

LANDSCAPE PROOF OF EVIDENCE

By Tristram Bushby, BA(Hons) BSc(Hons) MA CMLi

Land to the South of Ringwood Road, Alderholt

Planning Application Reference:
P/OUT/2023/001166

Appeal Reference:
APP/D1265/W/23/3336518

Appeal against the Refusal of:
Mixed use development of up to 1,700 dwellings including affordable housing and care provision; 10,000sqm of employment space in the form of a business park; village centre with associated retail, commercial, community and health facilities; open space including the provision of suitable alternative natural green space (SANG); biodiversity enhancements; solar array, and new roads, access arrangements and associated infrastructure (Outline Application with all matters reserved apart from access off Hillbury Road)

Prepared on behalf of

Intelligent Land

Ref: 3232-RE-01

Date: 24/05/2024

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**Land to the South of Ringwood Road, Alderholt
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1. INTRODUCTION

- 1.1. This Landscape Proof of Evidence has been prepared by Tristram Bushby BA(Hons) BSc(Hons) MA CMLI. I am a Chartered Landscape Architect and an Associate at Allen Pyke Associates Ltd, an independent landscape consultancy which specialises in advising on the landscape, townscape and visual sensitivity of potential development sites and assessing the effects of scheme proposals.
- 1.2. I had a background in fine art, before studying landscape architecture. I gained an honours degree in Landscape and Garden Design in 2008 and a masters in Landscape Architecture in 2011. I became a Chartered Member of the Landscape Institute in May 2016.
- 1.3. I have over 10 years' experience in the landscape profession and have been involved in an extensive range of projects for predominantly private sector clients, including large-scale residential development and urban extension schemes in or near sensitive and/or protected landscapes.
- 1.4. Allen Pyke Associates is a registered practice of the Landscape Institute and a corporate member of the Institute of Environmental Management & Assessment (IEMA). The company specialises in landscape design, landscape assessments and production of landscape construction information for planning submissions and implementation of a wide range and scale of residential, commercial and infrastructure projects.
- 1.5. As a Chartered Landscape Architect, I have worked on a large number of landscape and visual impact assessments. The matter of tranquillity is considered as part of the assessment process.
- 1.6. The Landscape Institute produced a Technical Information Note entitled 'Tranquillity – An Overview' in 2017, to *'provide an overview of what is understood by the term 'tranquillity' within the landscape profession and to inform any future discussions and actions on the topic'*. In its introduction the note confirms that *'it is entirely appropriate for the landscape profession to provide an overview and take a lead in the development of the subject [of tranquillity]'*.
- 1.7. Allen Pyke first became involved with the Alderholt project in 2023 when we were appointed to review the Landscape and Visual Impact Assessment prepared by others, and provide commentary on the potential for effects on the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty in response to the AONB Officers' comments in relation to effects on tranquillity within the AONB.

Declaration of Professional Compliance

- 1.8. My evidence has been prepared in accordance with the guidance and standards set by my governing body, the Landscape Institute, and is my true and professional opinion.

Scope of my Evidence

- 1.9. The scope of my evidence is defined by Reason for Refusal 8:

'The proposal, by bringing additional traffic and recreational activity into the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty (AONB), would result in environmental impacts and a loss of tranquillity the extent of which has not been adequately identified and mitigated within the application. Contrary to Policy HE3 of the Christchurch and East Dorset Local Plan: Part 1, 2014, and to paragraphs 174 and 176 of the NPPF.'

- 1.10. Furthermore, in their Statement of Case, Dorset Council lists a number of key issues including;

viii. The impacts of the proposal on the Cranborne Chase and West Wiltshire Downs National Landscape/Area of Outstanding Natural Beauty (the National Landscape), and whether these would be acceptable. In particular:

a. environmental impacts

b. impacts on tranquillity

c. recreational pressures on the National Landscape

- 1.11. It was confirmed at the Case Management Conference of 2nd May 2024 that character and appearance, visual impact and landscape character were not matters of dispute between the Council and the Appellant, except in respect of the tranquillity of the AONB. My evidence will consider the potential impacts on tranquillity. I will also consider the role of recreational activities within the AONB and the potential effects on landscape character and tranquillity.

- 1.12. In addressing the Reason for Refusal my evidence shall consider the following:

- Landscape Planning Policy
 - HE3 of the Christchurch and East Dorset Local Plan: Part 1, 2014,
 - Paragraph 174 of the NPPF (180 Dec 2023)
 - Paragraph 176 of the NPPF (182 Dec 2023)
- Environmental Impacts
- Tranquillity – Definition of tranquillity, Methodology of Assessment
- Assessment of effects on tranquillity of the AONB

- Recreational activities within the AONB

1.13. I shall refer to the following documents:

- Guidance for Landscape and Visual Impact Assessment 3rd Edition (GLVIA 3) April 2013;
- Natural England's 'Approach to Landscape Character Assessment' October 2014.
- The Landscape Institute's Technical Information or Guidance Notes (TIN 01/2017 and TGN 02/21),
- CPRE, The Countryside Charity's 'Mapping Tranquillity' March 2005;
- CPRE, The Countryside Charity's Tranquillity and Intrusion Maps (early 1990's and 2007)
- CPRE, Jackson et al, Tranquillity Mapping: Developing a Robust Methodology for Planning Support January 2008
- The Cranborne Chase & West Wiltshire Downs AONB Tranquillity Mapping, Ground Truthing Methodology and Interim Report (July 2010)
- The Cranborne Chase Partnership Plan 2019 – 2024 (inc. Map 11 Tranquillity in the AONB).

2. LANDSCAPE PLANNING POLICY AND DESIGN GUIDANCE

POLICY HE3 OF CHRISTCHURCH AND EAST DOREST LOCAL PLAN, PART 1, 2014

Landscape Quality

'Development will need to protect and seek to enhance the landscape character of the area.

Proposals will need to demonstrate that the following factors have been taken into account:

- 1. The character of settlements and their landscape settings.*
- 2. Natural features such as trees, hedgerows, woodland, field boundaries, water features and wildlife corridors.*
- 3. Features of cultural, historical and heritage value.*
- 4. Important views and visual amenity.*
- 5. Tranquillity and the need to protect against intrusion from light pollution, noise and motion.*

Development proposals within and/or affecting the setting of the Area of Outstanding Natural Beauty will need to demonstrate that account has been taken of the relevant Management Plan. Within the Areas of Great Landscape Value development will be permitted where its siting, design, materials, scale and landscaping are sympathetic with the particular landscape quality and character of the Areas of Great Landscape Value. Planning permission will be

refused for major developments in these designated areas except in exceptional circumstances and where they are in the public interest’.

- 2.1. The five factors listed above have been considered in the Environmental Statement (ES), with specific attention given to the AONB and its setting due to its sensitive nature and greater weight given to its protection. Matters relating to character and appearance, visual impact and landscape character were not matters of dispute, except where this relates to tranquillity of the AONB. I will provide evidence regarding the impact of the proposed development on the tranquillity of the AONB in Section 6.

3. NATIONAL PLANNING POLICY FRAMEWORK (Dec 2023)

Paragraph 180. Planning policies and decisions should contribute to and enhance the natural and local environment by:

a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan);

Paragraph 182. ‘Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty which have the highest status of protection in relation to these issues.... The scale and extent of development within all these designated areas should be limited, while development within their setting should be sensitively located and designed to avoid or minimise adverse impacts on the designated areas’.

- 3.1. Part IV of the Countryside and Rights of Way Act 2000 (CRoW Act) provides the main legislative framework for AONBs for the purpose of conserving and enhancing the natural beauty of the designated area.
- 3.2. The site is located in the Ringwood Hurn landscape character area as defined by the East Dorset Landscape Character Assessment (2008). The Woodlands-Colehill landscape character area is located to the north of Ringwood Hurn and is not considered to be either physically or visually impacted by the proposed development. The AONB is located 2km north of the site beyond Woodlands-Colehill landscape character area and is also considered to be physically and visually separated from the proposed development. However, due to the sensitivity of the AONB, impacts on its landscape character, which considers tranquillity as part of determining the value of the

landscape, were assessed in the ES. The ES considered the effects on the 'Martin - Whitsbury Downland Hills' and 'Stour and Avon Tributary Chalk River Valleys' Landscape Character Areas described by the Cranborne Chase and West Wiltshire Downs AONB Integrated Landscape Character Assessment (2003) and found that the proposed development will have an effect of negligible or minor to negligible significance of the landscape character of the AONB. The proposed development is therefore not contrary to the NPPF paragraphs stated in the reasons for refusal.

4. ENVIRONMENTAL IMPACTS

- 4.1. It was confirmed at the Case Management Conference that character and appearance, visual impact and landscape character were not matters of dispute, except in respect of the tranquillity of the AONB.
- 4.2. It is noted the draft Alderholt Parish Council Neighbourhood Plan was published for consultation on 15th May 2024. Policy 18 relates to Important Views. The policy identifies four important views and states:

Development that would significantly intrude and impact on their enjoyment, by virtue of scale, massing, design or location, will be resisted.
- 4.3. View 1 'View from Blackwater Lane towards the Common looking S/SW' is located within the application boundary looking away from the Alderholt village and the proposed residential areas of the development. This portion of the site is proposed to become part of the SANG and will be sensitively managed to maintain a natural environment and retain important landscape features, such as trees and other vegetation and important views. The existing footpath will be improved as part of the SANG proposals. Users of this route will have their views enhanced and will experience a lasting beneficial effect.
- 4.4. View 2 'View from Dotty's Bench on Telegraph Hill looking NE' was assessed as part of the Landscape chapter of the ES (View 10). The assessment found the effects of the proposed development would be of negligible significance during construction and once complete.
- 4.5. Views 3 and 4 are outside the Zone of Visual Influence of the proposed development due to distance, topography and intervening woodland.
- 4.6. The proposed development would not significantly intrude and impact on the enjoyment of any of the important views identified and would not be contrary to the draft Neighbourhood Plan policy.

