

Planning for Sustainable Settlements in the High Weald AONB

Evidence Based Policy Making



INTRODUCTION

1. This is a guide to planning for sustainable settlements and communities in the High Weald Area of Outstanding Natural Beauty (AONB), and will also be of use in other protected landscapes¹. It derives from a study commissioned by the High Weald AONB Unit and the Countryside Agency on 'Sustainable Settlements in the High Weald AONB'.

2. The study builds upon previous work undertaken by LUC² which explored how planning could support more sustainable rural settlements by considering how they function and interrelate.

3. The evidence-based approach taken in this and parallel studies has shown that rural settlements are generally becoming *less* rather than *more* sustainable. As a consequence planning needs to shift up a gear if it is to bring about greater sustainability.

4. This guide:
- **summarises the findings of the study;**
 - **explores to what extent and by what means planning policy can support more sustainable settlements and communities in the AONB;**
- and
- **offers advice on building and using an evidence base to support policy development.**

5. The recommendations recognise the limited resources available to planning authorities and reflect the limited role that planning can play in achieving greater social sustainability.

¹ Areas of Outstanding Natural Beauty and National Parks

² The Role of Rural Settlements as Service Centres, LUC for the Countryside Agency (2004), Local Service Centres in the East Riding of Yorkshire, LUC for the Countryside Agency and the East Riding of Yorkshire District Council (2005).

THE POLICY CONTEXT

6. National policy indicates that sustainable rural settlements should have a number of attributes:

- “they should be a place of strong, diverse, economic activity whilst maintaining local character and a high quality environment” [PPS7];
- “they are **mixed communities** with good access to jobs and key services” [PPS1] and with “a mix of decent housing of different types and tenures to support a wide range of households of different sizes, ages and incomes” [reflecting PPG3];

and

- they include ‘local service centres’ which are loosely defined as settlements where housing, jobs and services can be provided in close proximity so as to reduce the need for car travel. This policy assumes that rural residents will then adopt relatively localised patterns of travel to work and service use, and will thus maintain the viability of ‘essential’ services in rural settlements. This model is carried through PPG3, PPS7 and PPG13.

7. While planning policy has tried to keep rural residents working and shopping locally, transport policy has given them greater mobility through use of the private car, which they have used to travel more widely, to the detriment of their local settlement. Most noticeably this social trend has pushed up rural house prices as more and more people have become able to live in the country, whilst not necessarily working there or having to rely only on local services.

8. As a consequence, the housing stock of rural areas has become *less mixed* and so have the socio-economic characteristics of residents, primarily because only certain types of households can now afford to live there.

9. Added to this, AONB designation brings a further dimension to sustainable settlements. Reflecting the primary purpose of AONBs, namely “to conserve and enhance natural beauty”, PPS7 recognises that “the conservation of natural beauty of the landscape

and countryside should be given greater weight [in AONBs] in planning policies.”

10. This necessarily restricts both the amount and types of development allowed in AONBs. This has most obviously been felt in local housing markets where the supply of new housing has been more limited than in other rural areas.

11. Furthermore, as set out in *Areas of Outstanding Natural Beauty: A policy statement* (Countryside Commission, 1991), it is recognised that *“In pursuing the primary purpose of designationparticular regard should be paid to promoting sustainable forms of social and economic development that in themselves conserve and enhance the environment”*.

12. Arguably then, sustainable settlements face the additional challenge in AONBs (and National Parks) not only of meeting the social and economic needs of their communities, but also of ensuring that their communities play a part in conserving and enhancing the environment of the AONB. This is further reinforced by the recognition by IUCN of AONBs as Category V cultural landscapes.

13. Sustainable settlements in the AONB context therefore have two basic dimensions. First, in common with other rural areas, they are settlements where service use and travel to work should be relatively localised, and where travel by means other than the private car should be more possible. Second, in keeping with the objectives of an AONB, they are settlements where the local communities, either directly or indirectly, contribute in some way to the conservation and enhancement of the local landscape.

14. In the context of the High Weald AONB, these objectives need to find their expression within the historic dispersed settlement pattern which characterises the High Weald ³.

STUDY APPROACH

³ *The Making of the High Weald*, a document supporting the AONB Management Plan

15. This study built a strong evidence base.

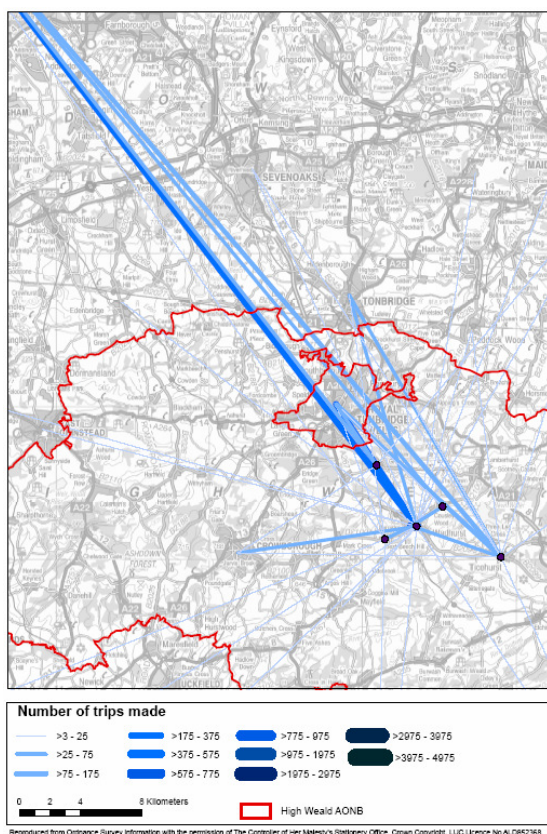
16. Rather than just focusing on the *characteristics* of settlements, such as the number of local services present, it focused on the *function* of settlements, looking at how the services are used and how local residents pattern their lives. This data was gathered through a combination of a door-to-door household surveys in sample settlements and in the open countryside across the High Weald⁴; through telephone interviews with a selection of land-based businesses and through analysis of the 2001 Census.

