



CHAPTER 3: WORKING WITH STAKEHOLDERS

"It's not about winning an argument but about creating a better outcome".

The Environment Council, 2001

INTRODUCTION TO THE ENGAGEMENT PROCESS

This section sets out how the stakeholder and public engagement was structured.

The engagement processes gathered both experiences of people on the ground who know the landscape well and also wider consultation with the public whose engagement with the landscape is less clearly defined.

The processes material and transcripts from the engagement work is included in Appendices C-H.

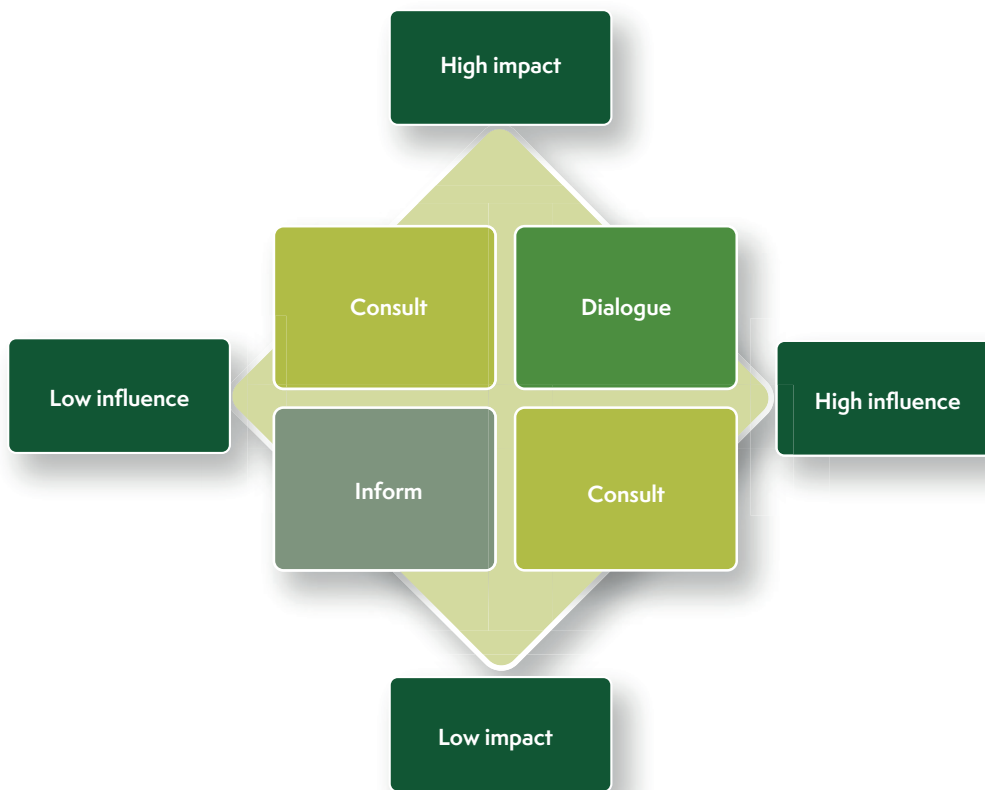
IDENTIFYING STAKEHOLDERS AND PARTNERS

Resources 4 Change worked with the SDNPA to generate a long list of potential stakeholders. This list was refined by using a Stakeholder Engagement matrix based on:

- **Impact** = the degree to which stakeholders will be impacted by the results/implementation of the project.
- **Influence** = the degree of influence that stakeholders have over the results / implementation of the project.

The stakeholder engagement matrix is used to identify the most appropriate way to engage with a range of stakeholder types and is the first step in designing an engagement strategy.

Figure 9 shows the relationship between the degree of impact /influence a stakeholder has and the type of engagement which would be used:

FIGURE 9: THE RELATIONSHIP BETWEEN INFLUENCE, IMPACT AND ENGAGEMENT

DECIDING ON THE TYPE OF ENGAGEMENT FOR STAKEHOLDER TYPES

The stakeholder list was then categorised by National Park Authority officers working with Resources for Change to produce a comprehensive list of stakeholders and the type of engagement which would be most effective for them – see Figure 10 overleaf:

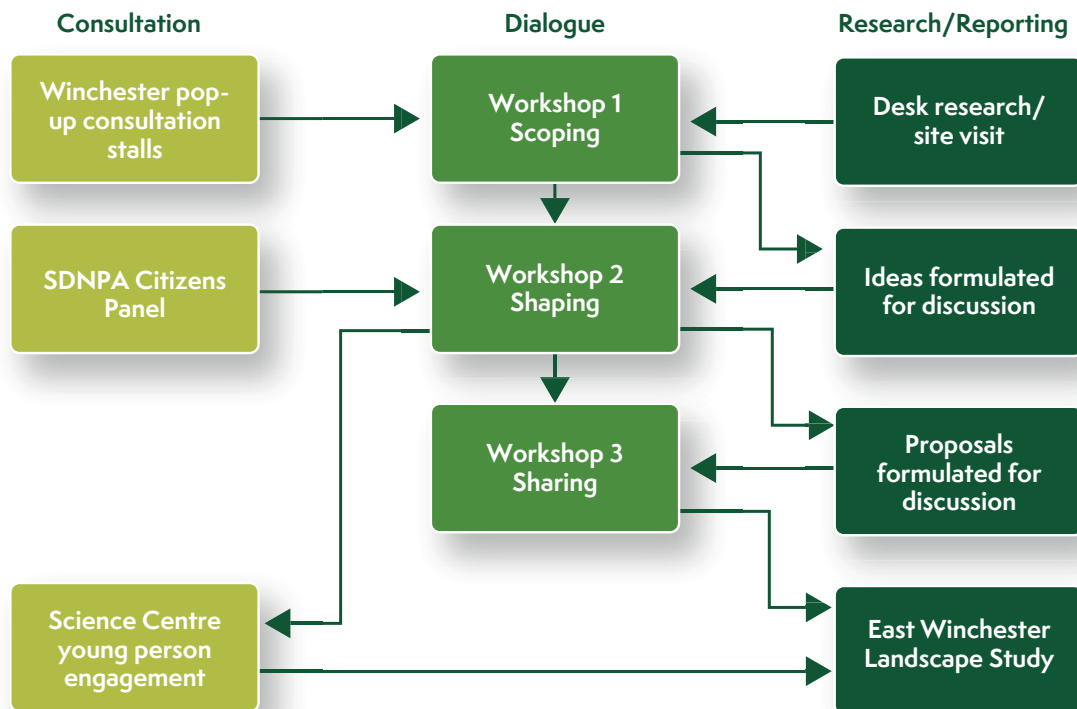
FIGURE 10: THE ENGAGEMENT STRATEGY

Type of engagement by stakeholder groups	
Lower influence	Higher influence
Consult	Dialogue
<ul style="list-style-type: none"> ■ Residents in East Winchester. 	<ul style="list-style-type: none"> ■ Landowners / Farmers ■ Conservation Non-Governmental Organisations with an interest in the area ■ Local Access fora ■ Other recreational / outdoor groups ■ Local Authorities inc. Parish Councils ■ SDNPA Officers with local knowledge ■ SDNPA Members local or with special interest in the area
Inform	Consult
<ul style="list-style-type: none"> ■ Schools ■ Youth Groups ■ Visitors / Tourists ■ Wider Winchester residents 	<ul style="list-style-type: none"> ■ Statutory Agencies ■ Southern Water ■ Local residents east of M3 ■ Local Businesses ■ Civic / Heritage Societies

CONSULTING WITH STAKEHOLDERS

For the different categories of stakeholders identified above a process of engagement was devised and consisted of the following activities: (see Figure 11 below and detailed descriptions to follow);

- Three stakeholder workshops (May, July and October 2019)
- Winchester Town centre pop-up consultation stalls (April 2019)
- An online Citizens Panel consultation (June 2019)
- Young people’s engagement event (September 2019) hosted at Winchester Science Centre.

FIGURE 11: DIAGRAM SHOWING THE RELATIONSHIP BETWEEN THE DIFFERENT ENGAGEMENT METHODS FOR THE STUDY

DESCRIPTION OF THE DIFFERENT ENGAGEMENT METHODS

SDNPA CITIZENS PANEL

The SDNPA run a Citizens Panel³⁷, enabling them to seek feedback on topical issues on a regular basis from a wide range of people with an interest in the South Downs National Park. In spring 2019 the local panel members (selected by postcode) were invited to take part in a survey related to the Winchester area. They were then asked a series of questions related to the East Winchester Landscape Study. Being an online rather than a street-based survey, it was possible to explore issues in greater depth, covering a range of topics such as;

- (i) Why do people visit the park and what activities do they undertake?
- (ii) What barriers exist to accessing the park?
- (iii) How might connections to the study area be improved?
- (iv) Where do Panel members like to visit?

- (v) Which factors are important when out in the landscape?
- (iii) Has the landscape changed much?
- (iv) What factors affect enjoyment of the Park in the study area?

CITY CENTRE POP-UP CONSULTATION STALLS

Pop-up consultation stalls were held in Winchester City to engage with a wide range of members of the public in the city and to understand where they go to visit the countryside and why they choose those destinations (see photo in Figure 12 below).

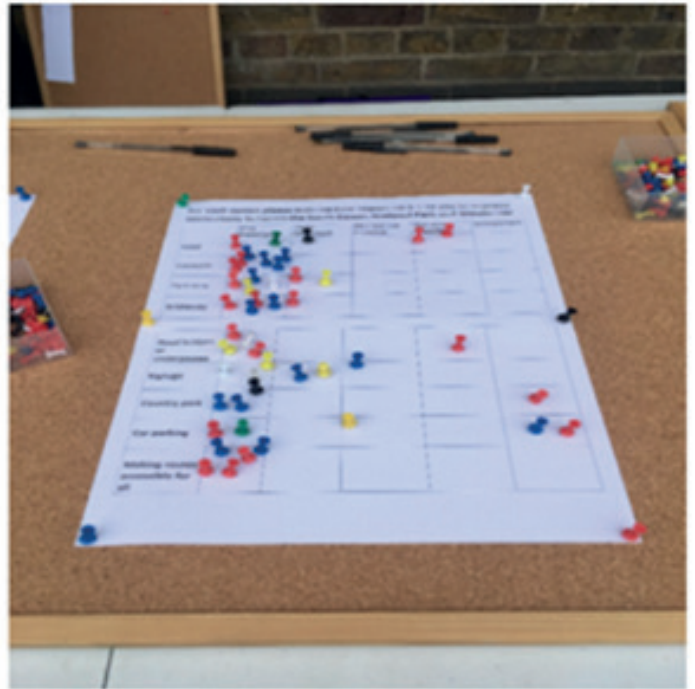
Pop-up consultation stalls were run at the following locations in Winchester on 16th and 17th April 2019, during the school Easter Holidays:

- Winchester Railway Station;
- Winchester Leisure Centre; and
- Winchester High Street Market.

The methodology for the pop-up consultation stalls is presented in Appendix D.

37 southdowns.gov.uk/volunteering/Citizens-panel-2/

FIGURE 12: POP-UP CONSULTATION IN WINCHESTER APRIL 2019



YOUNG PERSONS' CONSULTATION EVENT

The young persons' consultation event was carried out at the Winchester Science Centre in the October half-term 2019 to find out about their experiences of being in the countryside, what they like to do there, whether they like more time outdoors and what kind of places do they like to visit. The results could then be compared with the landscape of the study area to see how it performs against these preferences.

THE THREE WORKSHOPS

Three workshops were hosted between spring and summer 2019 to which key stakeholders were invited. Each workshop was structured to follow a logical progression through the work stages of the study in parallel with the desktop and field work and other engagement work by the consultants. This enabled each part of the study process to feedback and inform the consideration of the issues, ideas and formulation of possible solutions. The workshop topics are set out in Table 4 below

TABLE 4: THE TOPICS FOR THE 3 ENGAGEMENT WORKSHOPS

Workshop 1 May 2019 Landscape Framework	Test the Local Character Assessment as a framework for the study
	Present and consider the results of the community pop-up consultation.
Workshop 2 July 2019 Vision & Aims Development	Discuss the issues /opportunities in the study area.
	Present and consider the results of the Citizens Panel.
	Look at the analysis of the issues and consultation results so far.
Workshop 3 October 2019 Forward Planning	Discuss the vision for the area and what it might be in 2050.
	Evaluate the initiatives.
	Present and consider the Forward Plan
	Think about next steps.

RUNNING THE WORKSHOPS

The approach at each workshop was to create an environment where people could openly share their opinions and ideas. The workshops were designed and facilitated by the consultant team to be open and participative with the rules of the workshop set out at the beginning of each session. Figure 13 below sets out the structure and purpose of each of the three workshops and the discussion topics.

The agenda for each workshop was structured to create a range of short sessions including small break out groups, discussion and plenary sessions, and presentations. This format enabled all those present to have an input and kept the workshops from being dominated by long winded discussions.