5. LOSS OF TRANQUILLITY

Definition Of Tranquillity

- 5.1. The concept of tranquillity is broadly understood by the general population and is widely used throughout planning guidance and policy, including the NPPF which states in paragraph 191:
- ‘Planning policies and decisions should ... identify and protect tranquil areas which have remained relatively undisturbed by noise and are prized for their recreational and amenity value for this reason;’*
- 5.2. However, there is no agreed definition of tranquillity which means it can be understood in the different ways by different people, even by those within the same profession or discipline. This lack of clarity means that the effects on tranquillity of the proposed development, or any development, are open to interpretation. The extent of the loss of tranquillity (if any) or necessity to mitigate for this loss will ultimately be down to the personal judgment of the inspector.
- 5.3. The Campaign to Protect Rural England (CPRE) have led the way in promoting the concept of tranquillity in the countryside and has published a number of studies on the subject and methodology for recording it. In ‘Mapping Tranquillity’ (March 2005 pages 5 & 6) tranquillity is described as *‘a natural resource, and an essential quality of the countryside’*. It lists *‘Perceived links to nature; positive features in the landscape; the importance of wildlife; and peace, quiet and calm’* as the key elements of tranquillity. It also lists the elements which detract from tranquillity as *‘Disruptive behaviour of other people; noise, especially from cars; overt signs of human development – negative features in the landscape’*.
- 5.4. The report expands on this by listing the positive and negative factors and giving them a weighting/score as follows at page 6 of the Executive Summary:

Positive factors	Weight
Openness of the landscape	24%
Perceived naturalness of the landscape	30%
Rivers in the landscape	21%
Areas of low noise	20%
Visibility of the sea	6%
Total of positive factors	100%
Positive Scores as a percentage of the overall scores	44%
Negative factors	Weight
Presence of other people	60%
Visibility of roads	12%
General signs of overt human impact	10%
Visibility of urban development	8%
Road, train and urban area noise	7%
Night time light pollution	3%
Aircraft noise	1.5%
Military training noise	<1%
Total of negative factors	100%
Negative Scores as a percentage of the overall scores	56%

- 5.5. CPRE's 2008 study *Tranquillity Mapping: Developing a Robust Methodology for Planning Support states:*

[Tranquillity] is considered to be a state of calm, quietude and is associated with peace; a state of mind that promotes mental well being. It is considered to be a significant asset of landscape, appearing as an objective attribute in a range of strategies, policies and plans.

- 5.6. The study goes on to acknowledge:

Tranquillity appears to be a holistic sensory experience and there are many variables which input into an individual's feelings of tranquillity.

- 5.7. As part of the research the following tables were created listing factors that were considered to be, or not be, tranquillity:

ID	Response	Total
a01	Seeing, A natural landscape	533
a13	Hearing, Birdsong	396
a17	Hearing, Peace and Quiet	271
a07	Seeing, Natural looking woodland	256
a12	Seeing, The stars at night	245
a08	Seeing, Streams	225
a11	Seeing, The Sea	221
a15	Hearing, Natural Sounds	212
a14	Hearing, Wildlife	183
a19	Hearing, Running water	180
a09	Seeing, Rivers	176
a02	Seeing, Wide open spaces	174
a03	Seeing, A wild landscape	171
a05	Seeing, Trees in the landscape	146
a10	Seeing, Lakes	118
a04	Seeing, Remote landscapes	113
a18	Hearing, No human sounds	109
a20	Hearing, Lapping water	109
a21	Hearing, The sea	84
a06	Seeing, Deciduous trees in the landscape	72
a16	Hearing, Silence	47
Total		4041

Table 16: What is tranquillity?

ID	Response	Total
a41	Hearing, Constant noise from cars, lorries and/or motorbikes	886
a22	Seeing, Lots of people	627
a30	Seeing, Urban development	373
a24	Seeing, Overhead light pollution (night time)	270
a37	Hearing, Lots of people	266
a25	Seeing, Low flying aircraft	228
a38	Hearing, Low flying aircraft	225
a28	Seeing, Power lines	221
a34	Seeing, Towns and Cities	202
a33	Seeing, Roads	139
a44	Hearing, Non-natural sounds	107
a31	Seeing, Any signs of human impact	102
a36	Seeing, Military training (other than aircraft)	101
a29	Seeing, Wind turbines	88
a42	Hearing, Occasional noise from cars, lorries and/or motorbikes	44
a43	Hearing, Military training (not aircraft)	32
a32	Seeing, Railways	30
a26	Seeing, High altitude aircraft	25
a40	Hearing, Trains and Railways	24
a23	Seeing, Anyone at all	18
a27	Seeing, Coniferous woodland	17
a39	Hearing, High altitude aircraft	11
a35	Seeing, Villages and Scattered Houses	5
Total		4041

Table 17: What is not tranquillity?

- 5.8. More recently in Guidelines for Landscape and Visual Impact Assessment (GLVIA, third edition) (LI and IEMA 2013) tranquillity has been defined in the glossary as:

‘a state of calm and quietude associated with peace, considered to be a significant asset of landscape’.

- 5.9. The Landscape Institute’s Technical Information Note (TIN 01/2017) on Tranquillity reminds us in para 2.10

‘tranquillity cannot readily be defined as an environmental characteristic or quality as it is a state of mind that is being described and thus human perceptions as well as factual evidence must be considered in any studies relating to the term. Tranquillity is, in effect, an umbrella

term used to refer to the effect of a range of environmental factors on our senses and our perception of a place.'

- 5.10. The note specifically advises that tranquil areas should not be confused with 'quiet areas' as defined by the European Environmental Noise Directive.
- 5.11. It also distinguishes between 'relative' and 'absolute' tranquillity which allows some weight to be given to tranquil settings or experiences in urban settings.
- 5.12. Tranquillity is consistently associated with the 'perceptual aspects' of landscape. It can be considered as a 'state of mind' and is therefore something that is not readily measurable. Because of this, determining any potential loss of tranquillity is subjective.

Methodology Of Assessment

- 5.13. Despite the difficulties inherent with measuring tranquillity, a number of studies have been published on the subject. These provide an overview from which more site specific assessments can be made. In 2001 CPRE published the Tranquillity and Intrusion Maps. The methodology used to produce these maps was widely criticised for being solely focused on factors that detract from tranquillity. In 2006 CPRE commissioned the technical report 'Tranquillity Mapping: Developing a Robust Methodology for Planning Support' (revised 2008) which reviewed the methodology. This methodology rejected expert-led decisions in favour of using Participatory Appraisal (PA) consultation.
- 5.14. A revised Tranquillity Map of England was published in 2007. This is included in Appendix A.
- 5.15. In July 2010 the Cranborne Chase and West Wiltshire Downs AONB unit carried out their own 'Tranquillity Mapping Ground Truthing Report and Methodology'. The aim of the AONB's report was to '*enhance the understanding of the tranquillity factors in relation to the specific area covered by individual squares*' thereby exploring the local tranquillity of the AONB landscape.
- 5.16. The report used a simplified methodology for measuring 'on site' tranquillity. Mapping was produced using a grid of 500 x 500m squares. Survey areas (squares) were selected to allow for individuals to record data following Surveyors Guidance Notes. This breaks down observations into 'what you can see' and 'what you can hear'. This process was used to inform our own assessment. The Surveyors Guidance Notes are included in Appendix B.

- 5.17. At Figure 10 (page 27) of the AONB Report, the survey locations are overlaid onto the Landscape Character Area Map of the AONB. The Survey results (including a graph of the Positive and Negative Tranquillity Factors) for each character area within the AONB are provided.

6. ASSESSMENT OF EFFECTS ON TRANQUILLITY OF THE AONB

- 6.1. For the purpose of the LVIA, the assessor (a Chartered Landscape Professional) visited the Site and its setting in the context of the AONB and has considered the Positive and Negative Tranquillity Factors as listed in the Surveyors Guidance Notes within the AONB Report.
- 6.2. The assessor chose a selection of survey points and has used these to explore the baseline sensitivity of those receptors to a change in their tranquillity experience. The extent to which this experience may change has then been considered alongside the technical data associated with the traffic increases.
- 6.3. The survey points (as illustrated in **Appendix A**) have been selected with consideration to:
- Those receptors currently experiencing a higher tranquillity rating in accordance with the CPRE New Tranquillity Map and the AONB Unit's Ground Truthing Exercise;
 - Those receptors most likely to hear an increase of noise on local roads as a result of traffic increases;
 - Those receptors most likely to see an increase in traffic on local roads.
- 6.4. As tranquillity is experienced differently by individuals, I have recently revisited the Site and the survey points to experience the level of tranquillity of each location independently. Spending time in the AONB, both on foot and in a car provided an opportunity to experience the landscape and gain a sense of its relative tranquillity. In my professional opinion, the assessment provided in the ES is appropriate and a true reflection of the relative tranquillity.
- 6.5. The AONB's report divides data into 'what you can see' and 'what you can hear'. The site is 2km from the edge of the AONB boundary and is both physically and visually separated from it. The assessment of visual effects found:
- 'The potential visibility of the Proposed Development from the Cranborne Chase and West Wiltshire Downs AONB was assessed through the ZTV and site visits and it was concluded that there would be no visibility or visual impacts.'*
- 6.6. It can therefore be concluded that the proposed development would result in no direct change to the 'what you can see' or 'what you can hear' data that informed the baseline for tranquillity.

- 6.7. Potential indirect changes to ‘what you can see’ and ‘what you can hear’ as a result of the proposed development may be perceived as additional people walking the footpaths or visiting viewpoints, and more cars on the roads. It is not possible to quantify an exact number of people that may visit the AONB on any one day. A traffic assessment has been prepared and will be examined separately to this evidence. The traffic assessment also considered noise associated with the additional traffic.
- 6.8. The above changes would not result in notable changes to the baseline factors observed. It is unlikely for example that there would be ‘crowds of people’ walking the footpaths, but one or two extra users on any given day would have little effect on the sense of tranquillity experienced by other footpath users. The ephemeral nature of noise and activity means that an increase in visitor numbers as a result of the proposed development is unlikely to have a discernible or lasting effect on the level of tranquillity.
- 6.9. The most recent site assessment found that in most places assessed the overwhelming sound was that of birdsong (low noise area), a positive factor for tranquillity according to the Surveyor Guidelines Checklist. This was prominent due to the still, warm atmosphere and the Spring time of year when birds are especially active, and would be less prominent on other days. During the visit, road noise was audible, albeit in the background and not constant, for all locations. Occasional plane noise was also observed. These are negative factors. The presence of positive and negative factors suggests that some change in these factors could be accommodated in the landscape, and the significance to the level of relative tranquillity would be negligible to slight (at most).
- 6.10. For context, and in terms of understanding the potential impacts of recreational visits to the AONB from the proposed dwellings, the following visitor numbers for main tourist attractions in the AONB are provided in Cranborne Chase And West Wiltshire Downs AONB Strategy And Action Plan 2012-17:
- Longleat Safari Park c.600,000+ per annum
 - Center Parcs 310,000 p.a
 - Stourhead Estate 340-380,000 p.a.
 - Kingston Lacy Estate 180,000 visits
 - Great Dorset Steam Fair; claims 200,000 visitors a year over the 5 days, with over 40,000 on site during peak days
 - Wardour Old Castle, English Heritage; 36,000 p.a.