17. The ‘functional’ data on travel to work (taken from the 2001 Census) and travel to services (taken from the household interviews) in the sample settlements was mapped using GIS to show patterns of travel. On these maps, lines were drawn between the origin (home) and destination (main location of work or service) of trips, with the thickness of the lines proportional to the number of persons taking that trip. Circles at the same scale indicate trips within the same settlement, i.e. the level of ‘self-containment’ of the settlement (as illustrated in Figure 1).

18. Such functional analysis is very useful in generating a better understanding of how rural settlements and the communities in them really ‘work’.

Figure 1 | Travel to work from sample settlements in the Wadhurst study area

⁴ In a 70:30 ratio, reflective of the population spread between settlements and the open countryside in the High Weald



SUMMARY OF FINDINGS

Sample settlements

19. Characteristic data from the Census 2001 identified imbalances in the sample settlements compared to national and regional averages, including higher levels of house and car ownership, a high proportion of residents in management or senior official occupations and a high proportion of detached housing and lack of cheaper housing. This indicates that the communities are generally affluent with a lack of affordable housing.

20. Reflecting on the association of residents with the surrounding landscape, the household survey indicated that only a small number of households in the settlements produce their own food, but 54% buy some local produce. 45% of households have open fireplaces or wood boilers or burners, but only 14% regularly use them. As a largely wooded area, the High Weald would benefit from any moves to encourage woodland management, for example, through the sale of firewood.

21. An analysis of functional relationships of the settlements showed that overall:

- most trips to work and services outside of the settlements are to the nearest towns just outside the AONB;
- around 1 in 7 trips to work across all of the settlements are to London;
- the majority of trips to work are by car;
- the average distance travelled to work is 21.18km - substantially further than the England average for rural commuting distances (16.29km in 2002);

and

- while some settlements attract employees from elsewhere, most are net residential or dormitory settlements.

22. The study also found that there was variation across the settlements and that some function noticeably more sustainably than others. Amongst the sample settlements:

- the proportion of residents that work within their settlement ('self-containment') ranges from 25% to 50%;
- across the settlements, around half of those working within the settlements are working from home;

and

- 10 of the 15 sample settlements display high levels of self-containment for the 'everyday' services such as socialising and convenience shopping, while the remaining settlements do not display high self-containment for any services.

23. While none of the settlements demonstrate high levels of self-containment for both work and services, there are some settlements that function more sustainably than others. Categorising the sample settlements according to their functional strengths shows a strong correlation with geography, and particularly location relative to larger urban areas and major transport infrastructure. This has also been found in previous work by LUC on rural functionality.

24. In the High Weald the study found:

- *higher self-containment for work and services and shorter commutes* mainly associated with small settlements in the more remote south of the AONB ;
- *lower levels of self-containment for work and services and long commuting distances* mainly associated with small settlements in the relatively accessible north of the AONB;

and

- *lower levels of self-containment for work and long average commutes but higher levels of self-containment for services* mainly associated with larger settlements in more accessible locations.

25. Amongst the sample settlements, it is the smaller settlements in more remote locations that embody core sustainability principles. A good example of this is the small and relatively remote village of Bodiam which displays localised patterns of both travel to work and services. Bodiam has a relatively strong employment role for its own and hinterland population, and appears to function in close local networks with surrounding smaller settlements for most 'everyday' services. It is likely that such networks are a common characteristic of villages and hamlets in the more remote parts of the High Weald, although the survey only picks up trips *out* of the settlements surveyed and cannot therefore pick up all components of a network.

26. The findings suggest that geography is a key determinant of settlement functionality, and that the sustainability of the High Weald settlements is neither a question of scale nor a search for 'key settlements'.

Open countryside

27. The surveys in the open countryside found that these households are more actively involved in the management of the landscape than those in the sample settlements. Clearly, some of these households will be farms and over a quarter of the households surveyed reported owning additional land, two thirds of which is actively managed.

28. The profile of households in the open countryside shows them to be generally more affluent than households in the settlements, with almost three times as many households having an income of more than £40,000 (before tax), when compared to those in the sample settlements.

29. In terms of food and energy consumption:

- over 50% of households produce some of their own food and 75% of households buy some local produce. These households purchase a greater range and spend a higher proportion of their weekly food bill on local goods than households in the sample settlements;

and

- 75% of households have an open fireplace or wood boiler or burner and 39% regularly use them.

30. A functional analysis of travel to work and services was not feasible because of the scatter of open countryside households, but their separation from settlements where services and employment are available is likely to reinforce their car-dependence.

31. Nonetheless, the findings indicate that households in the open countryside have a more direct relationship with the landscape, and generate a stronger market for local food and timber products than households in the settlements.