SHARING INFORMATION – ‘THE WHOLE LANDSCAPE IN THE ROOM’

With this approach, stakeholders get to hear and understand the sometimes-differing views of other users of that landscape. They get the opportunity to consider how the solution to one issue might impact upon another, and to better understand the

connections between all aspects of the landscape for both people and nature. In considering issues in the round there is also potential for join up and cross sector information sharing which can create new and innovative approaches. The principle of the workshop process was to have the *‘the whole landscape in the room.’*

During the workshops stakeholders worked together to co-create a vision for the landscape and a series of initiatives that will help deliver that shared vision. In the space of three workshops it was not be possible to create consensus around everything, but rather aim to achieve broad support for the ‘direction of travel’ and a shared understanding of how initiatives within the emerging Forward Plan could be developed.

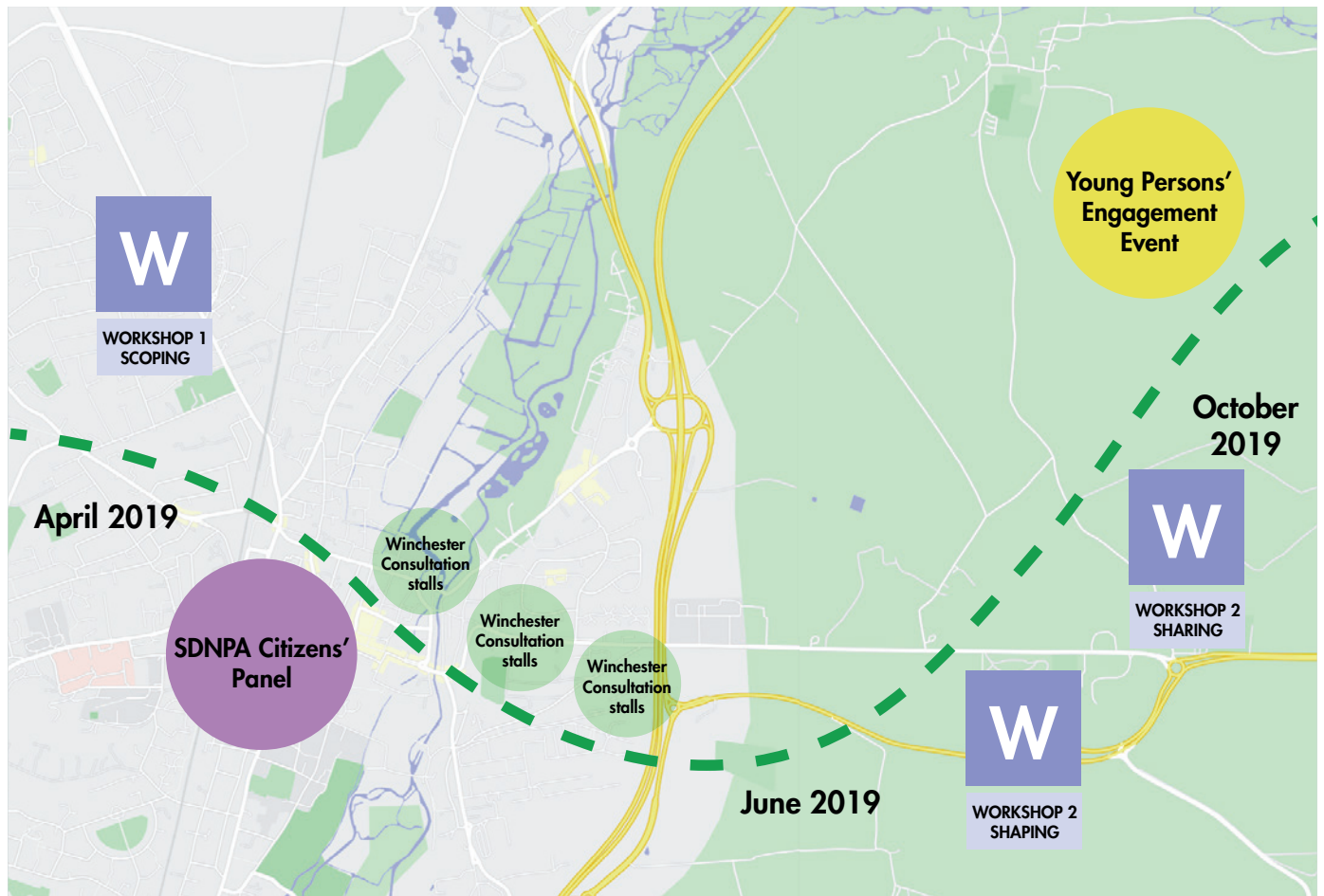
The output from each workshop was written up as a ‘transcript report’ (Appendix C-H), which was shared with those present. Information from the workshops has been also transcribed onto various maps – also included in Appendices C-H.

To sum up – the sequence of engagement throughout the project is shown in Figure 14.

FIGURE 13: THE STRUCTURE OF THE THREE WORKSHOPS FOR THE LANDSCAPE CONVERSATION



FIGURE 14: THE SEQUENCE OF STAKEHOLDER ENGAGEMENT ACTIVITIES





CHAPTER 4: THE FINDINGS OF THE STAKEHOLDER ENGAGEMENT

A WIDE RANGE OF ISSUES

This chapter explores the issues that were raised during the different strands of the stakeholder consultation process via the pop up consultation stalls in Winchester, the Citizens Panel, the young person's event at the Winchester Science Centre, and the three workshops.

THE SDNPA CITIZENS PANEL

The SDNPA Citizens Panel provided views and information from 105 people. Most people were either visitors or residents living in or nearby the study area. Details of all the comments raised and recorded can be explored further in Table 5 below and Appendices C-H

A summary of the main findings are as follows and in Table 5 below:

Why do you visit this part of the South Downs National Park ?

- Panel members mostly visited for a walk or to enjoy the views.
- Accessing open spaces, engaging with nature and tranquility were the top three most important factors when out in the landscape.

What do you think about changes in the landscape over time?

- 26% claimed changes in the landscape had been solely negative, whilst 64% had experienced both positive and negative effects. Only 5% felt that purely positive effects had arisen through change in the landscape.

Panel members were offered a list of possible impacts on the landscape and asked to choose which ones they felt were the most important.

- The top four factors which have a high negative impact on the study area are: Road and traffic noise, new development, antisocial driving and lack of access to public space.

TABLE 5: STAKEHOLDER RESPONSES TO ISSUES IN THE CITIZENS PANEL QUESTIONNAIRE.