- 6.11. The vast majority of people travelling to these attractions will do so by car. With such visitor numbers across the AONB any slight increase in traffic activity or noise as a result of the proposed development would be negligible. The narrow and winding nature of most of the roads in the area means that visitors to the AONB would mostly stay on main routes which are noted to be less tranquil. Those using the country lanes would be doing so specifically to access those areas considered most tranquil for recreational purposes.
- 6.12. In accordance with the LI's TGN 02/21, recreational factors, where the experience of the landscape is important, is also a consideration when determining a value of a landscape and its resultant sensitivity to change. A landscape may be less valued where there is no opportunity for people to experience it. The assessment of effects on the landscape character of the AONB in the ES take account of this.

7. RECREATIONAL ACTIVITIES WITHIN THE AONB

- 7.1. The proposed development considers the health and wellbeing of future residents. In addition to places to work and live, a variety of recreation and leisure facilities will be provided. The new development would create a large open space 'Alderholt Park' adjacent to the existing Alderholt Recreation Ground which will effectively double the size of the existing recreation space and would include elements such as children's play and additional sports pitches. This will deliver a significant resource for both new and existing residents of the village.
- 7.2. In addition, an area of over 53ha will be provided as Suitable Alternative Natural Green Space (SANG) to mitigate the impacts on the Dorset Heathlands SPA and New Forest SPA/SAC. The SANG will provide significant recreational opportunities for residents, including countryside walks and access to the green, natural environment, without travelling to the AONB.
- 7.3. The character and scenic beauty of Cranborne Chase and West Wiltshire Downs are the reason for its designation as an AONB (now, a National Landscape). This is also a reason for people visiting this landscape. Although a large number of recreational facilities will be available within the proposed development and used regularly by many residents, some will still wish to visit the AONB to experience its unique character and scenic beauty.
- 7.4. Chapter 16 of the Cranborne Chase Partnership Plan 2019-2024 actively promotes the AONB as a place that should be visited by people living outside of the area for recreational purposes. The

Management Plan specifically highlights people living within 30 minutes of the AONB boundary, which would include future residents of the proposed development.

- 7.5. It is therefore contrary to the objectives of the Management Plan to attempt to mitigate against an increase in recreational activity resulting from the proposed development, when the Management Plan suggests “greater promotion of this AONB to those living outside it” (16.3) and encouraging “communities to take the opportunity to ‘refresh mind, body and soul’ here, through promoting the AONB as a ‘natural health centre’” (16.6). Any potential increase in recreational use of the AONB as a result of new housing in locations accessible to it would positively contribute to meeting the objectives of the Management Plan. Relevant policies are reproduced in Appendix C.
- 7.6. The existing recreational provision in the AONB, together with plans to enhance this offering and in combination with the facilities provided by the proposed development (e.g the SANG), would provide adequate opportunities for recreation and would not result in undue pressure in the AONB.

8. TRAFFIC FLOWS AND NOISE

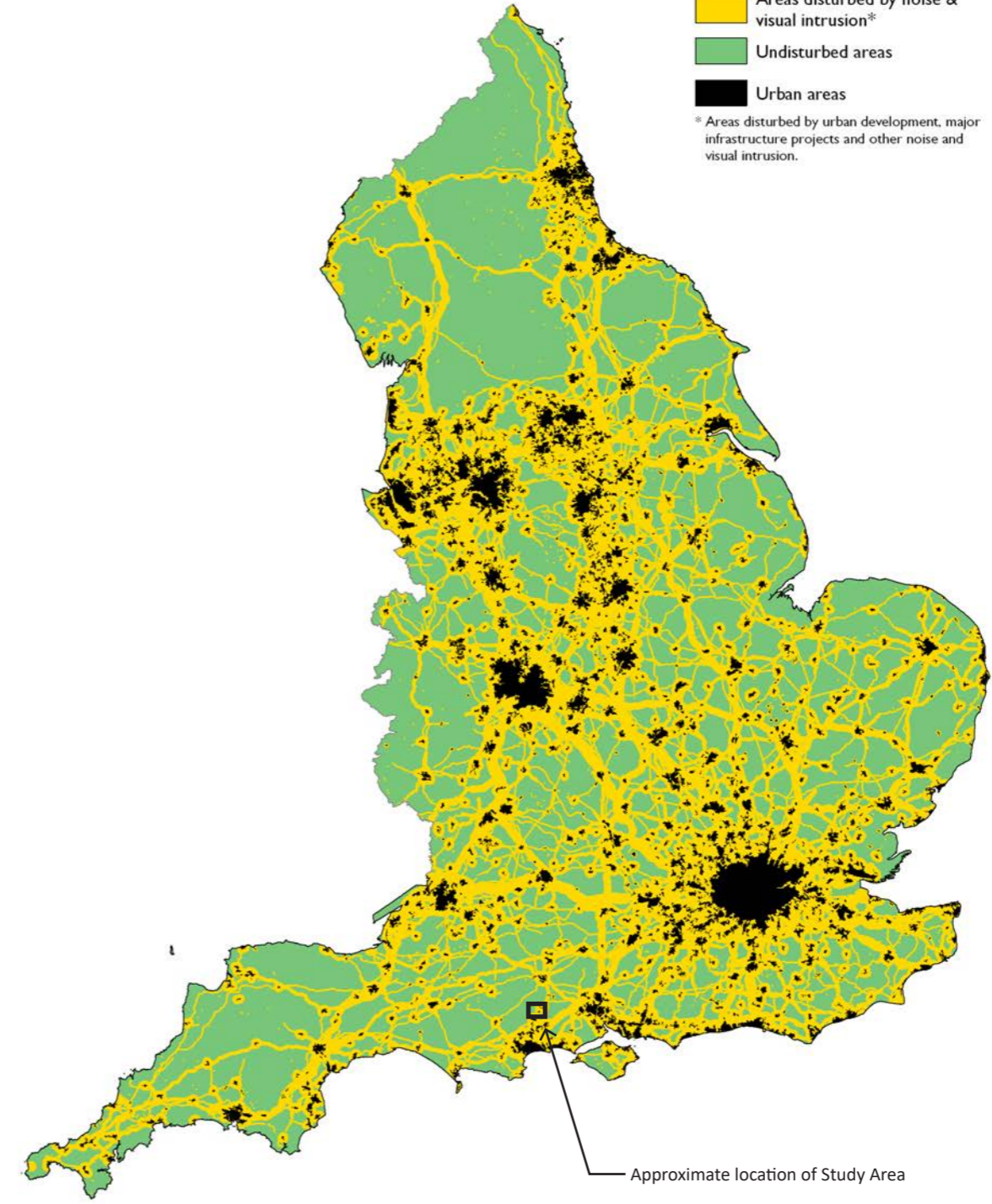
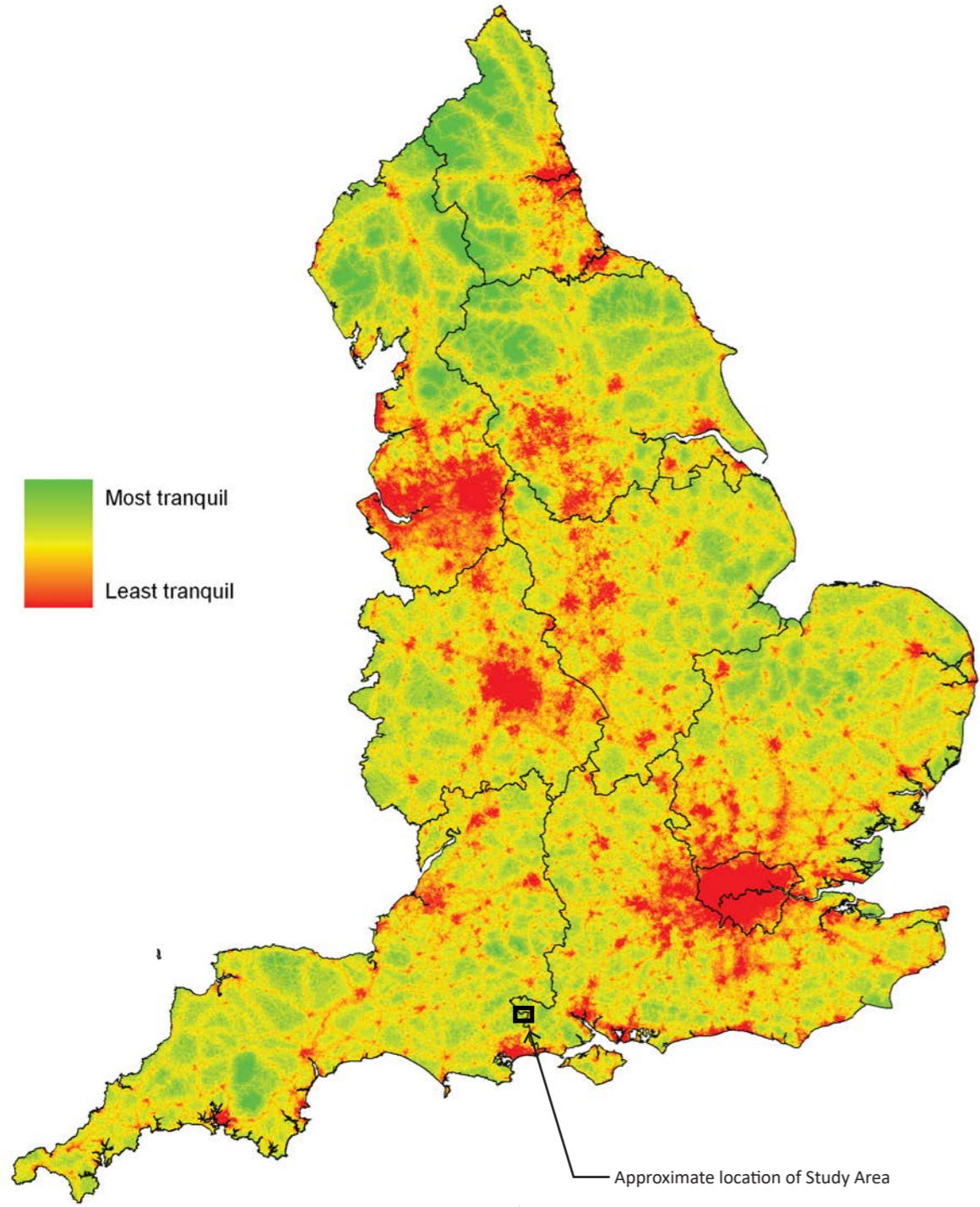
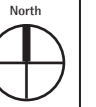
- 8.1. Matters relating to Traffic will be examined separately to this evidence. However, changes to traffic patterns and the potential effects this would have on the relative tranquillity experienced by people in the AONB have been considered. These effects would be indirect and relate to traffic travelling to or from the site, rather than traffic within the site itself, which would be imperceptible from within the AONB. The Traffic Assessment, which included technical information on traffic flows and associated noise, concluded that there will be some additional trips to Cranborne which will be mitigated through localised improvements to the B3078. Some of these additional trips are likely to continue through Cranbourne village into the wider AONB. People experiencing, and enjoying the most remote and tranquil locations of the AONB, will (at most) see a slight adverse effect on their experiences of tranquillity within the AONB as a result of off-site traffic increases generated by the proposals.
- 8.2. Following further work, the Annual Average Daily Traffic (AADT) flows for the noise modelling reported in chapter 7 of the ES Transportation chapter have been altered. These are reported in the Noise Technical Note (CES Technical Appendix 8.8Ad) attached to the CES Addendum. The Noise Technical Note states *‘The results of the noise assessment based on the revised traffic forecast data is unchanged from the previous assessment on all road links except for Hillbury Road (north) and Ringwood Road’*. The affected sections of these roads do not lie within the AONB.