Land-based businesses

32. The land-based businesses account for a small proportion of all businesses established in the High Weald. Amongst those interviewed, marked differences were identified in the contributions they make to the local economy and environment. Meat and dairy produce and wood production businesses make the strongest contribution in terms of sourcing most of their materials and labour locally. Fruit, vegetable and beverage businesses and tourism and recreation businesses contribute less as they source a higher proportion of their materials and labour from outside of the AONB. Fruit, vegetable and beverage businesses also sell a

high proportion of their produce further than 50km outside the AONB.

33. **Overall**, the analysis of the socio-economic data indicates that:

- *Residents in the sample settlements, with some exceptions, do not demonstrate localised patterns of travel to work or services and generally are not mixed or balanced in terms of age, housing stock or socio-economic profile;*

and

- *Communities of the High Weald have little involvement in the ongoing protection and enhancement of the landscape, either directly or indirectly, although those who live in the open countryside have a greater propensity to do so (although it is not clear whether this is related to location or affluence).*

34. People living in the settlements in the High Weald are highly mobile and satisfy the majority of their work and employment needs outside of their home settlement and frequently outside the AONB altogether. Residents travel far to work and services, predominantly by car. Most residents are employed in sectors that are not connected with the surrounding landscape, and this undercuts the founding principles of the AONB designation and also raises serious challenges for wider sustainability. Residents clearly enjoy and place importance on the landscape they live in, but they offer little to its ongoing good-heart. Their presence in the High Weald generates some level of demand for local produce, but this does not outweigh the environmental costs of their lifestyles, particularly those borne out of high car-dependence.

CONCLUSIONS - ADVICE TO PLANNERS

35. Analysis of socio-economic information shows that modern life in the AONB settlements is not as prevailing policy would wish it to be.

In the face of such evidence, how can planning policy deliver more sustainable development in the AONB?

36. Accessing jobs and services ('everyday needs') locally and reducing car travel are key sustainable development principles. They are ingrained in the 'local service centre' concept and are complementary to local participation in the management of the AONB landscape. Policy supporting the local service centre concept is therefore sensible in its objectives, but the functional gap between this model and how the AONB residents actually live, is a policy problem.

37. Of course, planning policy is only one of many influences on change in rural communities and on land-based activities. New development cannot *transform* how existing rural communities and the rural economy works, but it can assist those rural settlements and communities that already function in a more sustainable way.

38. So planning policy can support existing communities by addressing socio-economic imbalances and by guiding development to where it can reinforce and extend local service and employment roles. Functional strengths seem to be more strongly influenced by location relative to larger urban centres and major transport infrastructure than by settlement size. In the High Weald, the settlements that display the greatest functional strengths are the smaller settlements in the more remote south of the AONB.

39. Planning policy can also play a role, albeit a limited one, in ensuring that new development is designed so as to reap maximum sustainability benefit. Planning policy can, for example, specify aspects of design, such as use of local timber and installation of renewable energy technologies. This will generate a market for wood products and support woodland management while also potentially encouraging inhabitants of new developments to adopt more environmentally-friendly lifestyles.

40. This approach does not however address the pressing issue of conserving and enhancing the wider AONB landscape. Such policies will have little influence on the livelihood and transport choices of new residents. Existing residents in the sample settlements do not have a productive

relationship with the landscape, and there is no reason to expect new residents to be noticeably different. The task is therefore to find and protect existing niches that do forge this relationship and create new ones.

41. The study clearly suggests that planning policy needs to go beyond prevailing national policy guidance. Planning policy cannot rely on mildly amended versions of the planning and management tools that have prevailed for the last few decades. The findings show that connections between communities and the landscape have been severed, maybe irreversibly. More direct approaches are needed.

42. Forging a relationship between the communities and landscape is likely to require 'exceptional' development, led by exceptional policies and exceptional controls to resist reversion to more 'general' unsustainable development. Specifically in the AONB context, exceptional development means development where beneficial management of the landscape is a guaranteed output of the development - development that will allow people to live in an intimate and mutually beneficial relationship with the environment and landscape of the AONB. New farmsteads or an ecovillage are examples of the sorts of development that could develop these outcomes, but would require strongest guarantees and controls, such as those available through the Community Land Trust mechanism⁵.

43. In short, planning policy needs purposefully to seek out and encourage development that will bring greater sustainability to its communities and landscape. This is planning in a precise

⁵ Community Land Trusts offer a means to acquire land, to develop land for sustainable purposes without heavy public subsidy, to plough the benefits of the development directly back into the local landscape and communities, and to ensure that these benefits continue in perpetuity.

More information about Community Land Trusts can be found in *Capturing value for rural communities* (2005) and at <http://www.communitylandtrust.salford.ac.uk/>.

exceptional mode, and so will be more exacting of planners and ultimately applicants, developers and occupiers as users of the development. Without it, one of the fundamental aspects of AONB designation will slip away.

Policy recommendations and management tools

44. Planning policy, at the national, regional and local level, should support sustainable development in the High Weald by stipulating that new development should be specifically tailored to reinforce and extend the sustainability strengths of existing settlement and by articulating the need for more purposeful development that links inhabitants with the ongoing maintenance and enhancement of the landscape of the AONB.