Factor	High Impact	Low Impact
Road/ traffic noise	34%	4%
Lack of footpaths	16%	14%
Availability of cycle paths	12%	21%
Availability of bridleways	9%	20%
Quality of signposting	14%	10%
Existence of new building developments	34%	7%
Quality of underpasses or bridges	5%	23%
Access to public open space	25%	13%
Lack of car parking	16%	9%
Cost of car parking	15%	15%
Multiple user of paths	10%	18%
Antisocial driving	31%	9%
Large events & attractions	14%	20%

RESULTS FROM THE POP-UP CONSULTATION STALLS IN WINCHESTER CITY CENTRE

HEADLINES

The Downs seem to be foreign lands to the people of Winchester. They know of them, look at them and appreciate them as a backdrop to the city but they do not interact with them. The city tends to look west, not east.

Poor access out of the city is a key issue and suggestions were made for encouraging more use of the downs – these included providing circular walks, connecting viewpoints and providing the chance to experience wildlife.

THE PARTICIPANTS

Of the 273 people spoken to, 64% lived in Winchester. There was a representation across genders and age ranges although older people were better represented, largely suspected because they possibly have more time to stop and engage.

The involvement in the study area was seen largely as a ‘neighbour’ with views of the landscape. Smaller numbers of people had a direct involvement in the area either by driving through it, visiting, or working in it.

FAVOURITE PLACES

Many people spent quite a lot of time looking at the map of the study area but less than 25% of them were able to identify a favourite place. Discussion with them suggested that this is because they didn’t visit the area. For those who were able to identify a location, the river valley was important to many of them. With regard to downland areas, Cheesefoot Head, Magdalen Hill Down and St Catherine’s Hill were the key locations. Away from the project area (not shown on the map at the consultation) the most often mentioned location was Farley Mount Country Park (a Forestry Commission site) to the west of the city away from the study area.

EXPERIENCING THE LANDSCAPE

Most respondents stated that a walk with views would be their preferred landscape experience. Cycling / mountain biking also featured strongly. ‘Watching wildlife’ was also popular – this relates to the opportunity to experience wildlife while doing other things such as walking (rather than specifically sitting in a bird hide or something similar). ‘Views and wildlife’ are most important but also heritage sites, villages and cultural aspects are also important.

BARRIERS TO THE SOUTH DOWNS NATIONAL PARK

Several barriers were identified. ‘Poor access’ and a ‘lack of information’ are seen as particularly important, ‘confidence’ was also raised with specific comments about the conduct of the military area and the private nature of much of the land. Poor access seems to relate largely to the routes out of Winchester with busy roads, antisocial behaviour and low quality routes being highlighted in the comments as key issues. If people were able to use the current access routes to go onto the Downs, then there seemed to be a lack of knowledge about where they could go and what they could do when they were there. Poor signage and the lack of circular walks was often identified as issues in this respect.

IMPROVING CONNECTIONS

Not surprisingly for people who are keen on walking, the most important way to improve the connections between Winchester and the South Downs would be through the provision of more and better footpaths and cycle ways for those keen on cycling. 'Better Signage and Road bridges and underpasses support this enabling people to start from the city and follow a route into the Downs. It is interesting that car-based access 'roads' and 'car parks' do not feature strongly in these results as comments from people alluded to the fact they don't want more cars. There is real interest in improving access for people with a range of abilities. Paths that are designed for mobility scooters, wheelchairs and buggies and had plenty of benches and access to toilets was seen as important.

RESULTS FROM THE YOUNG PERSONS' ENGAGEMENT EVENT

HEADLINES

In all, 321 young people took part, ranging in age from under 5 to 18yrs old, with slightly more girls than boys taking part. A significant number of visitors to the Science Centre appear to travel quite a distance, 48% of those who took part were from outside Hampshire, so the results should be seen as general rather than specifically relevant to the landscape east of Winchester.

The engagement was framed as about 'being outdoors' rather than 'in the landscape' to try to find out where young people like to go and what they liked to do. The results were as follows:

- 79% felt that they should spend more time outdoors.
- The favourite place they liked to go 'outdoors' was the coast.
- In respect of South Downs National Park type landscapes, they preferred visiting woodlands and river valleys to open hills and fields. (Pictures of the different places to help the young people decide were used. The questions & pictures used are shown in Appendix E).
- When asked what they liked doing 'outdoors', bike riding and playing with friends came out top, with camping and watching wildlife as the

next popular. This suggests that young people want to get 'hands on'.

- When asked what they would be doing if they were not at the Science Centre, seeing friends scored highly, followed by staying indoors (it was poor weather on they day) and going to the cinema. Of the outdoor activities listed, getting muddy and climbing trees were the most popular alternatives to the Science Centre (again 'hands on' experiences).

There was positive feedback from parents regarding the content of the engagement, with the amount of time young people spending outdoors being considered important. Parents would welcome an increase of initiatives and activities to help support this.

THE WORKSHOPS

The three workshops held were each attended by approximately 40-50 people representing a range of stakeholders from landowners to statutory bodies and local residents and businesses. The workshops started in the morning and ran through to lunch which was provided for attendees to encourage conversations and networking to continue after the event. A seating plan wasn't used for the workshop sessions, to allow attendees to mix randomly.

Full transcripts of each of the Workshops, agendas and other material including maps are included in Appendix F, G and H.

Workshop 1: Scoping of the landscape challenges and opportunities

Workshop 1 was structured around four themed sessions as identified below, These operated on a rotational basis with four groups so that all stakeholders could contribute to each theme.

- '*Getting Out There*' considered access and recreation matters;
- '*Connecting to History*' focused on archaeology and other aspects of cultural heritage.
- '*Landscape Experience*' considered aspects of landscape character, natural beauty, distinctiveness and land management matters; and
- '*Making Space for Nature*' looked at biodiversity and nature conservation issues.

Full details of all the comments raised in each workshop can be explored in Appendix F. Figure

15 presents a breakdown of comments as attributed to common topics within the sub-group’s specialist subject matter. Where there is apparent overlap between the subgroups in terms of the issues raised these are nuanced from the themed perspective.

The most frequently raised topics for each of the themed groups were:

- ‘Getting Out There’ – Access and recreation, the ability to access the study area either easily or the lack of adequate access.
- ‘Connecting to History’ – Information, signage and communications.
- ‘Landscape Experience’ – Land management; (also the second ranked issued for the ‘Connecting to History’ and ‘Making Space for Nature’ sub-groups); and
- ‘Making Space for Nature’ – Information, signage and communications.