There are therefore no changes arising to the conclusions of the CES in relation to AONB tranquillity.

9. CONCLUSION

- 9.1. The proposed development was refused due to 'loss of tranquillity' and therefore contrary to Policy HE3 of the Christchurch and East Dorset Local Plan: Part 1, 2014, and to paragraphs 174 (180) and 176 (182) of the NPPF.
- 9.2. It is accepted that there is no agreed definition of tranquillity as it is associated with the 'perceptual aspects' of landscape and it is therefore a subjective experience. However, for the purposes of the EIA and this evidence, the methodology for assessing relative tranquillity developed by both CPRE and subsequently the Cranborne Chase and West Wiltshire Downs AONB unit, have been used to establish the potential effects on tranquillity within the AONB from the proposed development.
- 9.3. There are no direct effects on tranquillity of the AONB as a result of the proposed development due to its physical and visual separation from the site. Any indirect effects on tranquillity are associated with the increased traffic and therefore increased noise and human activity, which would be Negligible to Slight (at most). These are unlikely to have a discernible or lasting effect on the level of tranquillity that is experienced.
- 9.4. The proposed development includes provision of a new park and SANG which will deliver a significant recreational resource for both new and existing residents of Alderholt, effectively limiting potential recreational pressure on the AONB. However, this is not designed to mitigate potential pressure on the AONB and nor is there any need to do so, as the Cranborne Chase Partnership Plan actively promotes the AONB as a place that should be visited by people living outside of the area for recreational purposes.
- 9.5. It is my contention that the proposed development is in accordance with Local Plan policy HE3 of the Christchurch and East Dorset Local Plan: Part 1, 2014, and to paragraphs 174 (180) and 176 (182) of the NPPF and would not result in an unacceptable loss of tranquillity in the AONB.

APPENDIX A



Key

- Areas disturbed by noise & visual intrusion*
- Undisturbed areas
- Urban areas

* Areas disturbed by urban development, major infrastructure projects and other noise and visual intrusion.

Most tranquil

Least tranquil



Rev	Description	Date	Drawn	Checked
Drawing Status				
PLANNING				

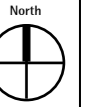
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
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Drawing Title: CPRE Tranquillity & Intrusion Maps Date: 19/10/23

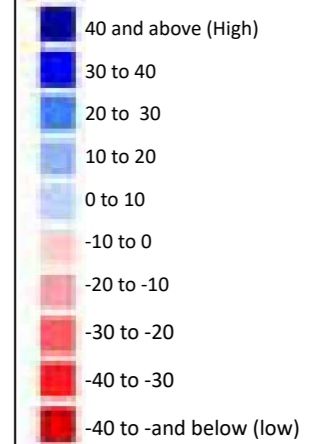
Figure Number: 3232-APA-ZZ-XX-LA-L-1000 Revision: P01



LEGEND

-  Site
-  Cranborne Chase and West Wiltshire Downs Boundary (*)


Baseline Tranquillity Scoring (*)

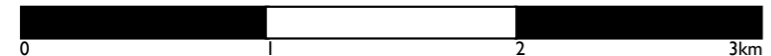
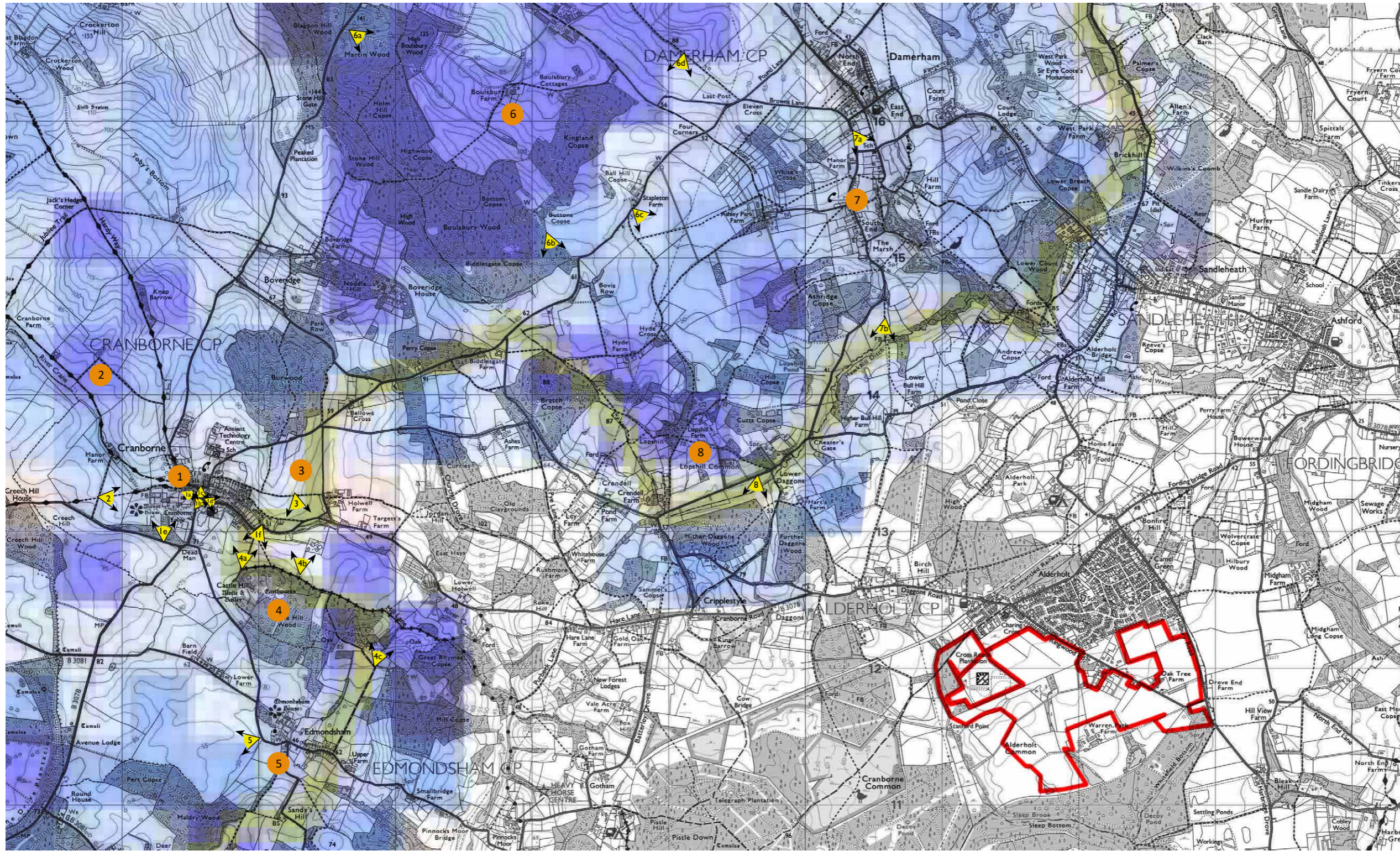


(Cranborne Chase and West Wiltshire Downs AONB Tranquillity Mapping Groundtruthing Interim Report, v2.6, March

1 Tranquillity Receptors surveyed by Allen Pyke Associates November 2023

- TR1: Visitors to Cranborne Village
- TR2: Walkers west of Cranborne Village
- TR3: Walkers east of Cranborne Village
- TR4: Walkers at Castle Hill Wood
- TR5: Visitors to AONB near Edmondsham
- TR6: Visitors to AONB in Dorset Downs
- TR7: Visitors to AONB near Damerham
- TR8: Visitors to AONB near Lopshill

 Representative Views - Refer to 3232-APA-ZZ-XX-LA-L-1003



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Rev	Description	Date	Drawn	Checked
	Drawing Status			