45. For the High Weald a full set of objectives for sustainable communities has been drawn up, with indications of the extent to which planning can encourage their achievement, criteria for planning policies and details of suitable tools and monitoring approaches. In summary, what this suite of objectives and criteria are setting out to address can be captured by four essential routes in which new development can contribute to more sustainable development in the AONB:

- **Enhancing the landscape of the High Weald** by ensuring that all new development makes positive contributions to landscape, biodiversity, and cultural heritage through means such as good design and supporting the traditional settlement pattern;
- **Supporting agriculture and land management that sustains the landscape of the High Weald**, both by directly supporting existing and new enterprises, and markets for local produce and timber;
- **Enabling High Weald communities to become more locally sustainable** by supporting mixed community structures, strong local economies, facilitating environmentally friendly lifestyles and stronger links between communities and the landscape around

them, and seeking strong local quality of life respecting environmental limits;
and

- **Enabling High Weald Communities to play their part in global sustainability** through increased use of local resources, reducing energy use and increasing use of renewable energy, and minimising waste.

A key point is that although through a single type of development it may not be possible to pursue all four routes simultaneously, development cannot harm any of the four routes and remain sustainable.

46. The objectives and criteria are reproduced in full in Table I. They are intended to be building blocks from which LDF policies can be developed with the support of national and regional policy. This approach may prove useful in other AONBs. **All development in the AONB should aim to satisfy multiple sustainability criteria.**

47. As discussed above, the more sustainable locations for development are those that currently display functional strengths for travel to work and services. Development in these locations should redress the current socio-economic imbalances in these communities and, through design and use of materials, fulfil other sustainability criteria such as contributing to the landscape and historic form, cultural heritage, biodiversity, and use of local materials. Additional evidence may be needed to identify the settlements that function more sustainably, and the next section offers practical advice on gathering and analysing relevant data.

48. Overall the findings provide no justification for the AONB being a sustainable location for large-scale development. Aside from the obvious and important observations that the landscape of the AONB would be damaged by this, and that the AONB's infrastructure would not cope with its impacts, the central conclusion of this study is that the sort of development that the AONB needs to help its settlements and communities

to become more sustainable is **small scale development**, which can reinforce and extend the existing modest (yet important for the AONB) and particular sustainability strengths.

49. Both seeking out the right places for the right sorts of sustainable development, and supporting 'exceptional development' that can ensure a productive relationship between inhabitants and the landscape, require innovation in policy and regulation. However the understanding and tools necessary for this are available and increasingly in use, and without such steps new development will fail to enable sustainable settlements and communities in the High Weald.

Practical advice on evidence gathering

50. It is understood that planning authorities will have limited resources and capacity to collect data, and so will need to prioritise data collection and find a balance between collecting what is most easy and what is most *useful*.

51. A wealth of data was collected for the High Weald study, and this is outlined in Table 2 with comments on the ease, resource intensity and usefulness of data collection and analysis.

52. Overall, the suggested approach is to focus primarily on 'functional' rather than 'characteristic' data. This is less readily available and generally more resource intensive to collect, but provides a direct indication of the sustainability of settlements.

53. In producing a strong evidence base for policy making, authorities may need to build up their capacity over time and there may be opportunities to work together with other organisations.

Priority data

54. For those authorities that have modest current capacity, the most readily available datasets that are most useful to support policy development are:

Census 2001 – population, age demographics, economic activity and employment, housing stock and tenure (with District level averages for a comparison).

Census 2001 travel to work data – compile table of average distance travelled, number of people working from home, modal split of travel to work.

Planning authorities may also have access to local data, such as service provision, that has been collected for other purposes such as community strategies, parish plans etc.

As covered in Table 2, census data is readily available to planning authorities. An additional task is to identify those Output Areas within a settlement, but for settlements above 1500 population there is a national definition of 'urban areas' with assigned output areas.

55. For those authorities that have additional capacity, the following data can also make a valuable contribution:

Census 2001 travel to work data - origin destination tables. Compile table of total trips in and out for work, number of trips with settlement as origin and destination, number of trips into nearby settlements that are likely to have a strong employment pull.

Household survey - questioning where residents access various categories of service and on their lifestyle choices.

56. It is assumed that few planning authorities will have the capacity to map service use of travel to work in GIS, but this is a very useful tool for analysing the functional patterns and for sharing the information.

Making use of local resources




57. Planning authorities also have local resources that can make a valuable contribution to the process of policy development. In terms of collecting relevant data, authorities can use their existing networks to work together with organisations such as local strategic partnerships and parish councils who already collect a wealth of data on the local area. Such organisations might also be able to provide valuable 'top up' data





to that they already hold, particularly through the community strategy process.

58. Local validation of the picture painted by the data is also valuable. Involving local views is essential for effective planning. It is also of value in putting together Statements of Community Involvement, which planning authorities must now prepare.







Table I Planning policy framework for sustainable settlements in the High Weald

How the traffic lights work: Can planning policy make a difference

-  planning has a minimal role in achieving this objective – effort better deployed elsewhere
-  planning has an important role in achieving this objective – but this requires purposeful policy and coordination with other activities
-  planning has a central role in achieving this objective – a core issue for policy

Topic	Planning policy objectives	Policy criteria	Tools / mechanisms	Monitoring / indicators
Environmental sustainability				
Landscape 	<ul style="list-style-type: none"> • All new development should make a positive contribution to the landscape of the High Weald •  The planning system has a vital role in preventing development of poor design, the wrong scale and otherwise unsympathetic to the historic settlement pattern and landscape context 	Policy criteria – new development should make a positive contribution to the landscape and historic settlement form of the AONB	<ul style="list-style-type: none"> • AONB Management Plan and supporting evidence • Joint Character Area descriptions • Landscape Character Assessments (for the whole AONB and composite Districts) • Historic Landscape Characterisation • Forthcoming extensive urban survey 	<ul style="list-style-type: none"> • Countryside Quality Counts
Biodiversity 	<ul style="list-style-type: none"> • All new development should make a positive contribution to biodiversity in the High Weald •  The planning system has a vital role in preventing development which would reduce biodiversity 	Policy criteria – new development should make a positive contribution to the biodiversity of the AONB	<ul style="list-style-type: none"> • AONB Management Plan and supporting evidence • National Biodiversity Action Plans for species and habitats • Local Biodiversity Action Plans for species and habitats • Natural Area Descriptions 	<ul style="list-style-type: none"> • Defra Public Service Agreement targets • Local Biodiversity Action Plan targets

