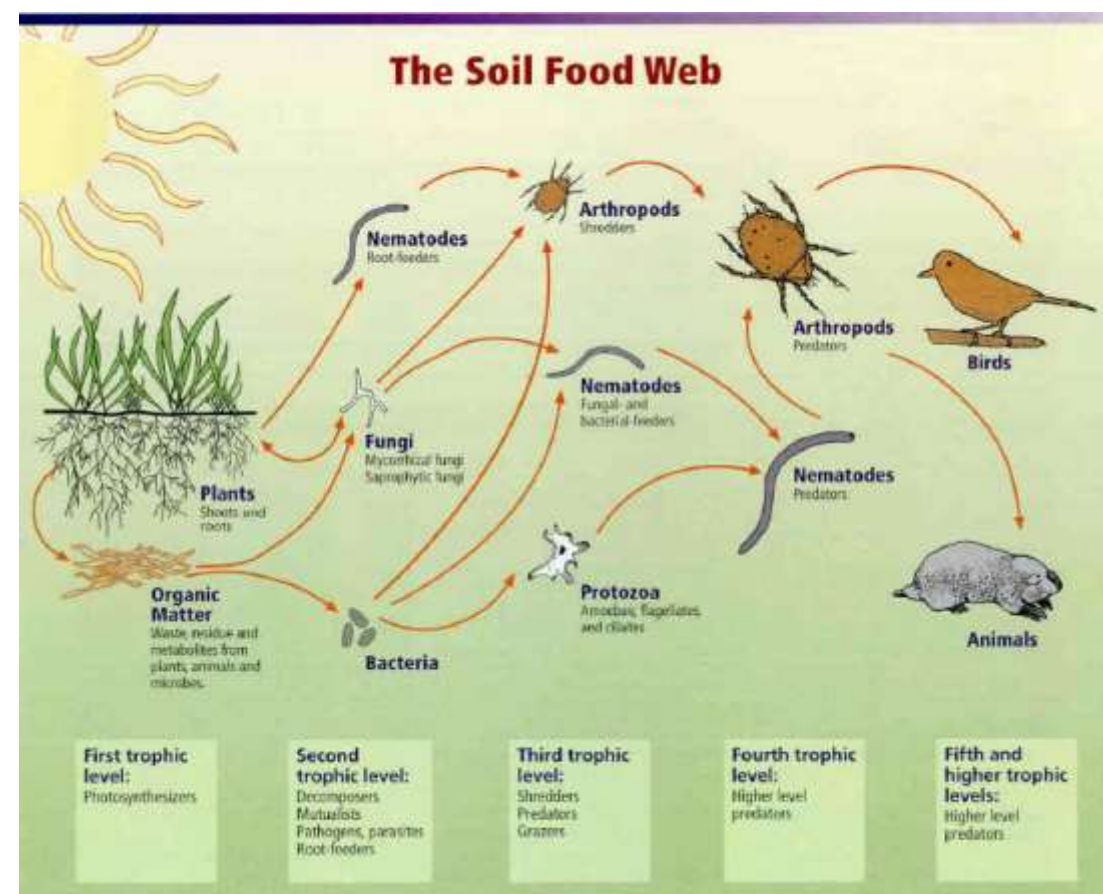
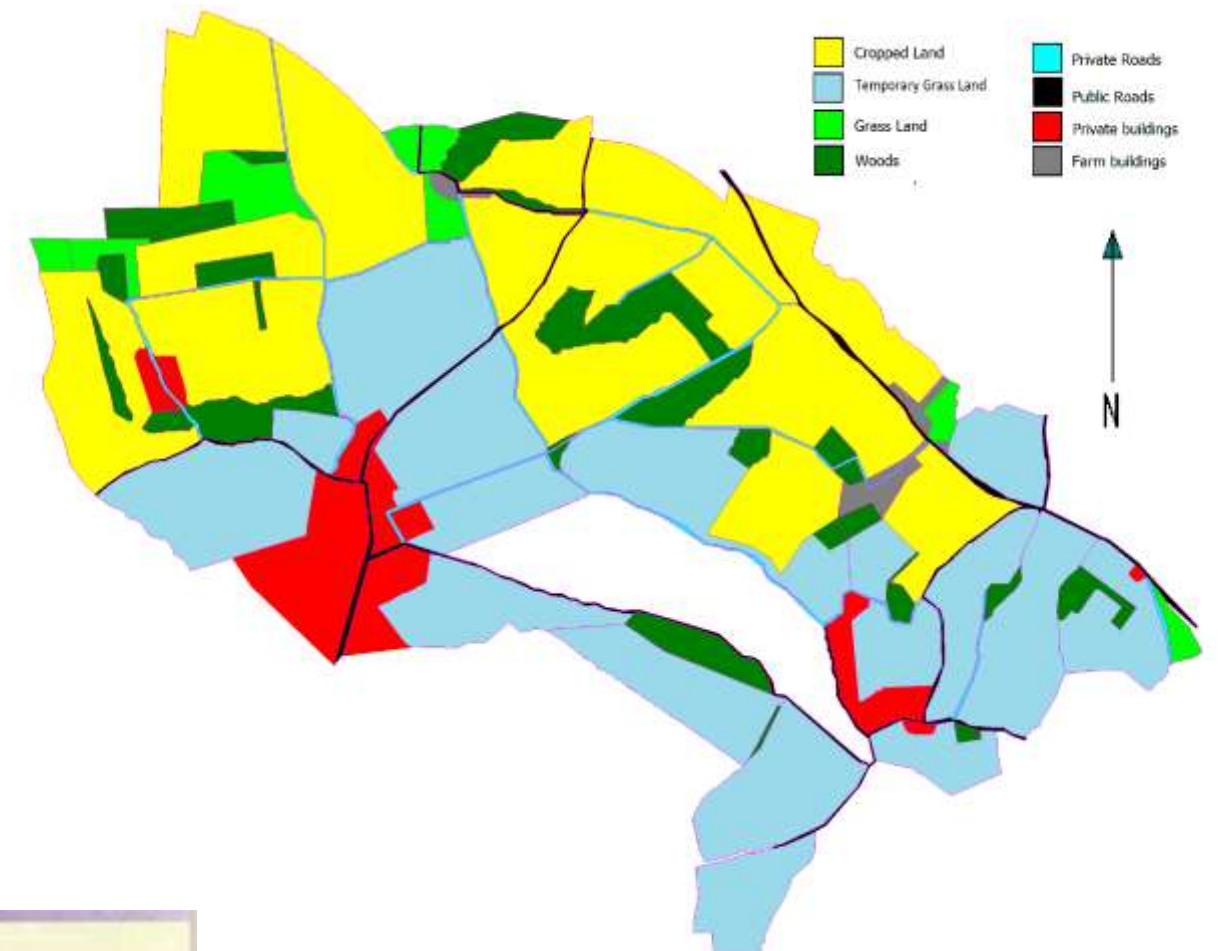
The adjoining map helps to illustrate graphically the which parts of the estate come under these headings. It can be seen that there is plenty of opportunity for improvement.