PLANNING

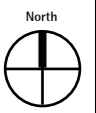
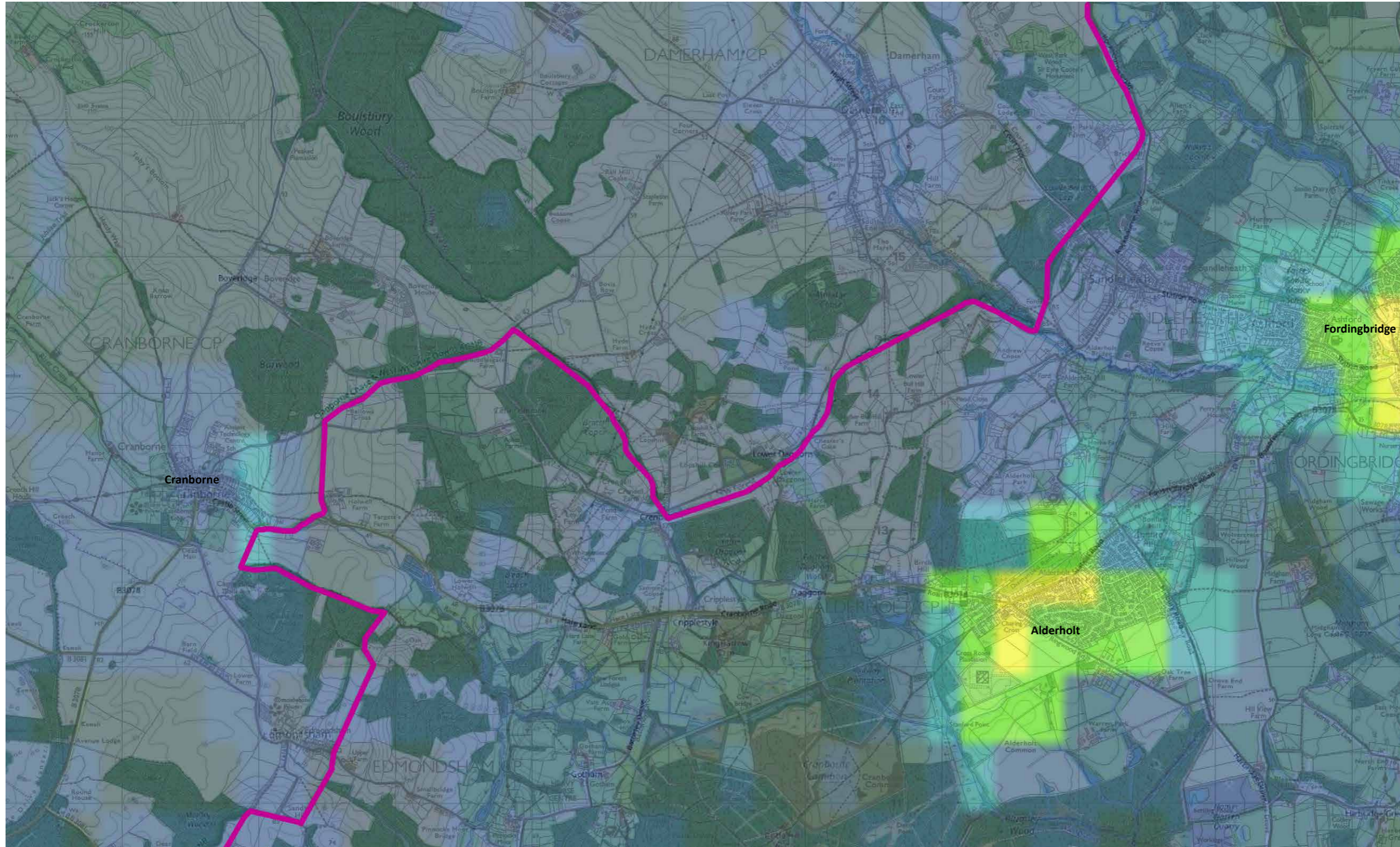
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Drawing Title: Baseline Tranquillity Date: 19/10/23

Figure Number: 3232-APA-ZZ-XX-LA-L-1001 Revision: P01



LEGEND

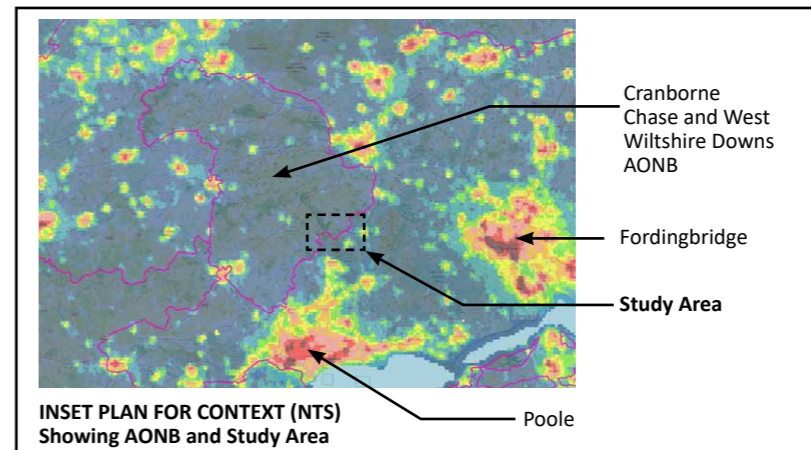
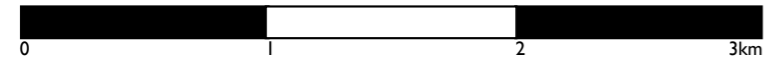
- Site
- Cranborne Chase and West Wiltshire Downs AONB Boundary (*)

Night lights

- (NanoWatts / cm^2/sr)
- > 32 (Brightest)
 - 16 - 32
 - 8 - 16
 - 4 - 8
 - 2 - 4 (Brighter)
 - 1 - 2
 - 0.5 - 1
 - 0.25 - 0.5
 - < 0.25 (Darkest)

Each pixel shows the level of radiance (night lights) shining up into the night sky. These have been categorised into colour bands to distinguish between different light levels. Please see the [REPORT](#) for more information on this.

(Source: The Countryside Charity's England's Light Pollution and Dark Skies online interactive map)



INSET PLAN FOR CONTEXT (NTS)
Showing AONB and Study Area

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Project	Alderholt Meadows, Fordingbridge	By/Ckd	NG/CR
Drawing Title	Dark Skies	Date	20/11/23

Figure Number:	3232-APA-ZZ-XX-LA-L-1002	Revision	P01
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Mature hedge to Churchyard

Historic buildings in centre of village

Mature tree in Churchyard

Churchyard as quiet reflective space

Cranborne Church



REPRESENTATIVE VIEW TR1a

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked

Drawing Status
PLANNING

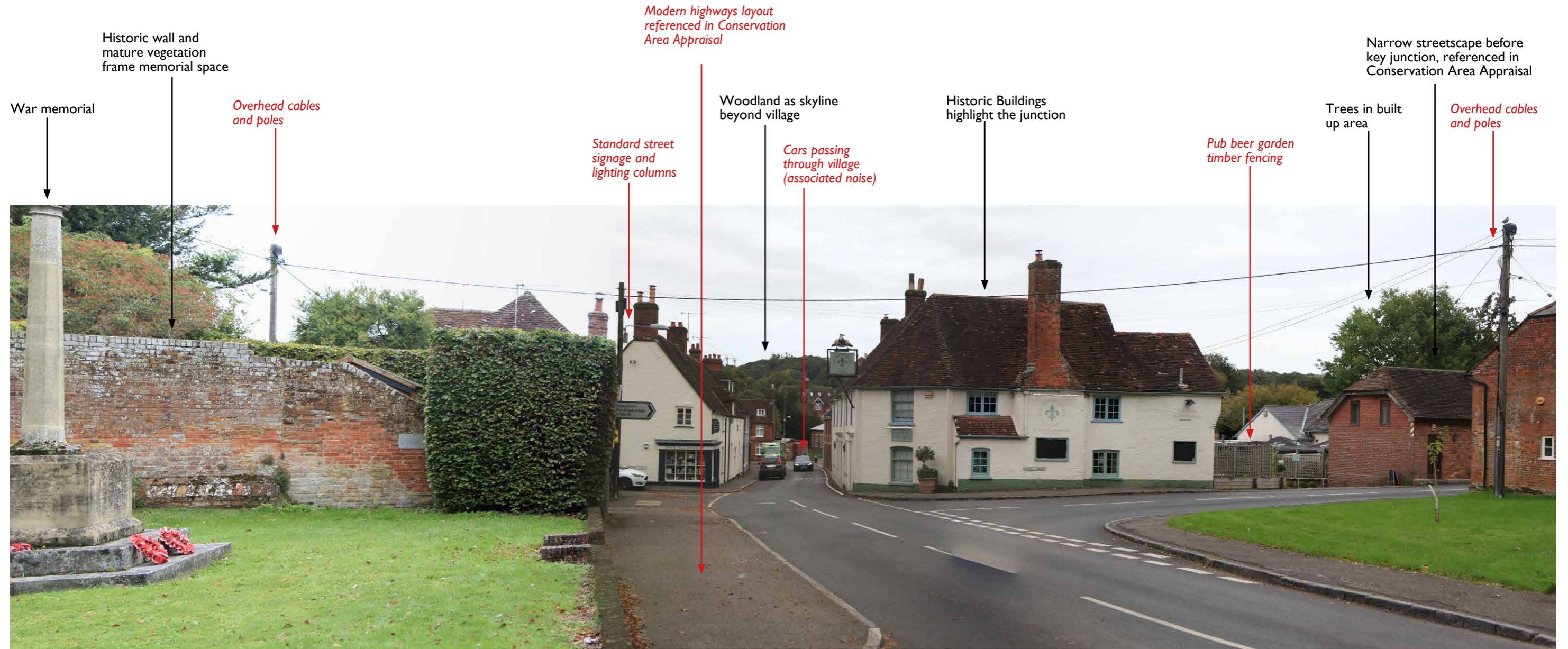
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Project: Alderholt Meadows, Fordingbridge By/Ctd: NG/CR

Drawing Title: REPRESENTATIVE VIEW TR1a Date: 13/11/23

Figure Number: 3232-APA-ZZ-XX-LA-L-1003.1 Revision: P01



REPRESENTATIVE VIEW TR1b

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked
Drawing Status				
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Client	Dudsbury Homes (Southern)	Scale	NTS@A3	
Project	Alderholt Meadows, Fordingbridge	By/Ctd	NG/CR	
Drawing Title	REPRESENTATIVE VIEW TR1b	Date	13/11/23	
Figure Number:	3232-APA-ZZ-XX-LA-L-1003.2	Revision	P01	



Mature hedge to Churchyard

Electricity Pole and overhead cables

Modern highways layout referenced in Conservation Area Appraisal

Construction Site signage and herras fencing

Trees form backdrop and skyline in view

Narrow streetscape before key junction, referenced in Conservation Area Appraisal

On-street parking and oncoming traffic (and associated noise)