Topic	Planning policy objectives	Policy criteria	Tools / mechanisms	Monitoring / indicators
	<ul style="list-style-type: none"> ● HOWEVER new development of the scale envisaged is likely to be a minor contributor to enhancing the biodiversity of the AONB 			<ul style="list-style-type: none"> • Higher Level Scheme targets • Countryside Quality Counts
Cultural heritage <ul style="list-style-type: none"> ● 	<ul style="list-style-type: none"> • New development should make a positive contribution to the cultural heritage of the AONB ● The planning system has an important role in protecting the existing cultural heritage of the AONB, such as the historic settlement pattern ● HOWEVER new development can only make limited <i>additional</i> contributions, as responsibility for much of the cultural heritage rests with those already living there 	Policy criteria – new development should make a positive contribution to the cultural heritage of the AONB through siting and design	<ul style="list-style-type: none"> • AONB Management Plan and supporting evidence • Historic Landscape Characterisation • Parish Plan and Village Design Statements • Conservation Area Appraisals • Listed Buildings at Risk register • Ancient Monuments At Risk register • forthcoming extensive urban survey 	<ul style="list-style-type: none"> • Higher Level Scheme targets
Tranquillity <ul style="list-style-type: none"> ● 	<ul style="list-style-type: none"> • New development should not damage the existing tranquillity of the AONB ● As the principle issue threatening tranquillity is increasing car use, new development should aim to minimise car use 	Policy criteria – new development should not damage the existing tranquillity of the AONB	<p><i>Tranquillity mapping is not commonly undertaken, but would be a useful tool and indicator</i></p> <p><i>Traffic is a major threat to tranquillity –dealt with separately below</i></p>	
Sustainable Land	<ul style="list-style-type: none"> • Supporting development associated with existing or new agricultural, 	Policy criteria – planning should support	<ul style="list-style-type: none"> • Regional Delivery Plan for Sustainable Farming and Food 	<ul style="list-style-type: none"> • High Weald Management









Topic	Planning policy objectives	Policy criteria	Tools / mechanisms	Monitoring / indicators
Management (agriculture forestry horticulture) 	forestry and horticultural enterprises making sustainable contributions to the landscape and communities of the AONB  Planning can support existing enterprises through accommodating their development needs, including the need to provide local housing affordable to those in the lower incomes typical of the sector  Planning can give 'exceptional' support to such development by permitting new development in locations where other development might not be allowed ⁶  Planning can assist the development of local markets for land-based products by supporting outlets and encouraging new households to use these products  The area is commercially attractive to employment and housing development – great care is required to ensure the connection of new development to maintenance and enhancement of the landscape of the AONB – <i>this is discussed further below</i>	the viability of existing agricultural enterprises, including exceptional support for new development where there will be a clear benefit for sustainable land management. Planning should support outlets for local products. Planning should not support new development on agricultural or forestry holdings not giving support either directly or indirectly to land-based activities	<ul style="list-style-type: none"> • Environmental Stewardship Scheme (Entry and Higher Levels) • Project based schemes – Rural Enterprise Scheme and Processing and Marketing Grant • Regional Forestry Framework • England Woodland Grant Scheme 	Plan Indicators <ul style="list-style-type: none"> • targets for the Higher Level Scheme • targets for the England Woodland Grant Scheme • Countryside Quality Counts
Settlement pattern 	<ul style="list-style-type: none"> • New development should reinforce the traditional settlement pattern where this can also deliver other sustainability objectives 	Policy criteria – new development should support the traditional settlement pattern of the AONB where this can	<ul style="list-style-type: none"> • Joint Character Area descriptions • Landscape Character Assessments (for the whole AONB and constituent 	<ul style="list-style-type: none"> • High Weald Management Plan Indicators • location and nature of new

⁶ The High Weald in particular has been the scene of considerable historic abuse of the planning system regarding essential dwellings for agricultural workers. Avoiding such abuse in future is a key concern, stressing that the sustainability outputs of new development have to be better justified and guaranteed than they have been in the past