Figure 15 shows the range of main topics which were raised during each of the themed sessions; To collate the range of issues raised by stakeholders during the four themed sessions, the comments and discussions were considered collectively and then categorised – leading to the following seven strategic issues;

- Infrastructure and development;
- Information and communication.
- Access and recreation.
- Land management.
- Landscape ecology and Heritage assets.
- Social issues; and
- Climate change and pollution.

Figure 16 shows the total percentage results of comments received according to the grouped topics. The issues raised are presented sequentially according to total number of comments received in relation to that subject. These topics are considered during the next two workshops.

FIGURE 16: STAKEHOLDER RANKING FOR EACH OF THE SEVEN STRATEGIC ISSUES RAISED DURING WORKSHOP 1

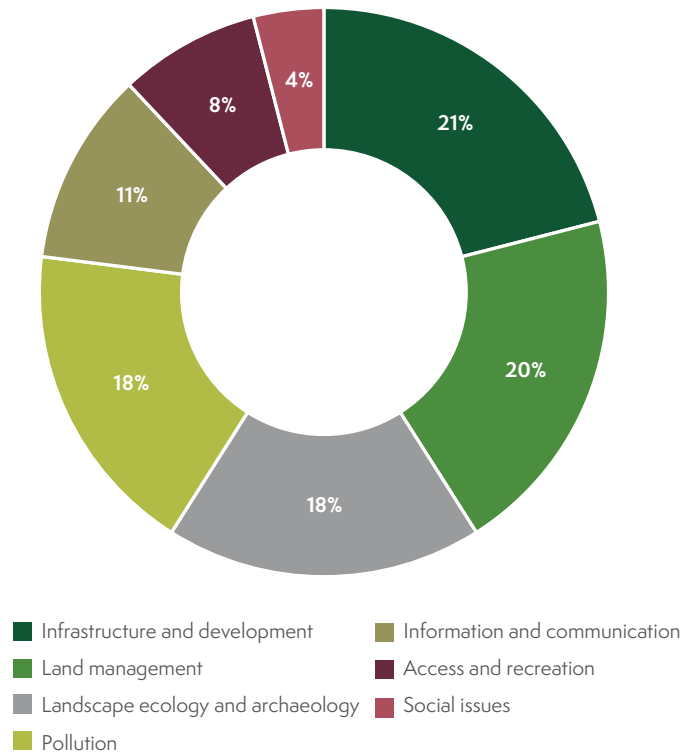
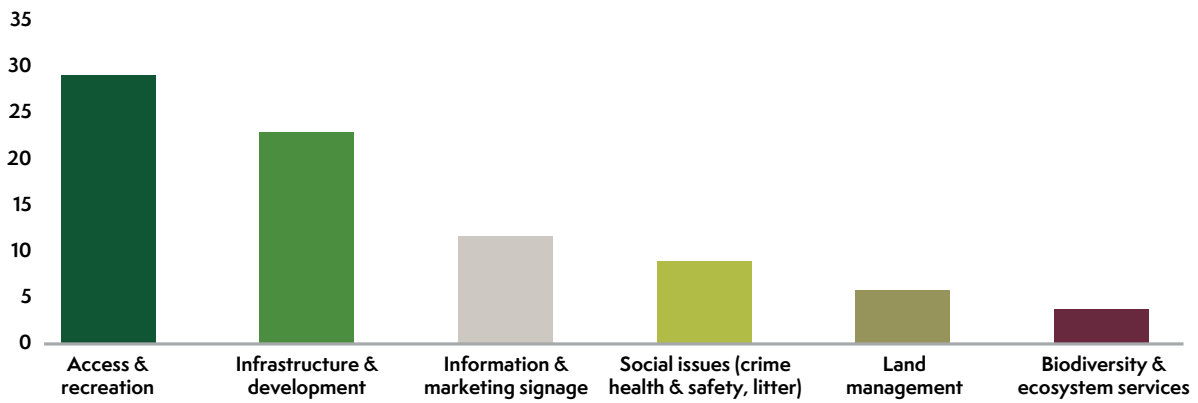


FIGURE 15: ISSUES RAISED DURING WORKSHOP 1

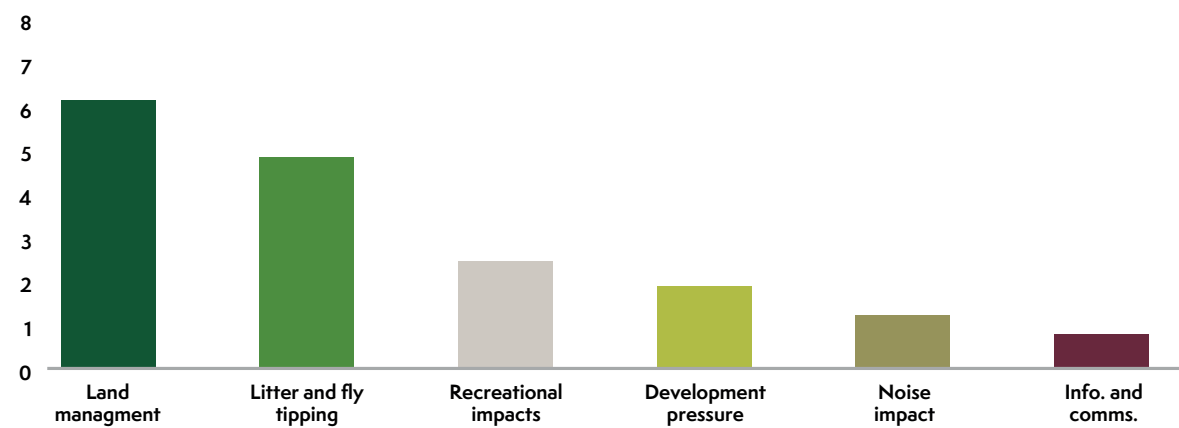
Issues raised during workshop 1: Getting out there