Landmark heritage building and signage

Heritage signage detailing

REPRESENTATIVE VIEW TR1c

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked

Drawing Status
PLANNING

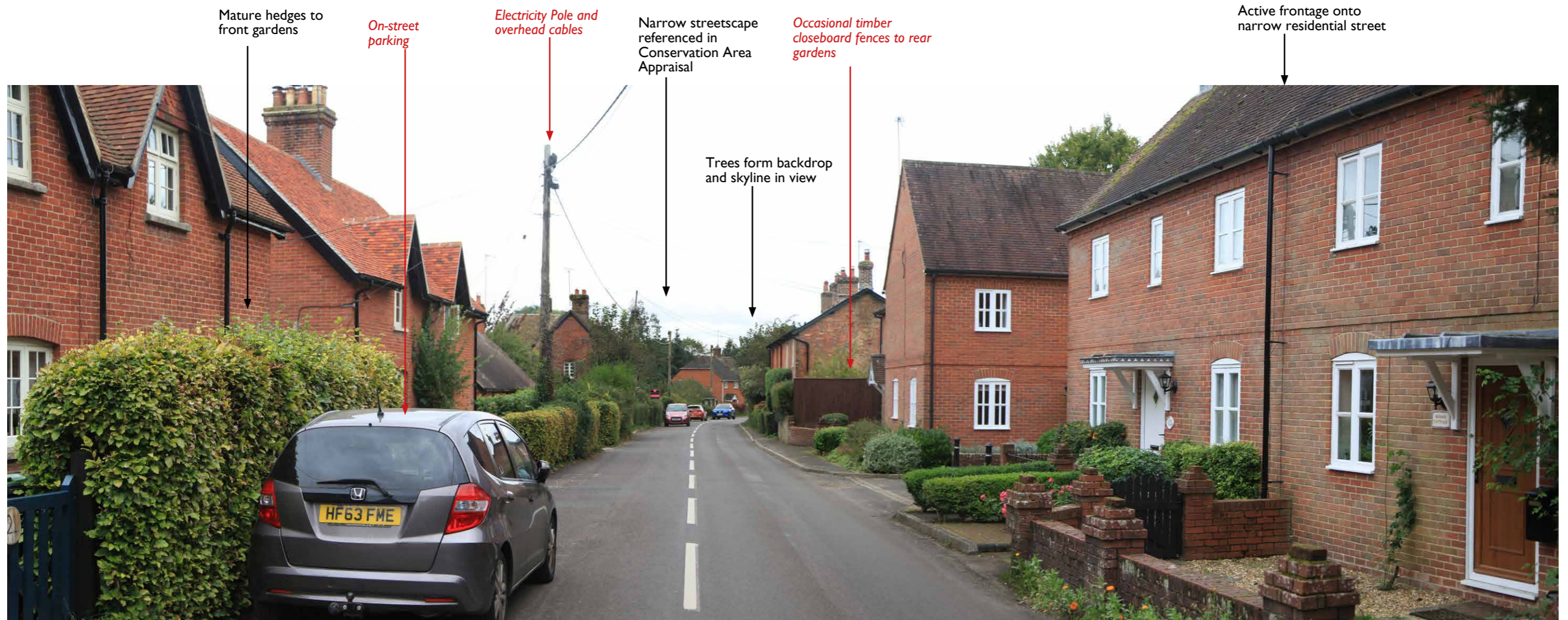
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Project: Alderholt Meadows, Fordingbridge By/Cld: NG/CR

Drawing Title: REPRESENTATIVE VIEW TR1c Date: 13/11/23

Figure Number: 3232-APA-ZZ-XX-LA-L-1003.3 Revision: P01



REPRESENTATIVE VIEW TR1d

P01	Issued for planning	20/11/23	NG	CR
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Client	Dudsbury Homes (Southern)	Scale	NTS@A3	
Project	Alderholt Meadows, Fordingbridge	By/Cld	NG/CR	
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Figure Number:	3232-APA-ZZ-XX-LA-L-1003.4	Revision	P01	

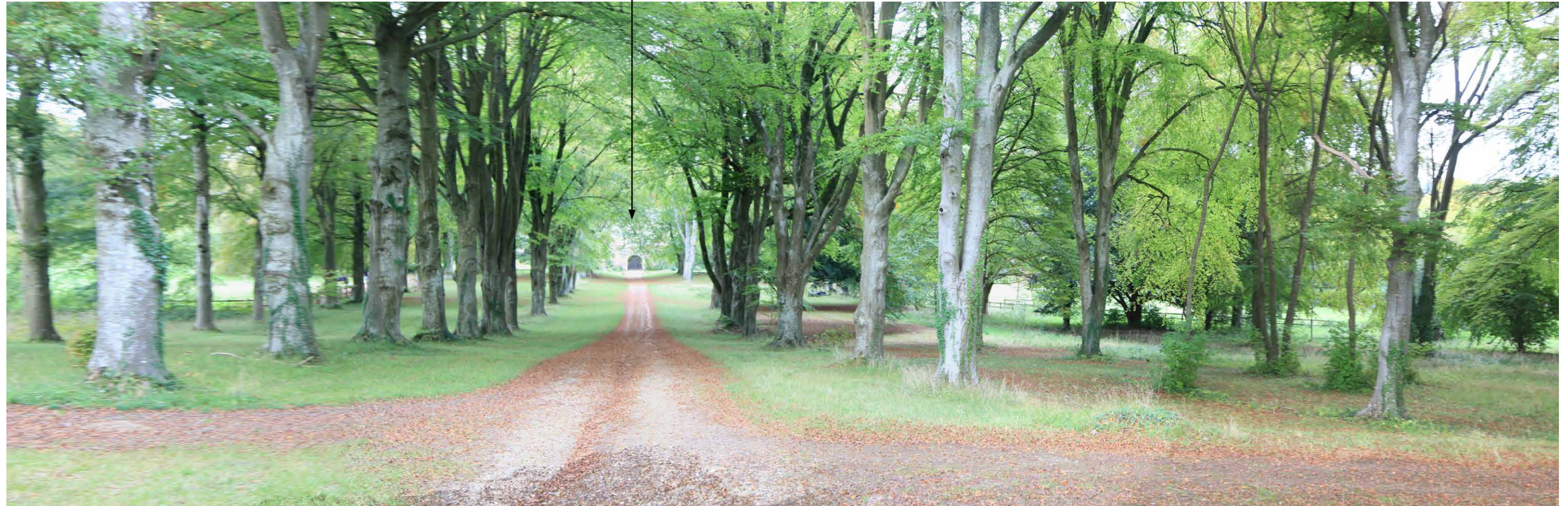
Native woodland

Avenue of trees
frames views

Entrance to Cranborne
Manor (Grade II* Listed)

Avenue of trees
frames views

Native woodland



REPRESENTATIVE VIEW TR1e

P01	Issued for planning	20/11/23	NG	CR
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Project	By/Ctd
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Drawing Title	Date
REPRESENTATIVE VIEW TR1e	13/11/23

Figure Number:	Revision
3232-APA-ZZ-XX-LA-L-1003.5	P01



REPRESENTATIVE VIEW TR1f

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked

Drawing Status
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Project: Alderholt Meadows, Fordingbridge By/Ctd: NG/CR

Drawing Title: REPRESENTATIVE VIEW TR1f Date: 13/11/23

Figure Number: 3232-APA-ZZ-XX-LA-L-1003.6 Revision: P01



REPRESENTATIVE VIEW TR2

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked

Drawing Status
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Client: Dudsbury Homes (Southern) Scale: NTS@A3


Project: Alderholt Meadows, Fordingbridge By/Ctd: NG/CR

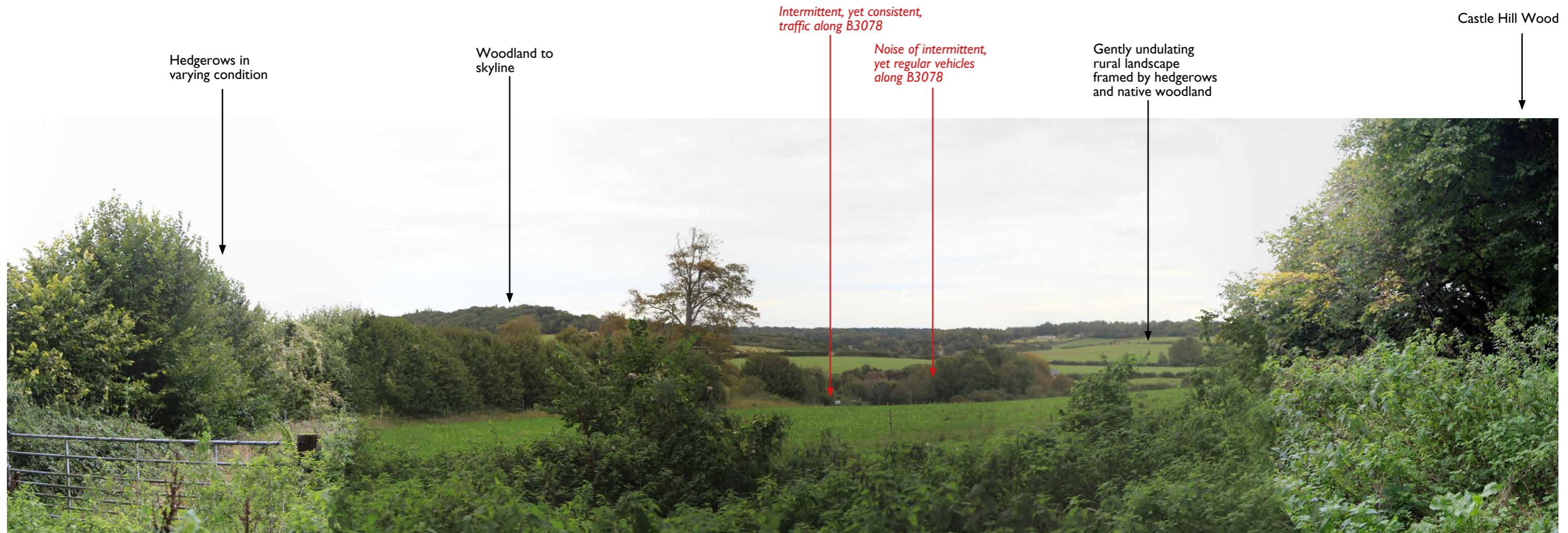
Drawing Title: REPRESENTATIVE VIEW TR2 Date: 13/11/23