Topic	Planning policy objectives	Policy criteria	Tools / mechanisms	Monitoring / indicators
	<ul style="list-style-type: none"> The planning system has direct control over development patterns. HOWEVER it would be possible to reinforce the traditional settlement pattern of the AONB with development that would otherwise be highly unsustainable because of its dispersed nature. 	also deliver other sustainability objectives	Districts) <ul style="list-style-type: none"> Historic Landscape Characterisation forthcoming extensive urban survey forthcoming historic farmsteads work 	planning permissions <ul style="list-style-type: none"> location of housing completions
Design and materials <ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Design of new development should make a positive contribution to the protected landscape, with materials drawn from the AONB The planning system has a vital role to play here, both in maintaining the appearance of development in the AONB and supporting markets for local materials 	<p>Policy criteria - the design of new development should make a positive contribution to the AONB, either by being in keeping with local vernacular, or being of complementary high quality design</p> <p>Policy criteria - new development should be of a design such that it can be constructed using local materials</p>	<ul style="list-style-type: none"> design guide for the whole of the High Weald (does not currently exist) directory of local materials and craftspeople 	<ul style="list-style-type: none"> photo records of new development
Resource use: Domestic and industrial energy and transport <ul style="list-style-type: none"> 	<ul style="list-style-type: none"> New development (domestic and industrial) should be carbon neutral. Use of wood fuel from the AONB should be the primary way of achieving this Development should be of a type which minimises the need for occupants and users to travel, and 	<p>Policy criteria – new development should be designed to maximise energy efficiency. All housing development should be equipped with wood-fired heating or other forms of sustainable energy. For development above 5</p>	<ul style="list-style-type: none"> SDP on renewable energy use in the High Weald design guidance should include how to accommodate renewable technologies in new development Low Carbon Building Programme rural road hierarchies in LTPs 	<ul style="list-style-type: none"> monitoring traffic (car counts) on key roads in the AONB

Topic	Planning policy objectives	Policy criteria	Tools / mechanisms	Monitoring / indicators
	<p>sited in locations where this is most likely to be achieved</p> <ul style="list-style-type: none"> ● Planning should aim to influence the energy efficiency of all new development in the AONB and the energy sources used ● Although planning is anticipated to have a key role in reducing the need to travel, care is needed to only direct development to locations where existing travel patterns indicate new development would also produce relatively sustainable patterns of travel 	<p>units this should include micro-CHP</p> <p>Policy criteria – new development should be in locations where there is greatest opportunity to reduce travel, and car travel in particular</p> <p>Policy criteria – all new development should generate transport use that is significantly more sustainable than is currently the norm for the AONB</p>		
<p>Local produce (food and timber)</p> <ul style="list-style-type: none"> ● 	<ul style="list-style-type: none"> ● Development should encourage the consumption of local food through <ul style="list-style-type: none"> - new housing making provision for growing food - supporting commercial enterprises which deliver food to local consumers ● New development should utilise local timber where technically possible <ul style="list-style-type: none"> ● Planning should encourage local food production by incorporating communal facilities for cultivation in new residential developments, without excessive land take ● Planning should support new and existing 	<p>Policy criteria – new residential development should include flexible facilities for food production such as allotments</p> <p>Policy criteria – new and existing enterprises producing local food should be supported</p> <p>Policy criteria – use of local timber in construction should be supported</p>	<ul style="list-style-type: none"> ● planning conditions and obligations for provision of allotments and similar in new development ● project-based schemes – Rural Enterprise Scheme and Processing and Marketing Grant ● whole farm plans in relation to new development on holdings ● technical guidance for the use of High Weald timber in construction 	<ul style="list-style-type: none"> ● High Weald Management Plan Indicators ● directory of local producers ● number of farm shops / farmers' markets / other outlets for local produce

Topic	Planning policy objectives	Policy criteria	Tools / mechanisms	Monitoring / indicators
	<p>enterprises producing local food. HOWEVER planning cannot ensure local purchasing.</p> <ul style="list-style-type: none"> ● Planning should support use of local timber in new development, and also enterprises producing such timber 			
<p>Waste</p> <p>●</p>	<ul style="list-style-type: none"> ● Development should encourage waste minimisation ● Possibility of small scale green waste processing sites in the AONB <p>● Planning has a limited role here as more sustainable waste management depends on household choices and local authority recycling policy</p>	<p><i>Criteria are not give here because:</i></p> <ul style="list-style-type: none"> ● <i>waste minimisation is a general goal, not specific to the AONB</i> ● <i>the feasibility of small scale green waste processing needs to be assessed before criteria can be set</i> 		
Social sustainability				
<p>Age balance</p> <p>●</p> <p>Social balance</p> <p>●</p> <p>Housing opportunity (ie affordability)</p> <p>●</p>	<ul style="list-style-type: none"> ● Building more mixed communities through targeted housing provision (often affordable) <p>● New housing (either affordable or open market) should be of a type likely to promote a better age balance in the community concerned. This judgement would need to be based on knowledge of the existing age structure, and the established need – i.e. is there potential to make it more balanced?</p> <p>● Planning should not over-sell its abilities to change the state of existing settlements, new developments will only add a small % to the total population of individual settlements</p>	<ul style="list-style-type: none"> ● Policy criteria - the mix of housing development should reflect established local need – for affordable housing and necessary types of open market housing 	<ul style="list-style-type: none"> ● specifying the type and size of new housing ● securing more affordable homes through a variety of means – including private development, housing associations, local authorities and Community Land Trusts 	<ul style="list-style-type: none"> ● census data (and interim national population data) ● data gathered through Community Strategies and Parish Plan work ● location and number of planning permissions for affordable,