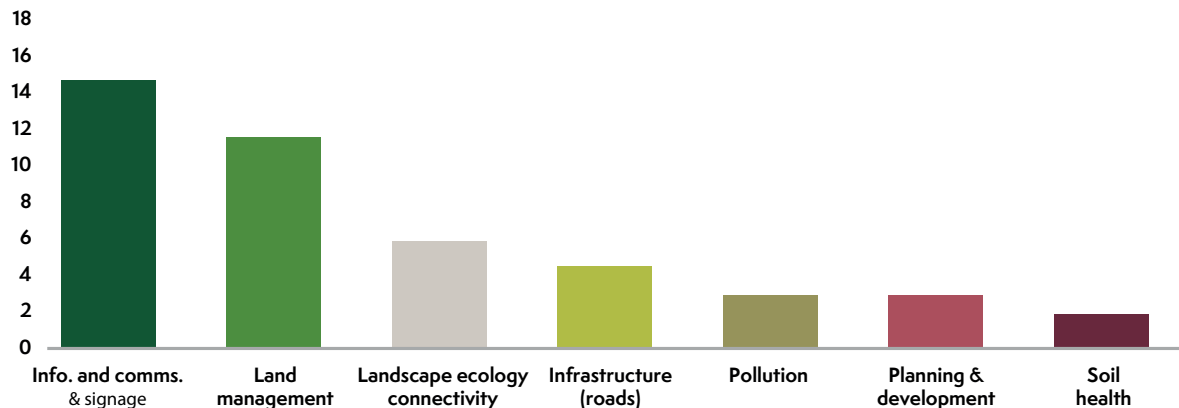
Issues raised during workshop 1: Connecting to history



Issues raised during workshop 1: Landscape experience



Issues raised during workshop 1: Making space for nature



WORKSHOP 2: SHAPING THE VISION AND IDEAS FOR THE FUTURE OF THE LANDSCAPE.

The stakeholders were asked to unlock their imaginations and to visualise what the landscape could be like. For this activity, the stakeholders were put into five working groups each with a range of stakeholder types as it was important that the groups did not become echo chambers. ³⁸

The first task was for stakeholders to imagine themselves in the landscape in 2050 and address the following questions:

- What is going on in the landscape?
- What does it look and feel like?

- What facilities are present that help you enjoy the area?

The subsequent task invited the stakeholders to think about the landscape they had described to answer the following questions:

- What was done differently to achieve this? (from what was done in 2019)
- Who was involved?
- What were the major challenges that we had to overcome?

Figure 17 shows some of the statements from this part of Workshop 2 and captures a range of the ideas about the imagined landscape in 2050.

FIGURE 17: C OF IDEAS FOR THE VISION EXERCISE – WORKSHOP 2



The ideas should be 'M3 or' not MB or the vision for 2050 were varied and aspirational and the

overall vision (below) was condensed and refined from these ideas;

³⁸ an environment in which a person encounters only beliefs or opinions that coincide with their own, so that their existing views are reinforced and alternative ideas are not considered

The Vision for the East Winchester Landscape

'A National Park landscape that is locally distinctive and nationally important, where the M3 sits within a robust, restored and resilient landscape which links Winchester and the Downs.

The only noises are the sounds of nature and occasional conversations between people who may be working visiting or living in the area.

High quality farming production will flourish while people regularly visit on foot, bicycle or horseback to use the expanded network of access routes and natural spaces.

The Itchen Valley will include stable populations of beavers, otters, salmon and trout due to the success of the efforts to improve its water quality.

The fragments of chalk downland will have been made bigger and join up to form a robust ecological network. Together, these elements will combine to form a resilient landscape for the future'.

The third task of the workshop was to invite ideas from the groups about particular actions that would be useful or necessary to achieve the visions. Many ideas came forward and they have been used to help inform the recommendations in Chapter 4 and the Forward Plan in Chapter 5.

All of the suggested actions which came out of this session can be viewed in Appendix H.

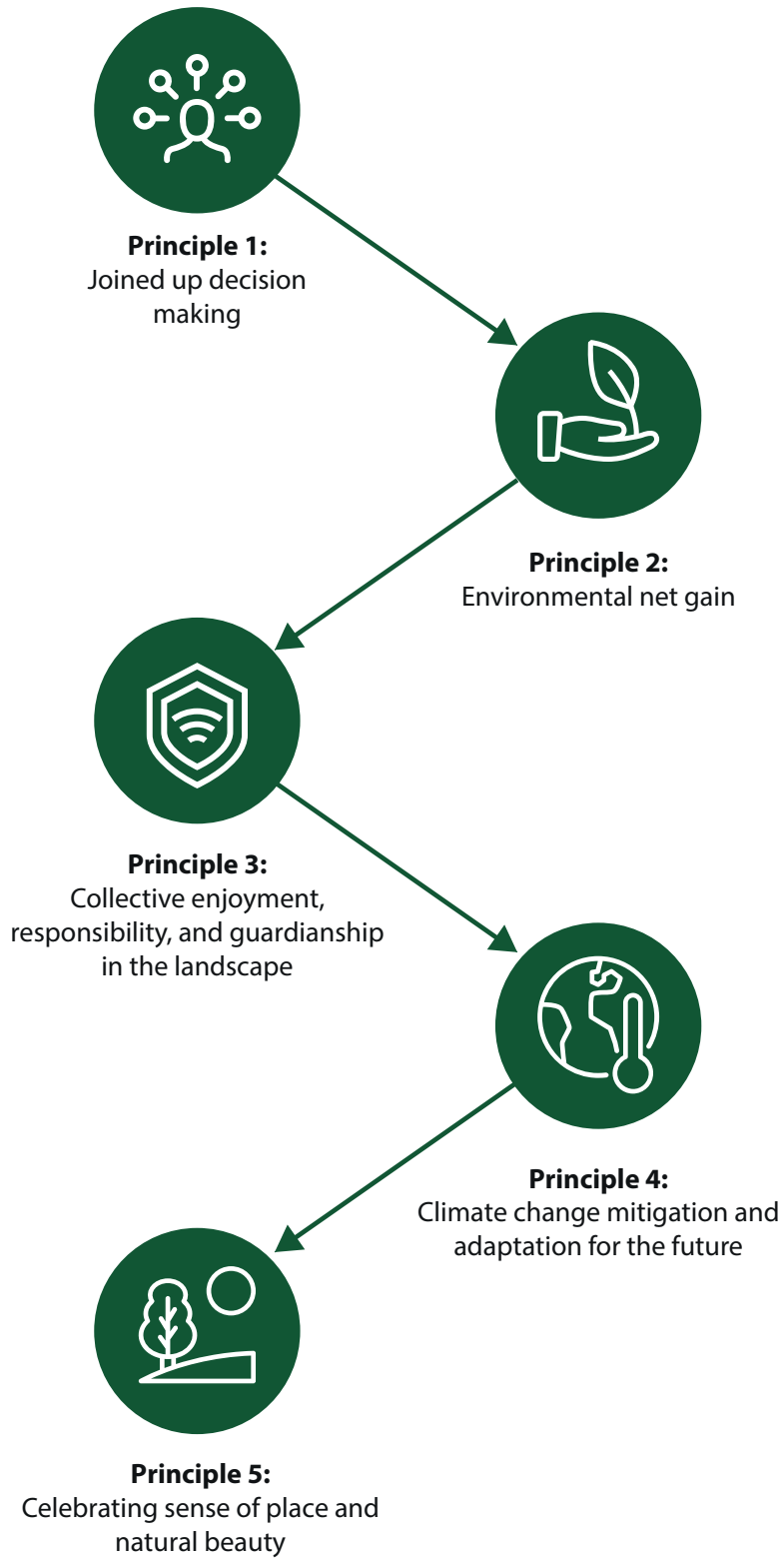
WORKSHOP 3: SHARING AND TESTING THE EMERGING PROPOSALS.

