

## Purbeck Heritage Strategy 2010-2015



Thriving communities in balance with the natural environment





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## Message from the Chairman



This strategy sets out the framework for action by the Purbeck Heritage Committee over the next five years. It has been produced thanks to the input from a wide range of organisations and individuals, who have contributed to workshops and responded to an early consultation about the key topics to include.

Delivery of the strategy requires us all to work together – the role of partners is central to achieving this. The way in which partners have contributed to implementation of the previous strategies demonstrates that we can improve life in Purbeck and keep it special. As new opportunities become available, we need to be able to respond collectively to them in order that Purbeck may benefit. This strategy sets out issues to resolve and opportunities to grasp. It also provides a framework of policy and actions which can ensure that these issues are resolved and the opportunities taken, as well as allowing for adaptation to rapid and potentially unexpected changes in our environment and communities over the next five years.

**Professor Vincent May**  
Chairman





## Executive summary

This strategy aims to guide the work of partners on the Purbeck Heritage Committee over the next five years, and build on the successes that have been achieved since the previous strategy was published. The Committee is a partnership of conservation, tourism and landowning organisations, together with local authorities. It works to build partnerships between organisations which conserve and manage Purbeck, raise resources through partnership working, and keep people informed of progress.

The format of the strategy has been changed to ensure that it complements the Dorset Area of Outstanding Natural Beauty (AONB) Management Plan, and the main chapter headings reflect this. The Purbeck Heritage Committee is also now the Environment Task Group for the Purbeck Community Partnership, and the document makes reference to priorities contained within that plan.

### The topic chapters in the strategy are:

- Landscape
- Biodiversity
- Geodiversity
- Coast and Sea
- Historic and built environment
- Land management and local products
- Accessing, enjoying and learning

Each chapter includes a description of the resource, followed by issues and opportunities, which have been identified following a number of workshops to which a wide range of organisations were invited. Links to the Dorset AONB and Purbeck Community Plans are given. Actions relating to each chapter are collated at the end of the document.

Each action will be delivered through a partnership of different organisations, with contributions ranging from volunteer time, financial support or specific skills or advice. The success of the strategy will depend on the involvement of the partners as no individual organisation can deliver all the actions.

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# 1. Introduction

## 1.1 Background

Purbeck has an outstanding landscape, stunning coastal scenery, wealth of wildlife, and attractive towns and villages. The countryside and the cultural and historic heritage of the towns and villages of Purbeck are the basic resource which underpins the quality of life for residents and enjoyment of the area by visitors. In recent years, the increased use of the car and more recently climate change are impacting on the area. Purbeck is relatively accessible from the south-east, being within two hours drive of around 15 million people. It attracts large numbers of people: just under 2 million visitors each year (438,000 staying visitors, 1.5 million day visitors, South West Tourism, Value of Tourism 2005). The combination of greater mobility by local people and visitor numbers results in a number of influences on

the area, including traffic congestion, erosion of paths and damage to wildlife sites and effects on the quality of life for residents, particularly those living in small but popular villages.

The Purbeck Heritage Committee was established in 1993 in recognition of the fact that no one organisation had the responsibility for dealing with these issues. The Committee is a partnership of conservation, tourism and landowning organisations, together with the local authorities. It does not undertake projects in its own right, but works to:

- Build partnerships between organisations which conserve and manage Purbeck;
- Raise resources through partnership working and the development of funding bids;
- Keep people informed of progress.

The Committee produced its first strategy in 1995 and a second one in 2002. Both strategies set out a vision for the work of the Committee and were developed through extensive consultation. Proposals contained in these strategies have been implemented through partnership working. The most successful example of this is the Purbeck Keystone Project.

Considerable changes have taken place since the last strategy was published, and this revised strategy takes these into account. This chapter outlines the progress made implementing the previous strategy, changes in legislation and funding opportunities that have occurred, and the purpose and scope of this strategy.

## 1.2 Achievements since 2002

The previous strategy contained proposals for the themes of conservation, economic and community development, enjoying Purbeck (tourism and recreation), and transport. Substantial progress has been made in the majority of these areas, although transport is one area where much work remains to be done.

### The Purbeck Keystone Project

Undoubtedly the biggest achievement has been securing and implementing a Heritage Lottery Fund Landscape Partnership Scheme grant. This grant of over £1.4 million, with matching partnership funding and volunteer time, has enabled over £2 million of projects to be implemented. The Project has been administered by Purbeck District Council



Purbeck Ridge





Stone carving at Burngate Stone Centre

which acted as the lead partner, and numerous other partners including the Environment Agency and Dorset Area of Outstanding Natural Beauty have contributed funding. Projects have been carried out under three main themes:

### A. The Natural Landscape

- A number of farms along the River Frome have been involved with feasibility work and the development of Water Level Management Plans. Three water level management plans have been implemented, and a further plan covering three holdings has been initiated. Management for nature conservation has been increased, by enabling more control over water flows. Winter and summer bird surveys are being undertaken to measure the effect of this work.
- An oral history project looking at the River Frome is under way.
- Gorse clearance has been undertaken on the Purbeck ridge, followed up by spot spraying to reduce regrowth. The long

term aim is to remove scrub and manage the grassland. A fencing grant scheme has been initiated with grants offered to several land holdings.