Topic	Planning policy objectives	Policy criteria	Tools / mechanisms	Monitoring / indicators
				intermediate and open market housing
Local services 	<ul style="list-style-type: none"> Supporting existing local services by directing development to places where localised service use is already strong  Planning in smaller rural settlements cannot counteract the broader socio-economic trends working against the retention of local rural services  BUT, where settlements form part of a local network that supports a greater range of services planning can reinforce this pattern  Planning can also try and protect existing services and encourage the provision of new ones where there is an established need 	<ul style="list-style-type: none"> Policy criteria – development should be directed to rural settlements where localised service use is already strong, either for a single settlements or as part of a local network 	<ul style="list-style-type: none"> assessing the roles and functions of villages in the High Weald 	<ul style="list-style-type: none"> presence, nature and strength of services use of services by community data gathered through Community Strategies and Parish Plans
Local employment 	<ul style="list-style-type: none"> Focusing on local employment likely to reproduce the environment of the AONB and support local communities  The provision of employment sites in smaller rural settlements cannot ensure that it is taken up by local people unless covered by a personal condition.  BUT, where there is already strong localisation of employment new economic development can reinforce this  Planning can also provide opportunities for working from home 	<ul style="list-style-type: none"> Policy criteria – development should be directed to rural settlements where localised employment is already strong, either for a single settlements or local network. Sustainable employment niches should be identified and supported. 	<ul style="list-style-type: none"> assessing the roles and functions of villages in the High Weald assessing the nature and sectoral composition of High Weald businesses strengthening the benefits of project based schemes such as Rural Enterprise Scheme and Processing and Marketing Grant where they assist local sustainability 	<ul style="list-style-type: none"> ABI data data gathered through Community Strategies and Parish Plans

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	<ul style="list-style-type: none"> ● Exceptional dwellings can support land-based enterprises that make a strong overall contribution to sustainability – these are sustainable employment niches – more than essential dwellings 			
Recreation / access <ul style="list-style-type: none"> ● 	<ul style="list-style-type: none"> ● Ensuring that development areas are well connected to the public rights of way network ● Planning can deliver improvements to existing recreational resources and new resources in connection with other development 	Policy criteria – new development should have a net positive impact on the recreation resources of the AONB	<ul style="list-style-type: none"> ● Rights of Way Improvement Plans / Access Fora 	<ul style="list-style-type: none"> ● assessment of access to Rights of Way from development on foot / by bike
Governance / communication <ul style="list-style-type: none"> ● 	<ul style="list-style-type: none"> ● Closer community involvement in policy making and delivery ● Planning is intended to form close connections with local communities. It therefore offers an important opportunity to present and further the case for more sustainable rural settlements and communities within the AONB 	This is more a matter of practice in plan preparation than policy criteria	<ul style="list-style-type: none"> ● closer focus in Community Strategies on the issues to be tackled in achieving more sustainable settlements in the AONB 	
Inclusion / vibrancy <ul style="list-style-type: none"> ● 	<ul style="list-style-type: none"> ● Seeking development likely to give more inclusive communities ● These are central objectives for planning, encompassing housing, employment and local services. HOWEVER, new development can only make a limited difference. Vibrancy, in particular, rests mainly in the hands of existing residents. 	Though these matters can be influenced by planning setting criteria directly to achieve them is unrealistic	<ul style="list-style-type: none"> ● closer focus in Community Strategies on the issues to be tackled in achieving more sustainable settlements in the AONB 	

Topic	Planning policy objectives	Policy criteria	Tools / mechanisms	Monitoring / indicators
Environmentally-friendly lifestyles 	<ul style="list-style-type: none"> ● Enabling environmentally-friendly lifestyles through supportive development ● Planning has a potentially crucial role in ensuring that the means necessary for more environmentally-friendly lifestyles are in place – such as affordable housing, local services and jobs, and sustainable transport networks. HOWEVER this is not the same as ensuring that they are taken up, emphasising the importance of directing development to locations where a propensity for environmentally-friendly lifestyles is already evident. ● New development specifically designed to support highly environmentally-friendly lifestyles can make modest but important contributions to sustainability in the High Weald. HOWEVER it is vital that such development is closely controlled to ensure delivery of sustainability outcomes 	<ul style="list-style-type: none"> ● Policy criteria – new development that enables highly environmentally friendly lifestyles, including Low Impact Development, will be supported where the sustainability benefits of such lifestyles to the AONB can be guaranteed through appropriate controls 	<ul style="list-style-type: none"> ● legal agreements, covenants, trusts including Community Land Trusts 	<ul style="list-style-type: none"> ● planning permissions for and development that supports highly environmentally friendly lifestyles ● requirements for ongoing reporting on environmental and other sustainability benefits from the occupiers of such development
Quality of life 	<ul style="list-style-type: none"> ● Ensuring that high quality of life for the individual is not at the expense of wider sustainability objectives ● HOWEVER it is crucial to understand that a community with a high quality of life can be one which is very unsustainable. The significant challenge here is to achieve both simultaneously 	Policy criteria – all new development in the High Weald should enhance the quality of life of local communities	<ul style="list-style-type: none"> ● Quality of Life Assessment approach 	<ul style="list-style-type: none"> ● making quality of life a strong theme of Community Strategies and Parish Plans
Economic sustainability				

Topic	Planning policy objectives	Policy criteria	Tools / mechanisms	Monitoring / indicators
<p>Local economies</p> <p>●</p>	<ul style="list-style-type: none"> ● Support for local economies rooted in the landscape of the AONB should be an overarching objective for planning policies. This will then include: <ul style="list-style-type: none"> - identifying and supporting key local sectors - supporting local labour markets through support for local communities - discouraging ‘footloose’ economic development which might displace economic development rooted in the landscape of the AONB due to the attractiveness of the area <p>● This is a core area for planning but needs to be approached with caution as this objective is currently not satisfied</p>	<p>Policy criteria – new economic development should have the central objective of supporting the landscape and communities of the AONB</p>	<p>covered above</p>	<p>covered above</p>
<p>Land-based economies</p> <ul style="list-style-type: none"> ● materials ● skills <p>●</p>	<ul style="list-style-type: none"> ● This key sector requires targeted strong support as described above, plus: <ul style="list-style-type: none"> - reaching beyond the scope of planning’s relationship with agriculture to development making wider contributions to sustainable land management - the vital importance of adding value to local products within the AONB - the need in some circumstances for sustainable development to 	<p>Policy criteria – the land-based economy should be given targeted support, including ongoing businesses, new businesses, and justified exceptional for residence to support sustainable land managements</p>	<p>covered above</p>	<p>covered above</p>