Figure Number: 3232-APA-ZZ-XX-LA-L-1003.7 Revision: P01




REPRESENTATIVE VIEW TR3

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked
Drawing Status				
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Client	Dudsbury Homes (Southern)	Scale	NTS@A3	
Project	Alderholt Meadows, Fordingbridge	By/Ctd	NG/CR	
Drawing Title	REPRESENTATIVE VIEW TR3	Date	13/11/23	
Figure Number:	3232-APA-ZZ-XX-LA-L-1003.8	Revision	P01	



REPRESENTATIVE VIEW TR4a

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked
Drawing Status				
PLANNING				
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Client	Dudsbury Homes (Southern)		Scale	NTS@A3
Project	Alderholt Meadows, Fordingbridge		By/Ctd	NG/CR
Drawing Title	REPRESENTATIVE VIEW TR4a		Date	13/11/23
Figure Number:	3232-APA-ZZ-XX-LA-L-1003.9		Revision	P01




REPRESENTATIVE VIEW TR4b

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked
Drawing Status				
PLANNING				
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Client	Dudsbury Homes (Southern)		Scale	NTS@A3
Project	Alderholt Meadows, Fordingbridge		By/Ctd	NG/CR
Drawing Title	REPRESENTATIVE VIEW TR4b		Date	13/11/23
Figure Number:	3232-APA-ZZ-XX-LA-L-1003.10		Revision	P01




REPRESENTATIVE VIEW TR4c

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked
Drawing Status				
PLANNING				
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Client		Scale		
Dudsbury Homes (Southern)		NTS@A3		
Project		By/Ctd		
Alderholt Meadows, Fordingbridge		NG/CR		
Drawing Title		Date		
REPRESENTATIVE VIEW TR4c		13/11/23		
Figure Number:		Revision		
3232-APA-ZZ-XX-LA-L-1003.11		P01		



REPRESENTATIVE VIEW TR5

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked
Drawing Status				
PLANNING				
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Client	Dudsbury Homes (Southern)		Scale	NTS@A3
Project	Alderholt Meadows, Fordingbridge		By/Ckd	NG/CR
Drawing Title	REPRESENTATIVE VIEW TR5		Date	13/11/23
Figure Number:	3232-APA-ZZ-XX-LA-L-1003.12		Revision	P01

Mature mixed native woodland



Woodland glades



Mature mixed native woodland



REPRESENTATIVE VIEW 6a

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked

Drawing Status
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Client	Scale
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Project	By/Ctd
Alderholt Meadows, Fordingbridge	NG/CR

Drawing Title	Date
REPRESENTATIVE VIEW TR6a	13/11/23

Figure Number:	Revision
3232-APA-ZZ-XX-LA-L-1003.13	P01

Mature mixed native woodland

Maintenance / access road

Coniferous plantation



REPRESENTATIVE VIEW 6b

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked

Drawing Status
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Client	Scale
Dudsbury Homes (Southern)	NTS@A3

Project	By/Ctd
Alderholt Meadows, Fordingbridge	NG/CR

Drawing Title	Date
REPRESENTATIVE VIEW TR6b	13/11/23

Figure Number:	Revision
3232-APA-ZZ-XX-LA-L-1003.14	P01

(Elevated, open panoramic views)
(Occasional light aircraft and associated noise)

Country lane with occasional farm buildings

Native scrub and hedgerows

Electricity Pylon

Mature avenue of trees

Woodland forms undulating skyline

Electricity Pylon



REPRESENTATIVE VIEW 6c

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked

Drawing Status
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Project: Alderholt Meadows, Fordingbridge By/Ctd: NG/CR

Drawing Title: REPRESENTATIVE VIEW TR6c Date: 13/11/23

Figure Number: 3232-APA-ZZ-XX-LA-L-1003.15 Revision: P01

← (Distant consistent hum of traffic near Fordingbridge)

Electricity Pylon

Intensively farmed land

Gently undulating rural landscape framed by native woodland and mature trees

Woodland forms undulating skyline

(Elevated, open panoramic views)
(Occasional light aircraft and associated noise)



REPRESENTATIVE VIEW 6d

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked
Drawing Status				
PLANNING				
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Client	Dudsbury Homes (Southern)		Scale	NTS@A3
Project	Alderholt Meadows, Fordingbridge		By/Ctd	NG/CR
Drawing Title	REPRESENTATIVE VIEW TR6d		Date	13/11/23
Figure Number:	3232-APA-ZZ-XX-LA-L-1003.16		Revision	P01

← (Distant consistent hum of traffic near Fordingbridge)

Gently undulating rural landscape framed by native woodland and mature trees

Woodland forms skyline

Intensively grazed land with stock fencing

(Elevated, open panoramic views)
(Occasional light aircraft and associated noise)

Country lanes set within mature hedgerows



REPRESENTATIVE VIEW 7a

P01	Issued for planning	20/11/23	NG	CR
Rev	Description	Date	Drawn	Checked

Drawing Status
PLANNING

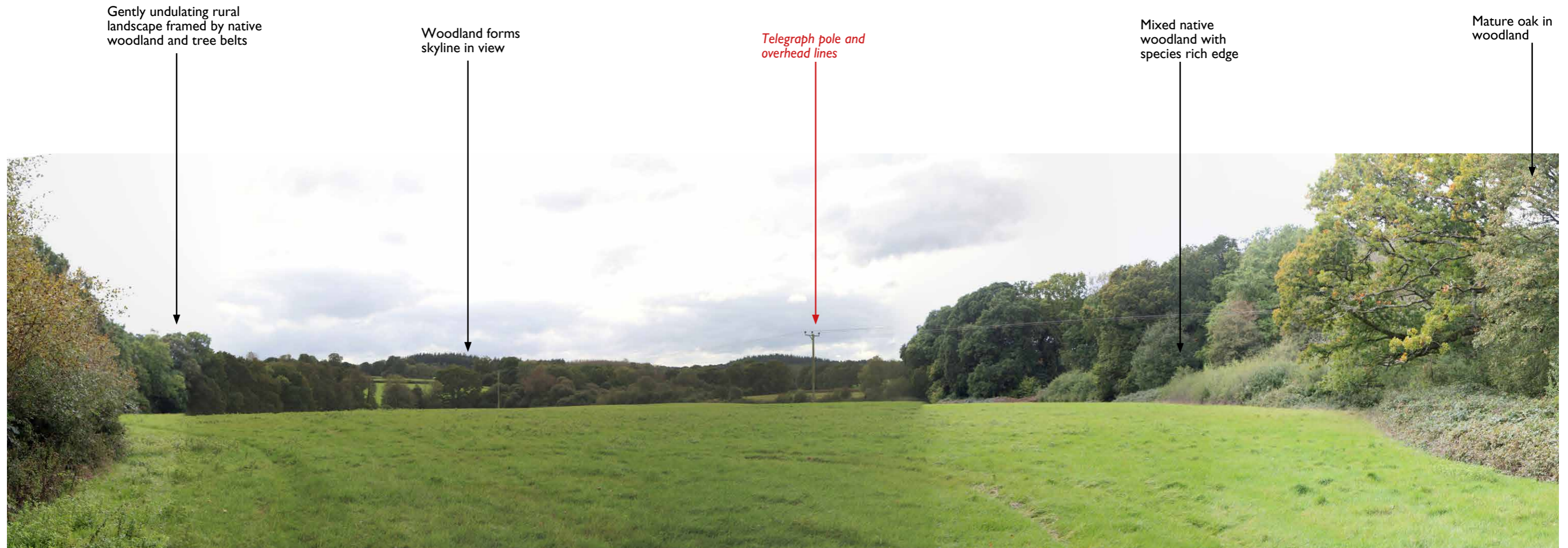
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Client	Scale
Dudsbury Homes (Southern)	NTS@A3


Project	By/Ctd
Alderholt Meadows, Fordingbridge	NG/CR

Drawing Title	Date
REPRESENTATIVE VIEW TR7a	13/11/23

Figure Number:	Revision
3232-APA-ZZ-XX-LA-L-1003.17	P01



REPRESENTATIVE VIEW 7b

P01	Issued for planning	20/11/23	NG	CR
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Client		Scale		
Dudsbury Homes (Southern)		NTS@A3		
Project		By/Ctd		
Alderholt Meadows, Fordingbridge		NG/CR		
Drawing Title		Date		
REPRESENTATIVE VIEW TR7b		13/11/23		
Figure Number:		Revision		
3232-APA-ZZ-XX-LA-L-1003.18		P01		




Gentle rural landscape framed by native woodland

Mixed mature woodland forms skyline and feature in the view

Native planting to roadside ditch

Mature oak next to rural lane

REPRESENTATIVE VIEW 8

P01	Issued for planning	20/11/23	NG	CR
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Drawing Status				
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Client		Scale		
Dudsbury Homes (Southern)		NTS@A3		
Project		By/Ctd		
Alderholt Meadows, Fordingbridge		NG/CR		
Drawing Title		Date		
REPRESENTATIVE VIEW TR8		13/11/23		
Figure Number:		Revision		
3232-APA-ZZ-XX-LA-L-1003.19		P01		

APPENDIX B

POSITIVE TRANQUILLITY FACTORS	
SEEING	
Wild Landscapes	A natural unmanaged landscape. Absence of development, no human activity or people and no hedgerows or roads etc.
Remote Landscapes	Very few roads or tracks are visible, very little sign of development; possibly the odd farmhouse. Little human activity is visible.
Wide Open Spaces	Open Vistas, long and wide views of surrounding landscape. Sweeping fields. The higher the visibility the more 'open' an area is perceived to be. Ignore man made structures.
Natural Landscapes	Natural looking vegetation cover, beautiful scenery. May contain fields, glades and moorland but appearance is discreetly and sensitively managed. Sensitive and not intensive farming practices, natural crops and livestock ie, corn, wheat, sheep, cows.
Trees in the Landscape	Any types of trees within the landscape.
Deciduous Trees	Trees such as Oak, Beech, Birch, Elm, Ash.
Natural Looking Woodland	Mainly deciduous trees, leaf litter and dead wood evident. Little sign of woodland management.
Water Features	Any streams, rivers or lakes in the landscape.
Stars at Night	Assuming clear skies, will it be possible to see stars at night? Please estimate.
HEARING	
Water Features	Hearing lapping water, running water, waterfalls, rivers and streams.
Low Noise Areas	Hearing natural sounds - i.e. Hearing birdsong, wildlife, no artificial or human sounds. Distant agricultural noises. Includes hearing silence.