These habitats have had a degree of management carried out on them, with the Woodlands recently receiving some much welcomed attention, and proposed grass margins along the Estate's roadways coming into effect.

The Introduction of rotationally grazed Herbal Leys across a large part of the estate should provide a valuable habitat for both Farmland and Grassland species, and these have been monitored since their introduction in 2013 by the HIWWT

The Estate has for now chosen not to enter into the Entry Level Scheme to avoid the possibility of the business becoming grant aid and subsidy dependent. Instead the aim is to apply a more long term sustainable approach towards its conservation commitments from within. Conservation is only achievable when there is something to conserve, so the Estate aims to invest in increasing biodiversity through habitat creation. This work should create its own income, and be supported by the other trading activities within the Estate.

Habitat	Important Species	Areas of concern
Farmland	Grey Partridge, Lapwing, Sky lark, Brown Hare, Arable flora	Stewardship scheme's for wildlife incompletely understood because of insufficient monitoring. A decline in many species, although populations of skylark are beginning to stabilize/increase.
Woodland	Oak, Hazel coppice, Bluebell,	A lack of woodland management due to low market viability. general decline in structural diversity and species richness. Past habitat fragmentation has resulted in widespread reduction in habitat connectivity, inhibiting the ability of woodland species to respond to external influences. Wood fuel initiatives need support.
Grassland	Butterfly's Bumble Bees, other invertebrates	The areas of unimproved grassland are too small making them and the species dependant on them highly vulnerable to external change.



Soil Biology and Ecosystems.

One area of biodiversity that hasn't been covered by any of the papers is the soil ecosystem. Having a functioning and vibrant soil ecosystem is essential for the continued success of the Estate's farming activities and as the soil is the building block for the rest of the ecosystems found on the Estate it could be argued it is the most important.

The work that the Estate carries out on nurturing and improving this ecosystem through the use of mixed farming systems should be noted. Rotationally grazed grass under a regime called Mob Grazing is well documented in building vast amounts of soil life, and supporting an increasing range and population of fauna and flora.

The Minimal tillage system is also well documented as a great bonus for building and protecting the soil's life systems. A plough based system is reported to kill 50% of the soil's population of earthworms on the first pass through the soil and a further 15% of the remainder on each consequent pass of cultivation equipment.

The larger degree of soil biodiversity must provide extra food for some of the wildlife that live on the surface, and this could be a possible explanation for increases in some of the song bird populations recorded in the area.

Site	Agricultural		commercial		employment		Residential	
	m ²	sq/ft	m ²	sq/ft	B2 1:45	B81:90	units	Occupants
Folly	1526	16414	8082	86953	180	90	0	0
Plantation	0	0	0	0	0	0	14	28
Pitt Hall	2727	25688	339	3651	8	4	17	43
Downs	1041	11200	0	0	0	0	0	0
King Johns	0	0	446	4800	10	5	1	3
Croft	0	0	0	0	0	0	2	5
All Sites	8052	82988	11925	128292	190	99	34	79

Downs, King Johns and Croft;

These sites are small and of less significance. There is a straw barn in a wood to the east of Plantation called 'Downs'. Further along this track is King Johns Farm, and here there is a dwelling and a small agricultural barn. In the village of Ibworth there are two property's under the Estate's management called 'Croft'.

There are 8867m² of commercial property over the Estate with and employment ratio of 1 person per 90 m² (taken from B8 car parking requirements) there are potentially 132 people indirectly employed on the Estate secondary to the Estate's in house staff. As some of these buildings have a office element (B2) the employment potential could be argued to a higher number. There is a lower number of occupants (81) in the accommodation units on the Estate than potential jobs created by the commercial units, especially given that some of these occupants are children, and others work for the Estate. The average size of the units is 2.6 occupants per housing unit.

Folly Farm History;

Originally a wooden barn farmstead and well at the silage pits as seen on the 1896 map with no name attached (surveyed 1871 revised 1894). The house on that side of road does not exist either. 1956 -59 saw the erection of 6 chicken sheds, four of these are still in existence (1-4) nearest the A339 and two further up the track were used for the isolation of breeding stock. Folly dairy was built in 1968 (5+6) with expansion into other buildings in 1974 (7+8) and 1976 (9). The 1980's saw further expansion as the herd expanded and required extra straw and young stock barns (10,11,12,13). One of the buildings was modernised in 1994 (7) and by 2000 it was becoming clear that running a dairy unit for 500 cows in the ad hoc layout designed for 80 cows was too inefficient to compete with modern units. The last of the cows were sold in September 2002 and the buildings were made available for rental In early 2004 the entrance to this farm yard was upgraded in accordance with the required sightlines and run off areas for the B8 units that have replaced the dairy enterprise. The buildings have been improved since the closure of the dairy enterprise. Open buildings are of little use to arable production because of security and pest control. Some of the buildings have been reroofed as part of the ongoing maintenance program. There was a high local demand for warehousing and workshop units so many of the buildings on the site have been let out.



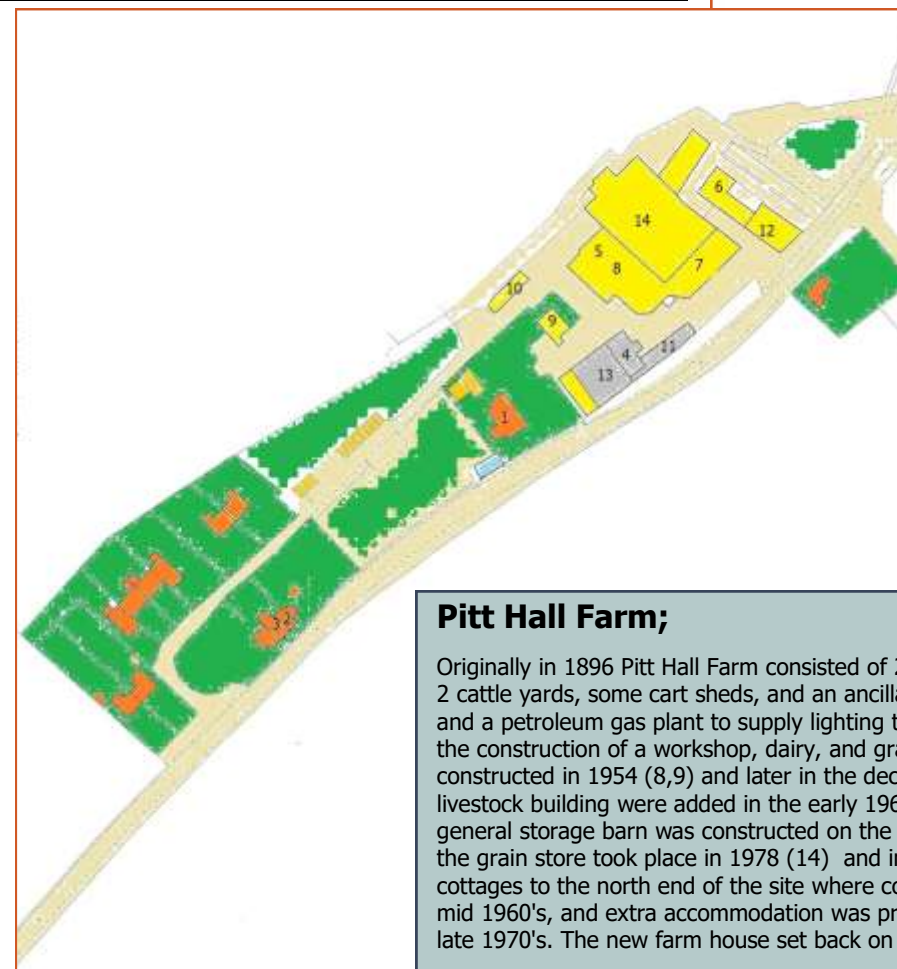
Plantation Farm;