In advance of Workshop 3, the study team had pre-prepared a draft framework of five principles for delivering aspects of the visioning exercise that were established in Workshop 2.

Working in groups, stakeholders provided comments on the proposed five draft principles and discussed a range of project initiatives that could be delivered through the study area.

The agreed five overarching Principles for the study area can be seen in Figure 18.

FIGURE 18: THE FIVE PRINCIPLES FOR PROJECT DELIVERY



Principle 1: Joined up decision making.

There is a perception that organisations may operate independently in the study area. Initiatives are fragmented, and decisions can be made in isolation. The Winchester Downs Farm Cluster demonstrates the effectiveness of farmers and land owners working together to achieve wide scale beneficial change. Other initiatives for the area could be undertaken in collaboration across sectors and with a range of stakeholders to achieve delivery in partnership. ‘The total is greater than the sum of the parts’.

Principle 2: Environmental net gain

Many habitats³⁹ in the study area are fragmented and suffer adverse effects from land use change. Future management initiatives should deliver net environmental gain, maximising ecosystems services, restoring and creating habitats as part of a nature recovery network,⁴⁰ to achieve multiple benefits to people and nature. To achieve this principle appropriate land management will be needed including support for low intensity, mixed farming and the re-introduction of animals on a more frequent basis to aid habitat establishment and maximise biodiversity gain. Linked to this will be the need to consider how grazing partnerships could be established to work alongside and in rotation with arable production. There is a need for legalised mobile or small local abattoirs to enable economically viable livestock keeping for farmers. In addition to the improvement to animal welfare that this would bring, it would possibly encourage the return to livestock keeping as part of a mixed farming operation.

Principle 3: Collective enjoyment, responsibility, and guardianship in the landscape

Research has shown that people feel disconnected from the National Park both physically and in terms of a sense of belonging. Initiatives should seek to provide opportunities for public engagement and education. For example, new gateways could be provided from Winchester and a new visitor hub established from which the wider area can be explored. All gateways and a potential visitor hub would require a range of/different levels of facilities, information, and sustainable transport interchanges. Communities also need a shared ownership in any facilities which are provided. New destinations should be linked to others to form a network of experiences and choices where people can actively engage with the environment.

Principle 4: Climate change mitigation and adaptation for the future

To respond to increasing temperatures and changes in weather patterns, both of which have knock on effects on agriculture and biodiversity, there needs to be a shift in actions and decision making by individuals and corporations alike. Increased take up of sustainable modes of transportation, recycling, energy conservation, sustainable management and net environmental gain should be key priorities. All land use, business and development activity in the study area should strive to be carbon neutral through a process of reduction and offsetting/compensation. Initiatives could be based on the SDNP Climate Change Adaptation Plan⁴¹, particularly including opportunities to raise awareness and understanding or could be developed working with Winchester Action on Climate Change (WINACC)⁴². Nature Based Solutions⁴³ to climate change mitigation are likely to be an important delivery mechanism going forwards and delivers multiple benefits for both people and nature.

Principle 5: Celebrating sense of place and natural beauty

Research has shown that change, be it land management or development, can result in an erosion of the special qualities of the study area including its rich cultural history, distinctive character, and key views.

All initiatives should seek to conserve and enhance the beauty of the area ensuring sensory rich experiences working with and keeping alive the inherent character of the local landscape. The depth of cultural and natural heritage held in this landscape should be better expressed and celebrated through new research, improved engagement, and accessible information.

The principles are a framework to guide all projects and activities in the study area to ensure that initiatives achieve multiple benefits for people and nature and that working across sectors the greatest benefits can be achieved. They are taken forward to inform the next stage of the work, shaping the results into a planned approach.

39 Priority habitats for the downland areas include, chalk grassland, beech woodland and hedgerows. Priority habitats for the valleys are wet woodland, meadows and parkland. Initiatives must be based on an understanding of geology, history and sustainable soil and water management.

40 The Hampshire Ecological Network On behalf of the Local Nature Partnership Version 3 March 2020

41 SDNPA (2015) Climate Change Adaptation Plan. Available at: southdowns.gov.uk/sdnpa-climate-change-adaptation-plan/ [Date Accessed: 30/01/20]