NEGATIVE FACTORS OF TRANQUILITY

SEEING

Urban Development

Any building structures within the landscape. Including isolated houses, farm buildings, hamlets, power cables, pylons, roads etc.

Towns and Cities

Settlements with over 10,000 inhabitants. Signs of extensive development and human activity, large expanses of buildings. Lots of evidence of pylons and power cables etc.

Villages and Scattered Houses

Settlements with less than 10,000 inhabitants. Evidence of some development and human activity. Open spaces. May be some evidence of power cables and pylons.

Roads

Roads of any size or class, including farm roads, B Roads, Minor roads.

Railways

Railways are visible within the landscape.

Power Lines

Any sign of pylons, power cables or power plants.

Any Signs of Human Impact

Any building structures within the landscape – including anything related to human activity, foot paths, signs, litter, intensive and unnatural farming practices i.e. Maize, Oilseed rape.

Anyone at All

Any visible sign of people in the landscape, or any sign anyone has been in the landscape recently.

Wind Turbines

Wind turbines are visible in the landscape.

Low Flying Aircraft

Low altitude aircraft are visible.

Overhead Pollution

Consider your proximity to developed areas – would there be any possibility of night-time 'skyglow' or might there be light pollution as from street lighting.

Coniferous Trees

Trees such as Pine, Spruce, Cedar, Larch etc.

HEARING

Occasional Noises from Cars and Lorries

Frequent breaks in traffic sounds, infrequent and not regular traffic flow noises, can be high volume.

Constant Noise from Cars and Lorries

Little or no breaks in traffic sounds, frequent and regular traffic flow noises, repetitive and on-going sounds of motor vehicles.

Railways and Trains

Hearing the rumble and motion of any train or railway activities at all.

Low Flying Aircraft

Low flying aircraft can be heard at all.

Non-natural Sounds

Sounds that drown out natural sounds such as bird song. Sounds associated with human activity and development.

SEEING and HEARING

Lots of People

See and hear more than 1 or 2, or crowds of people. This can include those in cars, on bikes, walkers etc.

High Altitude Aircraft

See and hear high altitude aircraft at all.

Tranquillity is considered to be a state of calm, quietude and is associated with peace; a state of mind that promotes mental well-being.

In order to keep the research as simple as we can, we have produced a standard tranquillity questionnaire to fill out at each survey location.

Positive and Negative Aspects of Tranquillity

The questionnaire is divided into two distinct parts;

- **Positive Tranquillity Factors** - aspects that add to the tranquillity of the area;
- **Negative Tranquillity Factors** – aspects that detract from tranquillity.

Hearing and Seeing Tranquillity

The questionnaire is further divided by **seeing** and **hearing** tranquillity factors.

It is essential that you spend time at each location thinking about the landscape and the feeling of tranquillity, and then carefully assess the tranquillity in terms of its visual and aural aspects.

Carrying out the research

You will be asked to assess the tranquillity in several different areas. You will have maps of each area – the size of the square being 500 metres by 500 metres.

Whilst it is important that for the research you try to get as close to the centre of each square as safely and best you can, you will have to try to assess the tranquillity for the square as a whole, not just your immediate locality.

For example, if you stop on a road with hedges each side, you might not be able to see any evidence of a 'Natural Landscape'. However, if one was to peer through the hedge, there may be wide ranging natural views. Try to take this into account in your assessment.

We plan to have more than one person visit each square and at different times, so as to reduce any personal bias and effects linked to a particular time of day.

Main points to consider

- Please try and assess the tranquillity of the square from a safe and public place.
- Try to position yourself as to give a good chance for landscape to be viewed - i.e. not behind a hedge.
- Record the start time on the questionnaire.
- Spend 15 minutes at each square in order to get a good feel for the square, recording your perceptions onto the questionnaire.
- Use the **'guide to tranquillity terminology'** sheet to help you fully understand what each factor means.
- Please add any additional feeling and/or observations on the sheet in any space available.
These comments will be extremely useful to us as we collate the data.
- Record the time you leave the centre point of the square and keep the questionnaire safe!

To ensure your safety while taking part in this research, it is essential that you let someone know when and where you are going and when you are expected to be back. It is also highly advisable that you carry a charged and working mobile phone.

It is important to remember throughout the research process, there is no right or wrong answer. The data collected is based on your own perceptions and opinion of tranquillity. Your view of tranquillity can be very different to other people's views.

APPENDIX C

CRANBORNE CHASE AND WEST WILTSHIRE DOWNS AONB (National Landscape)

Recreation is not a primary purpose of National Landscapes (AONB) designation. The Countryside Commission's Policy Statement on Areas of Outstanding Natural Beauty (1991) states:

Recreation is not an objective of designation, but the demand for recreation should be met so far as this is consistent with the conservation of natural beauty and the needs of agriculture, forestry and other uses.'

Whilst recreation and tourism is not a primary objective it is an important contributor to the local economy. This is demonstrated by the Cranborne Chase Partnership's own website which promotes recreation by providing information on a number of walking routes, horse-riding and viewpoints. Some of these routes are located in the southern part of the AONB. The long distance route (22.9km) at Sixpenny Handy is around 12km from the site and Knowle Hill Viewpoint is approximately 14km from the site.

The website also provides information about events, places to eat and drink, accommodation, places to visit and shopping. These elements are largely focused on towns and villages, rather than the countryside, but indicate an intent to invite people from outside of the AONB to visit and make use of the recreational facilities available.

The Cranborne Chase Partnership Plan 2019-2024 (the Management Plan) is the Statutory Management Plan for the Cranborne Chase Area of Outstanding Natural Beauty. It sets out the management objectives and policies for AONB partners to achieve during the 5 year plan period. This includes a number of policies, guidance and recommendations to promote recreation and tourism within the AONB. Throughout the document there is a recognition of the importance of bring visitors to the area and of the positive effect of visiting the AONB has on people. The role which people have in shaping and maintain the unique landscape character of the Cranborne Chases is fully acknowledged in Section 2 What Makes this Particular Area Special?

Statement of Significance

2.1. Forming part of the extensive belt of chalkland that stretches across southern central England, the Cranborne Chase AONB is a landscape of national significance. Its special qualities flow from the historical interaction of humans and the land. They include its diversity, distinctiveness, sense of history and remoteness, dark night skies, tranquillity; and its overwhelmingly rural character. With mists slowly forming over expansive downlands, it can

be a moody, evocative landscape. The sights and sounds of bygone times never far away. It is an unspoilt and aesthetically pleasing landscape

...

2.14. These aesthetic assets, together with panoramic views, dark skies awash with stars, the wealth of wildlife, plethora of historic sites, ancient droves and route ways, all offer opportunities for exploration, relaxation, walking and cycling. Residents and visitors alike turn to the landscapes and scenic beauty of the AONB to refresh the spirit as well as enhancing health and well-being. As sustainable rural tourism evolves, it offers growing support to this deeply rural economy. (page 8)

The Management Plan sets out five priorities for the plan period, the first seeks to raise the profile of AONB, giving a clear indication of the desire to increase the number of users:

1. The profile of Cranborne Chase AONB will be significantly raised through signage, community events and activities (page 15)

Section 8 of the Management Plan deals with Landscape. Key issues include:

Enhancing tranquillity and Dark Night Skies – National data shows the general loss of dark night skies and the risk of light pollution encroaching on the dark skies of the AONB²¹. However, 90% of the AONB falls in the top 2 categories of darkness, as evidenced by CPRE research in 2016. This makes this AONB the last dark area in southern, central England. (page 43)

In paragraph 8.7 the Management Plan goes on to explain:

Tranquillity is important for our mental and physical well-being. It improves our quality of life. Power lines, masts, cars, roads, light pollution and building developments can erode the tranquillity that means so much to all of us. (page 43)

This mirrors the comments made in the Dorset SoC which focuses more on the impact of increased traffic in the AONB as a result of the proposed development, rather than the way tranquillity is experienced by people as part of the overall landscape character.

The importance of Dark Skies to promoting tourism within the AONB is clearly highlighted in Section 11 Dark Skies which states:

'10. The significant potential to attract and increase additional astro-tourism visitors to this AONB, particularly in the 'shoulder' and winter months, is not fully appreciated' (page 73)

People who visit the AONB to observe the Dark Skies could be expected to partake in other recreational activities in the area. This is not raised as a potential concern.

Section 14 Sustaining Rural Communities states amongst the Key Issues:

'Green' sustainable tourism within the AONB, which can provide an income for local people and support awareness and enjoyment of the landscape remains, as yet, under-developed. Increased income from tourism is also hampered by a scarcity, and lack of variety, of visitor accommodation available (page 107)

And goes on to explain:

14.6. This AONB provides a high quality setting for the tourism sector. As well as several outstanding National Trust properties and Longleat Safari Park, there is a very strong business case to have the AONB at the heart of 'green' tourism. There are many sustainable, low impact tourism opportunities in the area including walking, cycling and horse riding, visiting historic sites or enjoying the range of local events. The creation of an International Dark-Sky Reserve status could give a huge boost to the 'astro' or 'green' tourism sector. Even as the bid is developed, the promotion of the undoubted dark skies of the AONB is extensive. (page 108)

This clearly implies that tourism is encouraged and desirable. This objective is reinforced in Section 15 Awareness and Understanding, which makes reference to people living outside of the AONB but close to it. This would include future residents of the proposed development.

15.1 Special characteristics and qualities that make this AONB special, as a whole, with regard to awareness and understanding:

- There are nearly two thirds of a million people within thirty minutes drive of the AONB in surrounding market towns, and the Bournemouth and Poole conurbations

15.2. Everyone understands and values the area's special qualities and landscape character. This will include its historic and natural assets, its traditions and its mystery and mythical qualities. They will understand what the AONB designation means and why the area was designated. They will want to visit and spread the word. We want everyone to promote and support the AONB. (page 115)

Section 16. Wellbeing, Involvement and Learning gives the strongest indication of the aim to promote and encourage visitors from the surrounding area to the AONB:

There is great potential in Cranborne Chase AONB to help achieve the government's goal of engaging people with the natural environment. Cranborne Chase AONB is accessible in half an

hour to 2/3 million residents from the major conurbations of Poole, Bournemouth and Christchurch with a further 120,000 people on its doorstep in the surrounding market towns, offering a potentially important place for informal recreation and increased health and wellbeing for those residents. This potential is restricted for many by very scarce public transport and a continuing lack of awareness of what the area has to offer. (page 125)