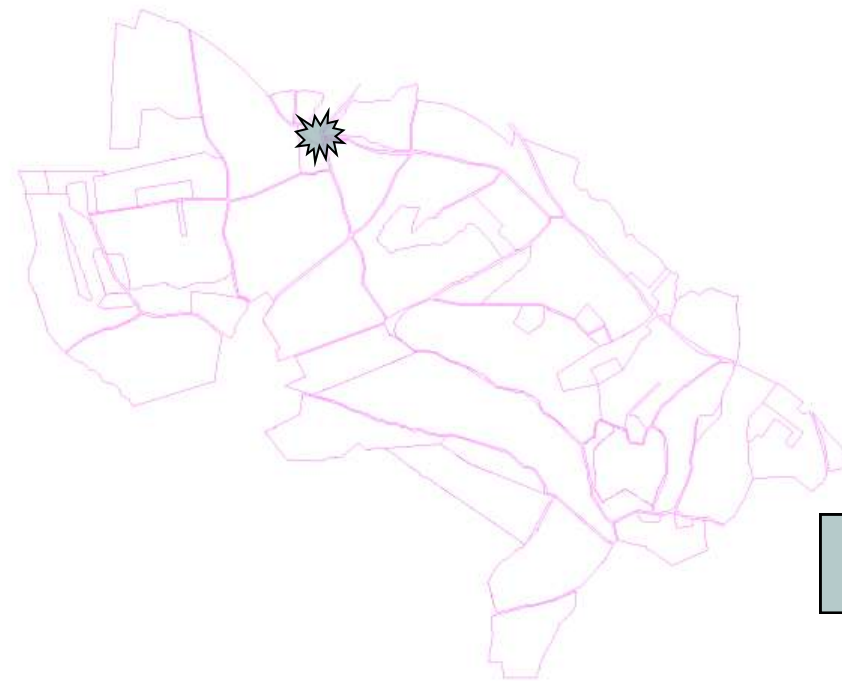
Originally this consisted of the main farm house with a well and pump house, stables and farm buildings in a courtyard. Two further barns and two workers cottages were on the site in 1895. The farm was originally used for timber and sheep production, and then a saw mill was one of the early buildings to be added (1). When the farm came into the Estate in the early 1950's a pig enterprise was established and the saw mill was converted into a piggery. As the enterprise expanded extra buildings were built in 1957 (2) 1959 (3) and further in 1963 (4). A rabbit skin enterprise was set up in 1965 (5) and a dairy building was built in 1968 (6) but ultimately this became a pig building when the decision was made to bring the system indoors. A grain store was set up in the early 1980's (7) and extra straw storage was created in 1996 (8) after a fire destroyed some of the piggery buildings. The pig enterprise was closed down in 1998 when the buildings were condemned on welfare issues and the market was at an all time low meaning refurbishment was futile. As the original farm house had been split up

and converted to several workers accommodation units prior to the 1950's a new farm house was built in 1958, and up to four residential caravans adjacent to the old pump house have been used for workers accommodation since the 1950's. The older section of the site was converted into residential accommodation between 1996 and 2003, while the rest of the more modern but less picturesque buildings still await development with the exception of a few stable units and garages. In 2014 an agreement was made with the landlord to release a large degree of the buildings from the company tenancy leaving most of the housing stock in the Tenancy but not the other buildings

Pitt Hall Farm;

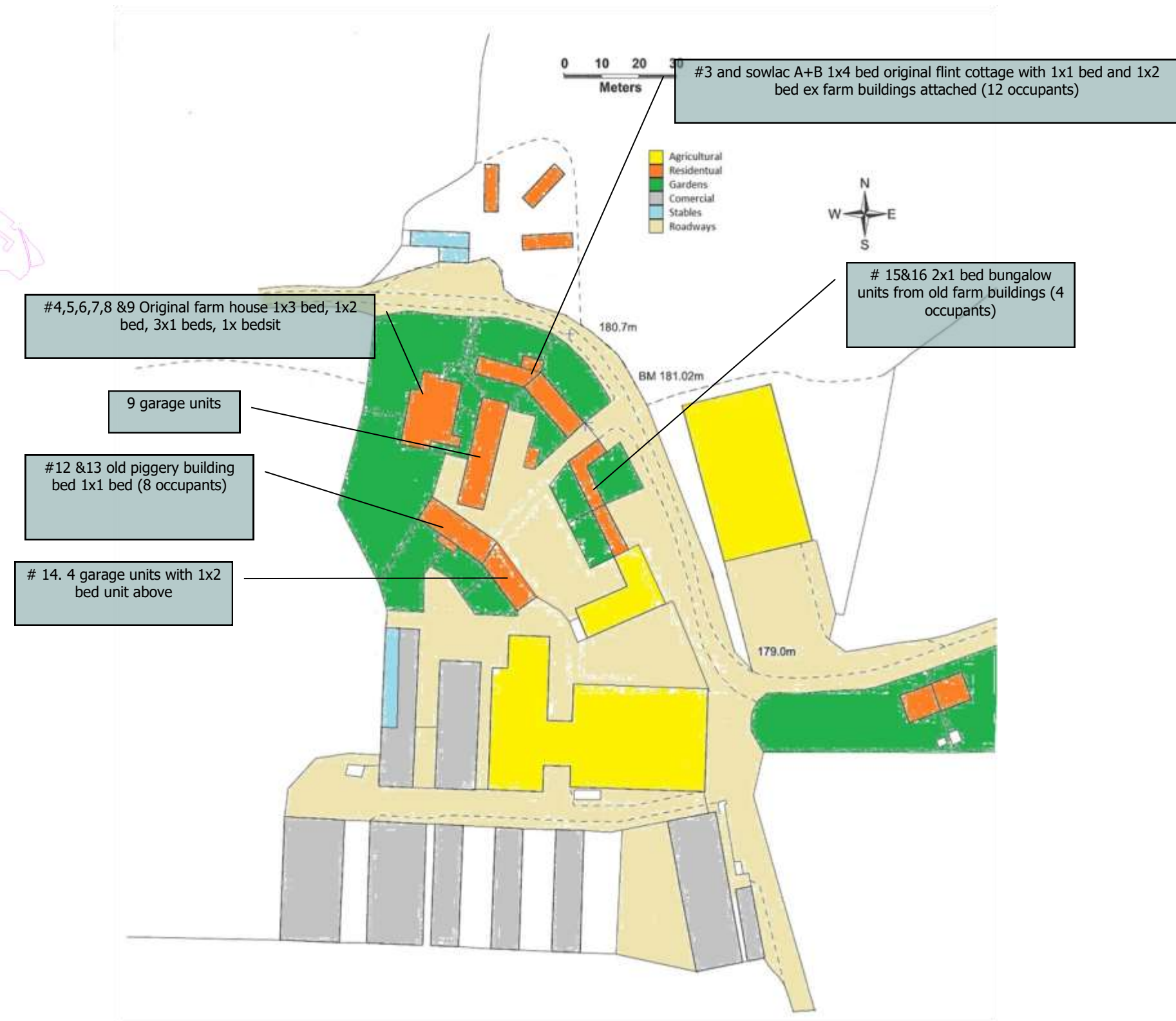
Originally in 1896 Pitt Hall Farm consisted of 2 cottages (2,3) a farm house (1), a stable block, wooden (4) barn, 2 cattle yards, some cart sheds, and an ancillary building. A well with windmill and rain water collection system and a petroleum gas plant to supply lighting to the farm house and stable block were also there. The 1940's saw the construction of a workshop, dairy, and grain dryer (5,6,7) Extra grain storage and a farm office were constructed in 1954 (8,9) and later in the decade a machinery storage shed (10). A tractor shed and extra livestock building were added in the early 1960's (11,12) along with slurry lagoons to the east of the site. A general storage barn was constructed on the site of the old stables, and a cattle yard in 1974 (13). Expansion of the grain store took place in 1978 (14) and in 1982 it modernised and put under one single span roof. The cottages to the north end of the site where constructed for staff accommodation from the 1940's through to the mid 1960's, and extra accommodation was provided in the form of two caravans from the early 1950's till the late 1970's. The new farm house set back on top of the hill was added in 1975.