42 Winchester climate change action group www.winacc.org.uk

43 naturebasedsolutionsinitiative.org/what-are-nature-based-solutions/

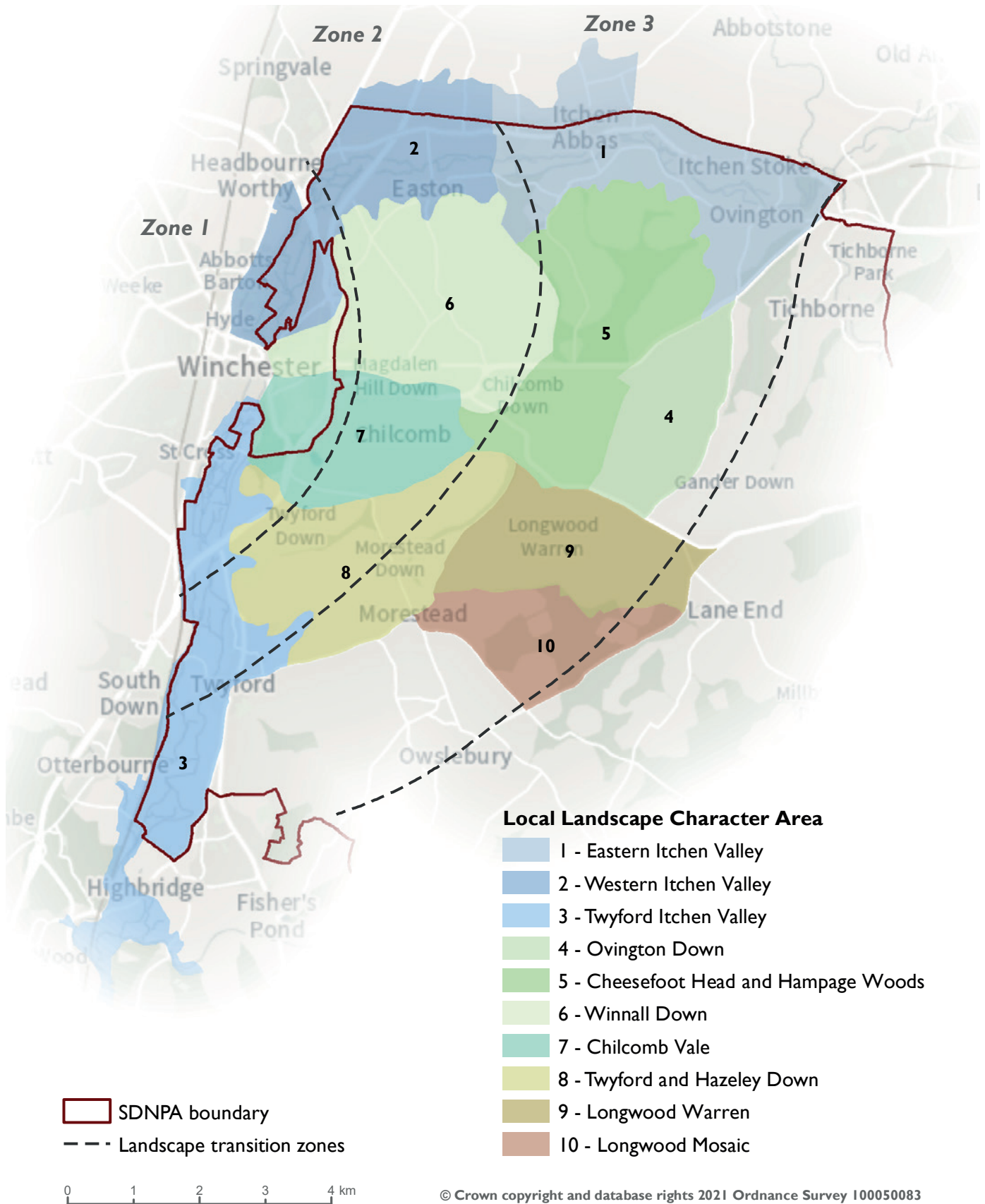
THE LANDSCAPE ZONES

During the course of the project, feedback from stakeholders and research has shown that issues and opportunities in the study area vary spatially and across the transitioning landscape from Winchester and its urban fringe in the west, towards the increasingly rural areas of the SDNP in the eastern part of the study area.

To explain and articulate this transition, three zones were identified and discussed during workshop 3. (see Figure 19). The zones describe the changes in character from Zone 1 characterised by urbanised and peri-urban influences, to Zone 2 which begins to reflect the transition between town and country, to Zone 3 which is the more rural countryside area. Some features, such as the South Downs Way National Trail and the landscape character type (East Winchester Open Downland) connect all three Zones. The concept of the zones is included in the baseline evidence to the study as it clarifies spatially all of the other issues which are set out in the baseline evidence and later in the stakeholder engagement results.

The description of the zones is to aid understanding of the challenges that are faced in the landscape because of the striking and demonstrable change in character, issues and potential solutions from Zone 1 to Zone 3. The zones are integrated with the Local Landscape Character Areas (LLCA), however the change from one zone to the next should not be seen as a hard line but rather as a gradual transition and are not cast in stone – they are intended to assist and explain – not to dictate.

FIGURE 19: MAP SHOWING THE 3 LANDSCAPE TRANSITION ZONES FROM WORKSHOP 3



TRANSITIONAL LANDSCAPE ZONES – DESCRIPTIONS

ZONE 1 INNER ZONE: THE RIVER ITCHEN/WINCHESTER/M3 INTERFACE

This area comprises the Itchen Valley to the north and south of Winchester, Chilcomb Vale and Winnall Downs Local Character Areas. This landscape forms part of the historic setting of Winchester; the river valley has provided water and fertile soils for growing crops for centuries. It includes St Catherine's Hill, the iconic Iron Age hillfort in a commanding position overlooking the river valley, the city and the downs to the east. The landscape is crossed by ancient routeways which radiate out from the city, along the river valley, and over the Downs to the east. This is a highly sensitive landscape, which is vulnerable in ecological, archaeological character, visual and ecosystem terms. In addition, Winchester is poorly connected to the South Downs National Park due to severance caused by roads – the M3, A31, A34 and A272, and expanding development pressure along the M3 corridor. Research shows that some communities in Winchester feel poorly connected physically and emotionally to the National Park right on their doorstep. Habitats are fragmented, and the landscape is affected by noise and poor air quality. Water quality along the River Itchen is also an issue. Residents and communities in this zone are on the fringes of Winchester and identify with the city rather than the rural villages to the east.

ZONE 2 THE CENTRAL ZONE: THE EASTERN EDGE OF THE ITCHEN VALLEY, RURAL TRANSPORT CORRIDORS AND COMMUNITIES

This zone is characterized by the rural settlements, rural lanes and roads and agricultural land use. There is habitat fragmentation due to loss of chalk downland and woodland. The landscape is not dominated by roads in the same way that Zone 1 is, although 'rat running' and fast moving traffic affects perceived safety for other users and has a detrimental impact on the recreational enjoyment of the area. Access within this area is largely PRoW based with only two areas of open access land at Magdalen Hill Down and Deacon Hill. The former is well used and is accessible from Winchester on foot or cycle on the top of the eastern Itchen Valley

side but has limited forward or circular connectivity. Deacon Hill is located where the topography is steeper and the access routes from Winchester are only through a network of peri urban uses and road crossings (M3, Morestead Road) which has a detrimental impact on how this site is experienced and is also a deterrent for potential users.

ZONE 3 THE OUTER ZONE – THE RURAL DOWNLAND, FARMING AND LAND MANAGEMENT

The landscape in this area comprises the highest land in the study area, affording spectacular panoramic views in all directions, including towards the Isle of Wight (33km) and North Wessex Downs (35km) from Cheesefoot Head. In this area, the landscape comprises the wooded downland to the south at Longwood Mosaic and Longwood Warren and the open downland around Ovington Down, with the Itchen Valley to the north. This is a more remote tranquil area with fewer destinations, but with some PRoWs which provide access through the countryside, although there are no public spaces to visit. Whilst this area is more remote than Zones 1 and 2, research showed that visitors to this zone are very varied in their understanding of the countryside and there are problems associated with the lack of public facilities, such as parking, open space and information provision.