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	<p>include tied residence, linked with land</p> <ul style="list-style-type: none"> ● Planning has an important role here 			
<p>Recreation and tourism</p> <ul style="list-style-type: none"> ● 	<ul style="list-style-type: none"> ● Targeted support is needed - the central task here is to distinguish between those types of activity benefiting the landscape of the AONB, and those which 'give nothing back' ● Again planning has an important role for this sector, but not a dominant one 	<p>Policy criteria – tourism and recreation activities should be given targeted support for development that supports the landscape and local economies of the AONB.</p>	<ul style="list-style-type: none"> ● Tourism South East's Green Tourism Business Scheme (GTBS) ● encouragement of non car-borne tourism and recreation 	

Table 2 Review of Data Collected

Source and data obtained	Data analysis and presentation	Comments and suggestions
Census 2001 data	Statistics put into table with comparison of East Riding and England and Wales average (obtained from www.neighbourhoodstatistics.gov.uk).	<i>Census data needs to be downloaded at output area level, rather than ward level for smaller settlements. A key task is identifying which output areas lie within the boundaries of the settlement. This is time-consuming and can be inaccurate. It is possible to use postcodes⁷ to estimate the proportion of an included ward that falls within the settlement boundaries and weight the data accordingly, but again, this is time consuming.</i>
<i>Population, age demographics, economic activity and employment</i>		Useful characteristic data. Can be used to identify deprivation and inform judgment of needs of local community
<i>Housing stock, tenure and occupancy,</i>		Useful characteristic data. Informs decisions on suitable type of housing development in light of the objectives of more balanced and sustainable communities. Study found that villages typically offer few terraced or rented houses, which may be a barrier for those on lower incomes or first time buyers.
<i>Car ownership, distance travelled to work, mode of travel to work, working from home</i>		Key statistics for determining whether or not travel patterns are sustainable
<i>Travel to work data - modal split of travel to work, average distance travelled, point of origin and destination)</i>	The study mapped the origin and destination of travel to work with GIS taking the settlements as (i) the origin, (ii) the destination and (iii) both the origin and destination of trips to work. A more simple approach would be to tabulate total trips into and out of settlement for work and total trips with origin and destination in settlement (self-containment). Beneficial to also tabulate number of trips to likely main employment pulls (nearby town or city)	<i>This data needs to be requested from the Office of National Statistics and data needs to be extracted using the wards identified (as above, there may be inaccuracies in matching ward and settlement boundaries). For reasons of personal confidentiality, where trips from/to a ward are 1-3 people, the data either reads 0 or 3. This can cause inaccuracies when looking at small travel flows. Mapping of origin and destination data in GIS requires technical expertise and is also time consuming</i> Maps this data shows patterns in travel and helps to identify key flows. It gives a much clearer picture of the employment roles and relationships between settlements
Door-to-door survey:	421 door-to-door household surveys	<i>PPS7 supports the use of surveys. Surveys and their analysis are not technically difficult but are time consuming. Mapping of travel to services</i>

⁷ For further details, see Appendix 2 of Sustainable Settlements in the High Weald – Final Report (2005).

<p><i>Principal location and mode of transport to services(in the category of main food, convenience and non-food shopping, banking, leisure, socialising, and children’s schooling and socialising)</i></p> <p><i>Factors influencing choice of residence and rating of factors having lived in the area (in the categories of access to work, schools, services, affordable housing, friends / family, countryside public transport and pleasantness of environment, character and community)</i></p> <p><i>Involvement in the community</i></p> <p><i>Self-sufficiency of food production (proportion of total consumption)</i></p> <p><i>Purchasing of local product (food and drink, timber, other – percentage of weekly food bill for item)</i></p> <p><i>Ownership and use of wood-heating systems and other renewable energy technologies</i></p>	<p>undertaken.</p> <p>Responses were put into access.</p> <p>Travel to services was mapped using GIS</p>	<p><i>requires technical expertise and is also time consuming.</i></p> <p>This data was central to identifying the service roles of the settlements. Data on provision of services may be collected for other purposes but such data is usually limited however to provision of services and does not consider quality or use of services. In the High Weald, the survey found that residents did not necessarily use services within their settlement of residence and sometimes travelled far for even the more ‘everyday’ services</p> <p>As with the travel to work data, mapping service use helps to identify key flows and gives a much clearer picture of the service roles and relationships between settlements.</p> <p>The household survey was central to questioning the relationship between the people living in the High Weald and the management of its landscape. In the High Weald it discovered that residents in the settlements rarely have a direct practical relationship with the conservation of the landscape and nor do they generate a strong demand for local food or timber produce</p>
<p>Telephone interviews with land-based businesses</p> <p><i>Factors influencing choice of business location and advantages of being established in the area</i></p> <p><i>Local sourcing of materials and labour</i></p> <p><i>Location of customers</i></p> <p><i>Contribution to the locality</i></p>	<p>25 telephone interviews conducted</p>	<p>Telephone interviews are time-consuming and would need to be conducted with far more businesses to draw balanced conclusions on business profiles and interactions with the surrounding countryside.</p>