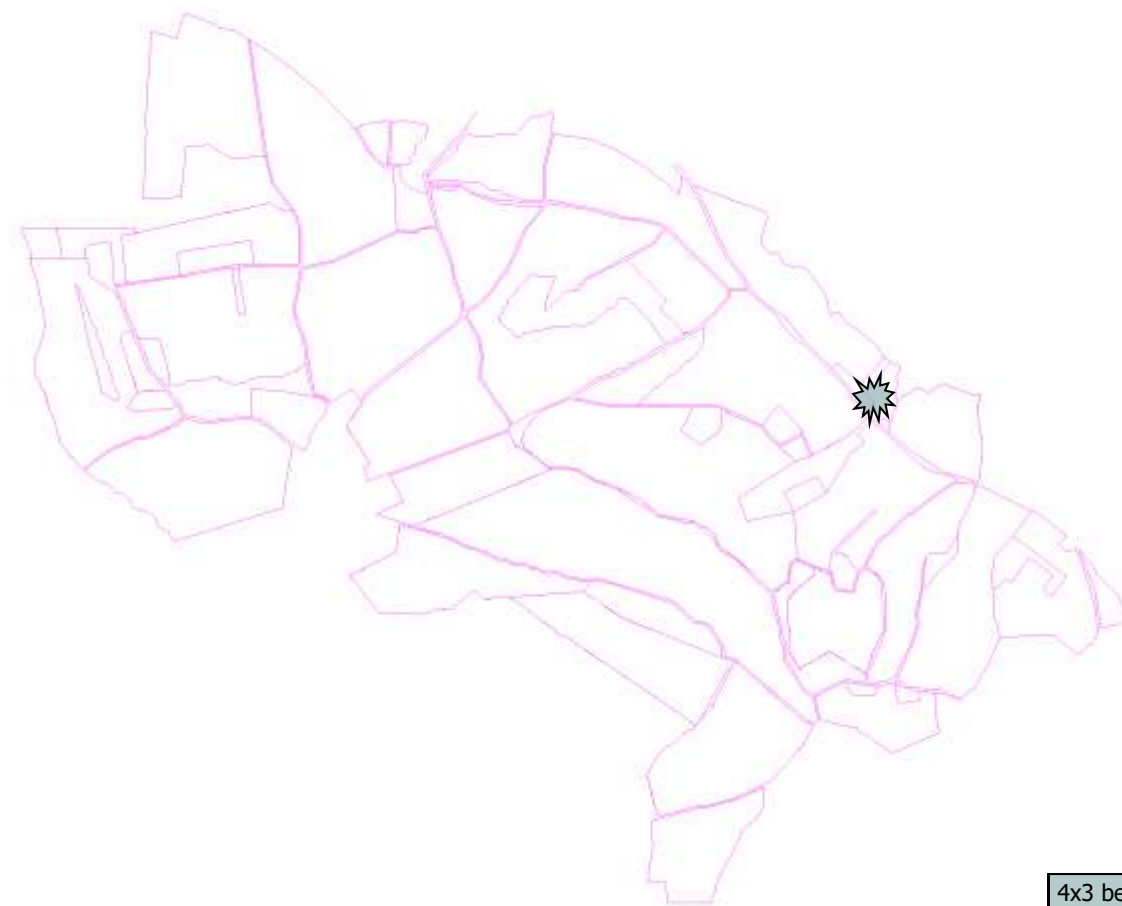




Plantation Farm is a quiet, picturesque site with generally very little activity. It is busiest during the autumn when the grain store is in use. Access is via one of two single track roads.

The Residential buildings on the site are generally of a high standard with the exception the original farm house has been extended in an ad-hoc manor over the years. This is due to be knocked down and replaced by the Landlord at which time it will be removed from the company tenancy.



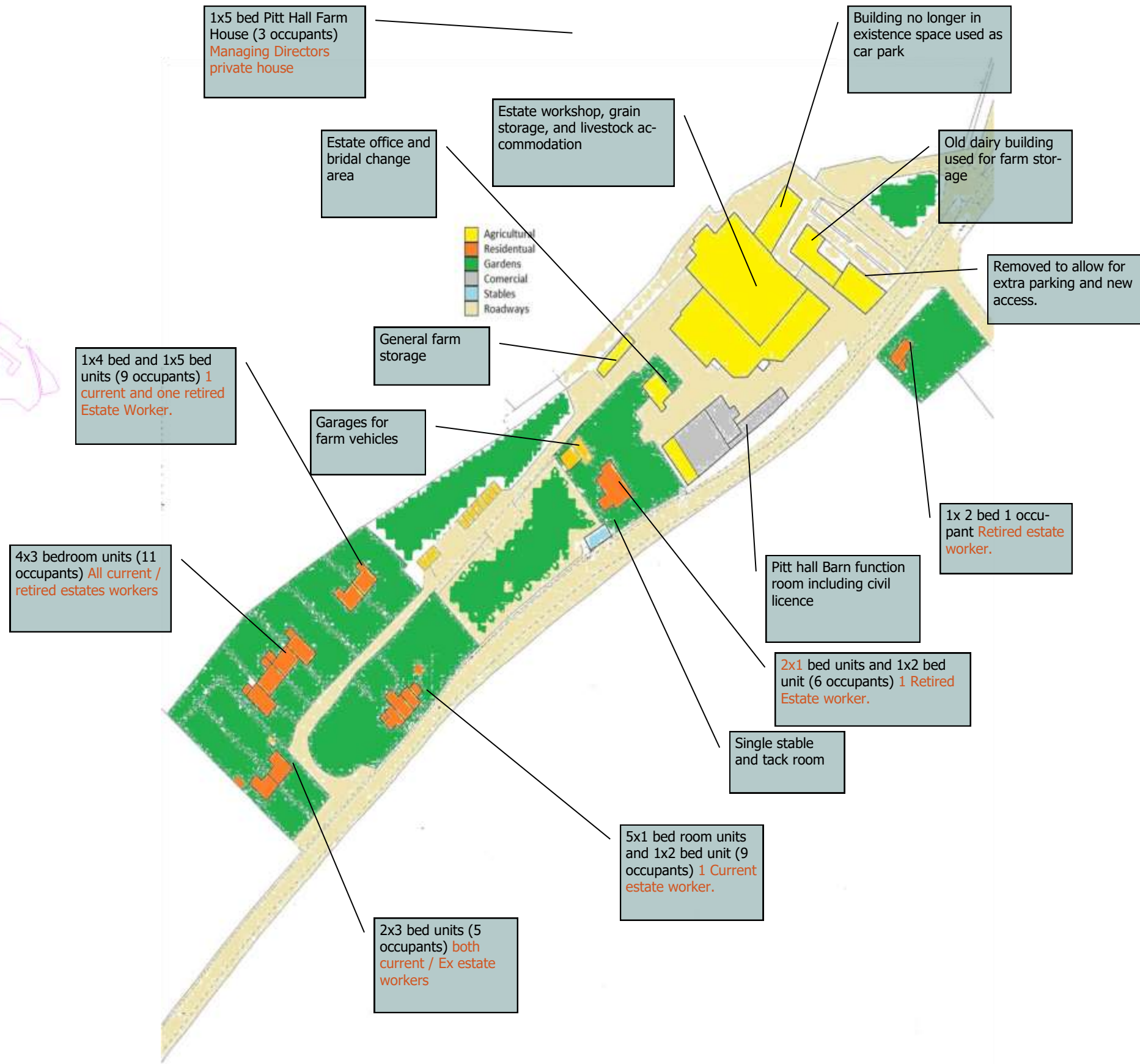


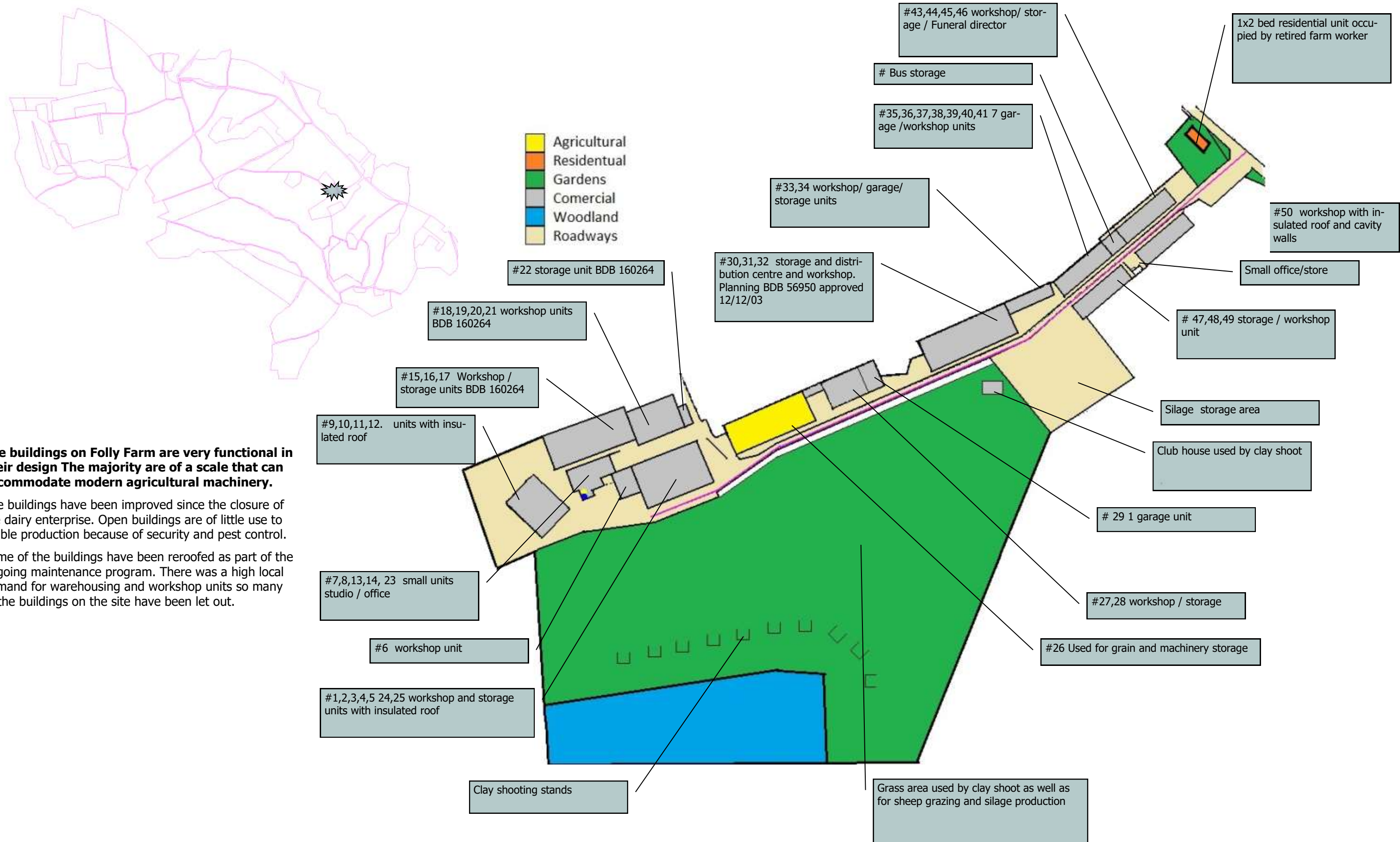
Pitt Hall Farm is the main farmyard and Kingsclere Estates has operated from this yard since the beginning. The agricultural buildings in the yard show that they were created in a time when machinery was much smaller.

The central agricultural building is the only one that is used by the farm. The rest are used for storage, and too low for modern tractors. The older roof sections around the grain store have recently been replaced to extend the life span of these buildings.

The front of the grain store was replaced in 2009 and this was done in brick and wooden lapboard to continue the theme of the function room. The most westerly set of garages are falling into disrepair and they will need work done in the next 2-3 years. The most easterly farm buildings are also in need of attention within a 5-6 year time frame as they are also in a poor state of repair.

Despite all of this, the appearance of the yard is clean and tidy and there is a sense of direction architecturally. Work is being carried out on the main entrance as the sightlines are well below standard.





The buildings on Folly Farm are very functional in their design The majority are of a scale that can accommodate modern agricultural machinery.

The buildings have been improved since the closure of the dairy enterprise. Open buildings are of little use to arable production because of security and pest control.

Some of the buildings have been reroofed as part of the ongoing maintenance program. There was a high local demand for warehousing and workshop units so many of the buildings on the site have been let out.

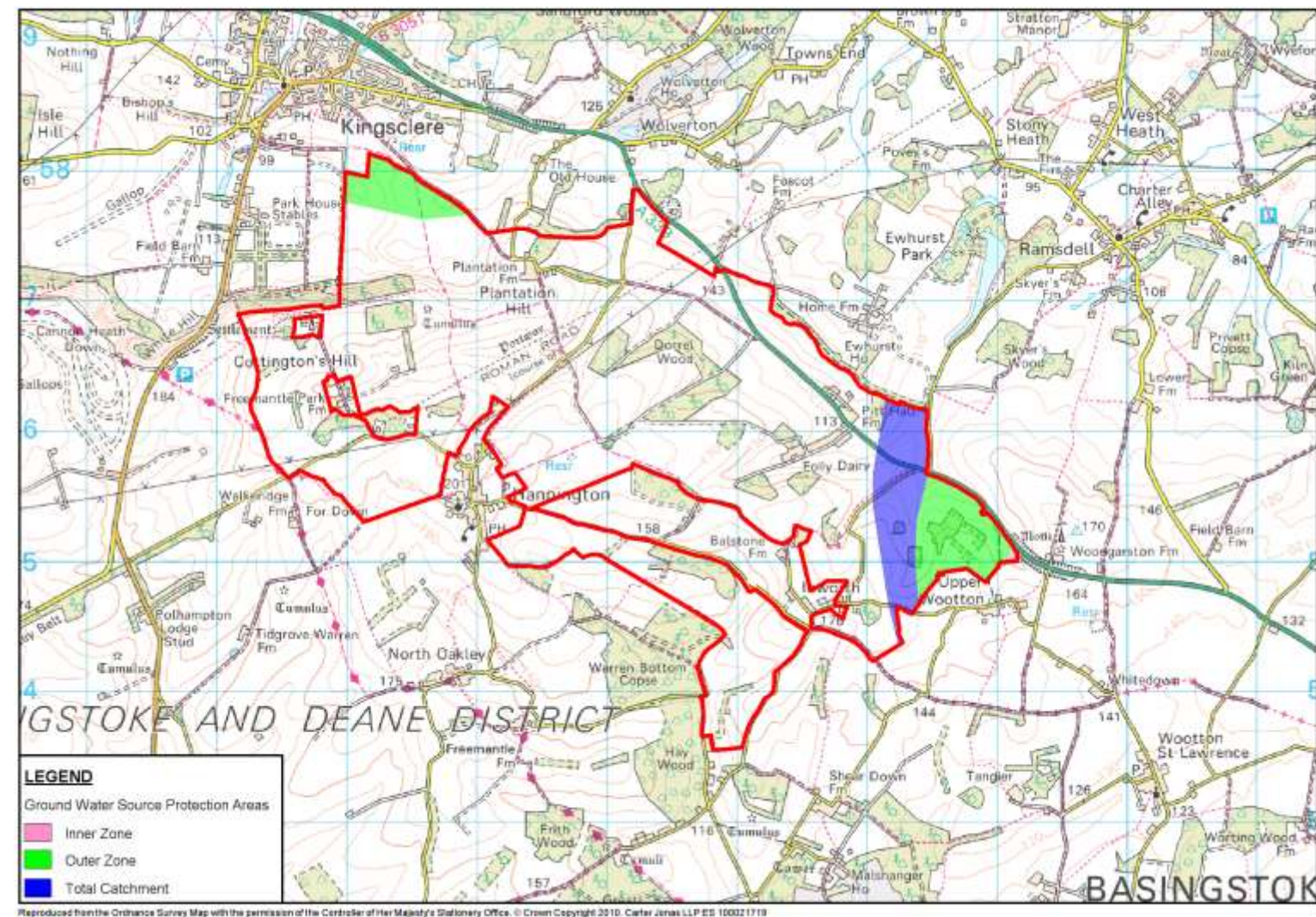
All of the Kingsclere Estate's operations both farming and the diversified business leave a "footprint" on the natural environment. The Company, as a responsible land owner fully recognises its stewardship role, and is concerned to reduce the environmental impact of its operation.

There are no above ground water courses so there is no need for any buffer zones along ditches etc. The source protection zones are of relevance when it comes to the application of sewage sludge. The whole estate falls under Nitrate Vulnerable zones (NVZ) this restricts the levels of nitrogen that can be applied to the holding in a given year.

The water, electricity, fuel, use has also been recorded here since 2010 to give an idea of our wider impact on the local resources. In the longer term we aim to compare these figures against the output of the estate to show a margin between resources used and resources produced but this is still work in progress.

All of the water use on the estate comes from the private bore hole which is sunk at Pitt Hall Farm and is then pumped to various reservoirs around the estate.

With the introduction of the new farming system we should see a reduction in tractor fuel and electricity use but a slight increase in water use in the years to come.



		2009 - 10	2010 –11	2011 - 12	2012 -13	2013 -14	2014 -15	2015 -16	2016 -17	2017-18	2018-19	2019-20
Water use	m3 per annum March - March	15983	24979	23562	20260	15846	19701	22048	17634			
Electricity use	Units Per annum June - June	302336	296394	417300	237314	188063	182835	266838	301907	293389	301372	
Tractor fuel Use	Litres Per annum June - June	50583	60916	62013	66213	50221	46376	39270	216119	31222	46085	50677
Road fuel use	Litres Per annum June - June	5059	4077	4328	4444	5264	5589	4286	3543	3836	3029	3993
Heating fuel use	Litres Per annum Sept –Sept	14949	14603	9823	9101	7002	6642	5406	3200	9415	5271	

Kingsclere Estates Ltd has regard to policy guidance expressed at all levels of planning.

In managing the Estate and developing the countryside in general, Kingsclere Estates Ltd will draw upon the following guidance to ensure the continued long-term growth of the business, in accordance with the Estate's overall vision and strategy

PPS1 (Delivering Sustainable Development).

- Improving people's quality of life;
- Contributing to sustainable economic growth;
- Protecting and enhancing the natural and historic environment, the quality and character of the countryside; and,

Ensuring high quality development through good and inclusive design, and the efficient use of resources.

PPS3 (Housing).

- High quality housing that is well-designed and built to a high standard;
- Housing developments in sustainable locations, which offer a good range of community facilities and with good access to jobs, key services and infrastructure; and,

Making efficient and effective use of land, including re-use of previously developed land where appropriate.

PPS4 (Planning for Sustainable Economic Growth).

- Building prosperous communities by improving economic performance in both urban and rural areas;
- Reducing the gap in economic growth rates between regions, promoting regeneration and tackling deprivation;
- Deliver more sustainable patterns of development; and,

Raising the quality of life and the environment in rural areas by promoting thriving, inclusive and locally distinctive rural communities whilst continuing to protect the open countryside for the benefit of all.

PPS7 (Sustainable Development in Rural Areas).

- Raise quality of life and the environment in rural areas;
- Promote more sustainable patterns of development;

Improve economic performance so that all are able to reach their full potential; and, Promote sustainable, diverse and adaptable agricultural sectors.

PPS9 (Biodiversity and Geological Conservation).

- Conserve, enhance and restore the diversity of England's wildlife;
- Promote more sustainable development; and,

Contribute to rural renewal.

PPG15 (Planning and the Historic Environment).

- Conservation of the wider historic landscape;
 - Preserving and enhancing the character and appearance of conservation areas;
 - Preserving the setting of listed buildings; and,
- Affording the highest protection to Article 1(5) land.

The Development Plan.

As a consequence of changes to the planning system, the Hampshire Structure Plan Review (Saved Policies) ceased to have any effect from the 06th May 2009. Therefore, the Development Plan for the area is the Basingstoke and Deane Borough Local Plan Review Saved Policies (July 2009).

Basingstoke and Deane Borough Local Plan Review – Saved Policies (July 2009).

Policy D6 (New Residential Accommodation in the Countryside) – In accordance with this policy, Kingsclere Estates Ltd will continue to seek new residential accommodation in the countryside where appropriate.

Policy D7 (Essential residential property in the countryside) – residential accommodation which directly supports a farm diversification scheme may be considered appropriate

Policy D9 (Rural Brownfield Sites) – The growth of our business will benefit from realizing opportunities within the Estate to redevelop previously developed sites within sustainable locations.

Policy E1 (Development Control) – This is a general development control policy applicable to all planning applications. The Estate has an extensive track record of successfully putting forward development proposals that accord with the stringent requirements of this policy. This will continue to be the case in the future.

Policy E6 (Landscape Character) – In accordance with this policy, Kingsclere Estates Ltd will continue to put forward proposals for new development that is of a high standard of design, makes efficient use of land, respects neighboring occupiers, and does not result in inappropriate traffic generation or compromise highway safety.

Policy E7 (Nature/Biodiversity Conservation) – Kingsclere Estates Ltd is committed to enhancing the biodiversity of the receiving environment and ensuring the protection of nature conservation interests.

Policy EC5 (Live/Work Units) – Kingsclere Estates Ltd recognize the sustainability benefits attached to the live work concept and will explore this further in the future.

Policy EC6 (The Re-Use of Buildings in the Countryside) – In line with the requirements of this policy, Kingsclere Estates Ltd will continue to look at re-using former agricultural buildings for alternative purposes where it will support the existing business.

Policy EC7 (Farm Diversification) – Where appropriate, Kingsclere Estates Ltd will look at different ways in which to supplement their farm income through some form of diversification. There are already a number of examples within the Estate where diversification has been successful.

Policy C1 (Section 106 Contributions) – Kingsclere Estates Ltd recognizes the need to provide necessary infrastructure and community facilities to allow a particular development to proceed.

We strongly encourage the Council to re-invest any monies back into the Estate to enhance the existing physical and social infrastructure within this area.

Policy A2 (Encouraging Walking, Cycling and the Use of Public Transport) – Kingsclere Estates Ltd are committed to reducing the need to travel by the private car. There are examples within the Estate where Travel Plans have been successfully implemented into a development scheme.

Supplementary Planning Documents (SPD's).

Design and Sustainability SPD: This SPD provides additional guidance to ensure that design and sustainability are fully considered in new developments. It reinforces guidance set out in a number of Saved Local Plan Policies, in particular E1, as referred to above.

Farm Diversification and Traditional Farmsteads SPD: This SPD supplements and supports Saved Local Plan Policy EC7 (see above).

Landscape and Biodiversity SPD: This SPD amplifies guidance set out in a number of Saved Local Plan Policies, including E1 & E6.

Local Development Framework.

Basingstoke & Deane Borough Council is in the process of preparing a new-style Local Development Framework, which will eventually replace the Local Plan. The Council is currently focusing its resources on preparing a Core Strategy, which will provide the overarching policy framework for the District, with adoption programmed for October 2011.

Kingsclere Estates Ltd will seek opportunities during the course of the Local Development Framework to promote land within the Estate to assist in meeting social, environmental and economic change within the Borough up until 2026.

Kingsclere Estates Ltd has a long planning history associated with it as the records opposite demonstrate.

In managing the Estate and developing the countryside in general, Kingsclere Estates Ltd has followed planning policy guidance to respond to the changes in the agricultural sector. The schedule of planning applications that have been submitted at the four main farmyards, illustrates the Estate's commitment to ensuring the continued long-term growth of the business, in accordance with the Estate's overall vision and strategy.

The first application found on the Council's web site dates back as far as 1982 (BDB/14047), which was a simple planning application for the erection of a silo cover with two lean-to's for general use at Plantation Farm. Since this time, there has been a collective total of 38 planning applications submitted to the Local Planning Authority at Folly Farm, Pitt Hall Farm, Plantation Farm and King Johns Farm. The majority of these applications have been refused by the Local Planning Authority (55%). There have been a number allowed on Appeal following refusal.

The Estate acknowledges that at times there has been an 'ad-hoc' approach to planning, however, the intention of this plan is to outline their intent in working *with* the Local Planning Authority to ensure that the long term development of the estate is set out clearly and secured in a manner which reflects planning policy guidance at all levels.

A structured approach to planning will allow the Estate to feed into the Government's objectives expressed within PPS1, PPS3, PPS4, PPS7, PPS9 and PPG15, whilst also allowing them to develop for the long term through making best use of resources and investing in the community. The strategic development of a large estate such as this is underpinned by sound planning decisions. The Estate believes that the success of this is driven by setting out and agreeing a long term vision with the Council and engaging with them closely to ensure that it is delivered in a manner that reflects the needs of both parties.

Pitt Hall Farm

App No.	Proposal	Decision
BDB73620	COU of agricultural building to function room, including alterations to access arrangements, parking provision and landscaping, alterations of existing agricultural building (part retrospective)	Granted
BDB71890	COU of agricultural building to function room, and new vehicular access	Withdrawn
BDB71467	COU of agricultural building to function room.	Withdrawn
BDB35676	Erection of replacement agricultural building to house dairy cows	Granted
BDB19623	Use of ground floor as office & first floor as domestic	Granted
BDB15990	Extension to grain store	Granted
BDB15894	Continued siting of 2 caravans	Granted
BDB14901	Erection of general purpose barn	Granted

Folly Farm

App No.	Proposal	Decision
BDB69416	Erection of Poly Tunnel	Prior approval required
BDB60264	COU of bulding from cattle to wholesale warehouse and yard area	Granted
BDB59125	COU from agriculture to keeping of Horse	Refused
BDB56950	COU from Agriclutlure to B8	Granted
BDB55163	COU from agriculture to B8	Refused
15/00870/FUL	Errection of replacement buildind for Car repairs and stor-	Granted
15/03687/RET	COU From Ag buildings to a mix of B1,B2 and B8	Granted
16/00348/RET	COU from Ag buildings to a mix of B1 and Sui generis	Granted
18/02019/FUL	Landscaping works inc. 4 no. ponds	Granted

King Johns Farm

App No.	Proposal	Decision
BDB73700	Application for use of structure as single dewlling	Granted
BDB72151	Erection of Live/work unit	Refused
BDB72152	Creation of live work unit through renevation of mobile home and part conversion of agri building	Refused
BDB39221	Siting of moibile home for tempory 3 year period to be used as agricultural workers dwelling	Refused
BDB37922	Erection of agricultural workers dwelling	Refused

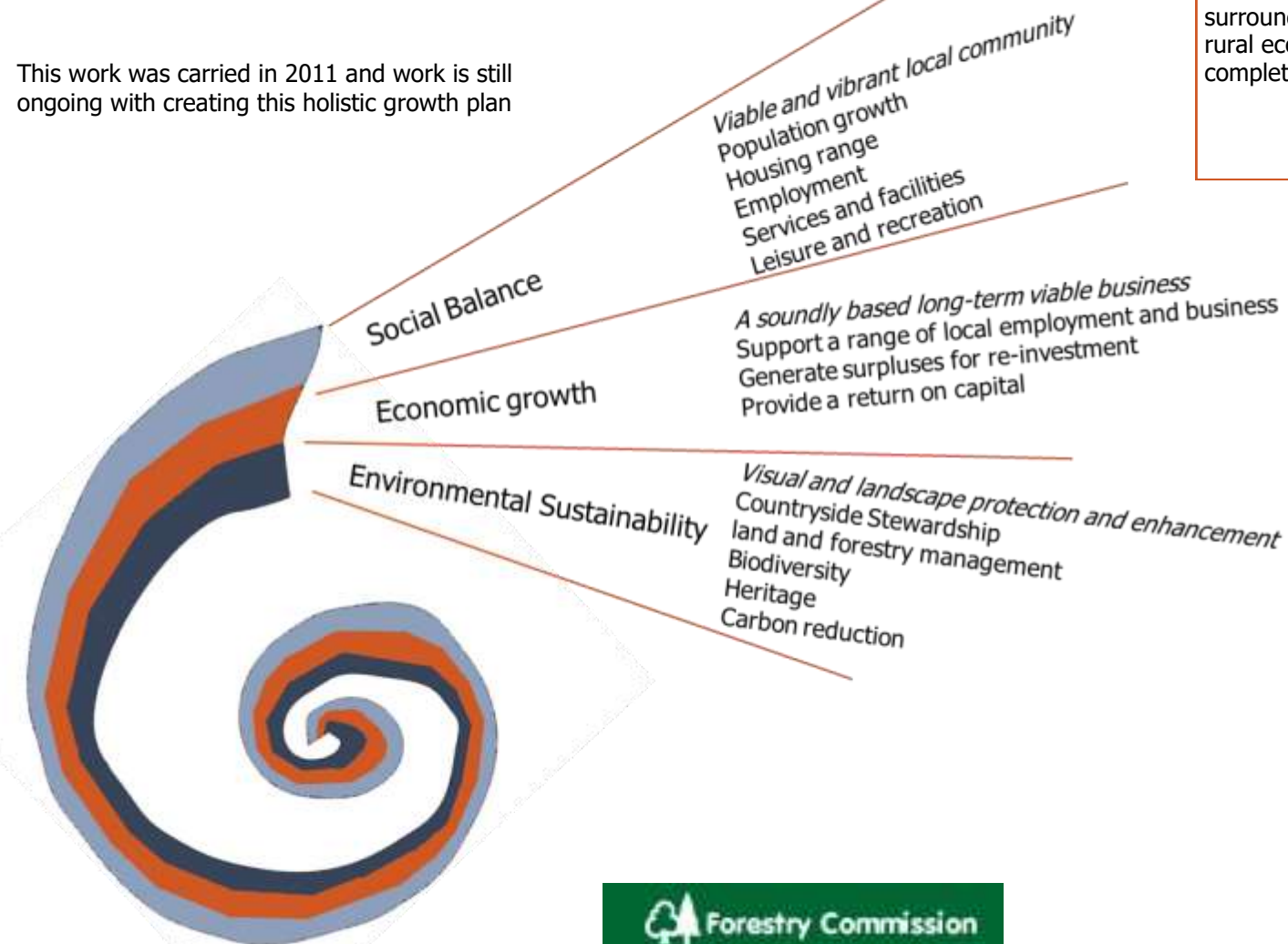
Plantation Farm

App No.	Proposal	Decision
BDB69997	Pt conversion of agri building to 2 #3 bedroom residential dwellings	Refused
BDB67894	Conversion of agri building to 1 #1bedroom and 2 # 2 bedroom dwellings	Refused
BDB55641	COU of farm building to 2 bed residential unit	Refused
BDB55280	Conversion of agricultural barn to residential use	Granted
BDB54583	COU of farm buildings to 1 bed residential unit	Refused
BDB54136	Conversion of agricultural barn to residential use	Refused
BDB53494	Conversion of agricultural barn to residential use	Refused
BDB50350	COU from agriculture to B1	Granted
BDB50366	COU of farm buildings to dwellings	Granted
BDB48355	Conversion of barns to form #5 dwellings with gar- ages and associated parking	With- drawn
BDB47534	COU of rural buildings to B1 and B8	Refused
BDB44852	Erection of a detached double garage	Granted
BDB40261	Conversion of sow lac building to residential	Granted
BDB39320	Erection of straw barn	Granted
BDB39359	Rebuilding of former piggery to provide agriculture store	Refused
BDB38861	Erection of garage and shed	Refused
BDB37459	Conversion of sow lac building to dwelling	Refused
BDB37138	Conversion of sow lac building to dwelling	Refused
BDB35490	Conversion of agricultural building to agricultural workers dwelling	Granted
BDB34599	COU of agricultural building to B1	With- drawn
BDB14047	Erection of silo cover with 2 lean-to's for genral use	Granted

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.

This work was carried in 2011 and work is still ongoing with creating this holistic growth plan



There is a strong desire for more communication and interaction between the stakeholders and the public, As well as this the stakeholders and public wanted a greater deal of interaction with the estate. There is a call for more access to the estate, but this needs to be balanced with the need to control access due to the de-valuing effect that too much 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 is highly valued and is 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. This 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 facilitate this work alongside other stewardship scheme's they have a target of seeing 2% (20ha) of farm land put aside for conservation but would like to see 7% (70ha). 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 spectacle for leisure and tourism.