- 4 farm apprenticeships have been undertaken (2 in partnership with Dorset County Council), and a careership warden appointed by the National Trust.
- Training days have been undertaken on bird, plant and butterfly surveying. A wetland bird survey has been carried out and practical conservation days organised.
- Monthly local produce markets have been held by Purbeck Products Co-operative.

### B. The Cultural Landscape

- The Burngate Stone Centre has been opened at Langton Matravers, and established as a limited company (see Bibliography). Workshop spaces have been created, and recreational stone carving days and courses offered.
- A dry stone walling centre has been opened at Durlston Country Park, which has hosted dry stone wall training events. A programme of dry stone wall restoration has begun.
- Training in dry stone walling has been provided for volunteers and apprentices.
- Internships in stone masonry have taken place at Landers Quarry for both Canterbury and Salisbury Cathedrals.

### C. Outdoor Learning

- A Teachers Guide to Purbeck has been produced, and website completed (see Bibliography)
- Cycle awareness events have been held for schools and the public.
- Smugglers' Ways (Worth Matravers) leaflet has been launched. Leaflets for Commoners' Ways (Kingston / Corfe) and Quarrymans' Ways (Langton Matravers / Acton) have been produced.
- A virtual field trip of five quarries in Purbeck is being produced.
- Family cycle events have been held at Wareham Forest.

### Other achievements by the Committee and its partners

- Durlston Country Park – funding secured for the implementation of a £5.5m project to restore Durlston Castle and create an exciting new interpretation centre for Durlston and the eastern end of the Jurassic Coast.
- The South Purbeck Integrated Transport (SPIT) project has delivered a variety of walking and cycling initiatives over four years. This has included: signing the National Cycle Network Route 2 between Dorchester and Norden, upgrading the Purbeck Way walking route, improving the footpath links between Norden and Corfe Castle, installing cycle racks and providing pay and display machines as



part of a parking strategy for Corfe Castle. The project also involved putting in bunding along Ferry Road at Studland which has complemented the control of overnight parking on the road achieved through the enforcement of a Road Traffic Order. In addition, the off-road Rempstone Ride cycle route between Norden and Studland was signed and promoted locally.

- The Swanage and Purbeck Holiday Guide included inspected only accommodation from 2006. A new Green Tourism Business Scheme has been promoted.
- Durlston Astronomical Observatory built in partnership with the Wessex Astronomical Society.
- Swanage Museum was incorporated into Swanage Heritage Centre during 2007 through a Heritage Lottery Fund grant.
- Undergrounding of electricity cables has taken place along Ferry Road, Studland and Hartland Moor, thereby reducing the visual impact on the landscape.
- The CoastlinX53 bus, linking Poole with Wareham and other destinations to the west, has proved popular.
- Two new National Nature Reserves have been declared in Purbeck – Sandford Heath and Durlston.
- Durlston Green Flag status and renewal.
- A landmark feature was designed and installed at South Haven Point, Studland to mark the start of the South West Coast Path.

- A walking and cycling link was provided between Wareham Quay and Wareham Forest called the Northport Greenway.
- Cycle hire has been available at Norden Park and Ride since 2009.
- The Purbeck Countryside Guide has been revised and reissued.
- Purbeck Aware programmes have been extended to last a month to encourage people to visit the area when it is not at capacity.
- Following the success of Rempstone Barns, Corfe Castle, the following new farm-based workspace schemes have been developed: Rogers Hill Farm (Bere Regis), Bere Farm (Lytchett Matravers), Pikes Farm (Organford), Sunnydown Farm (Lytchett Matravers) and Currendon Farm (Studland).
- 14 Parish Plans have been produced.
- Swanage attained Market and Coastal Town status in 2006 – this is the first step towards attracting funding from the South West Regional Development Agency.
- The Dorset Heathlands Interim Planning Framework is providing a source of funding for regeneration and provision of Suitable Alternative Natural Green Spaces which reduce the impact of human activity on Dorset's lowland heath.
- Six farm shops have opened in Purbeck, together with a Saturday market on Wareham Quay (which complements the twice monthly farmers' markets).

### 1.3 Recent legislative and national changes

The two key changes that have had the biggest impact on the development of this strategy and the work of the Committee have resulted from legislation enacted in 2000. They are the requirement to produce a management plan for the Dorset Area of Outstanding Natural Beauty and a community plan for Purbeck District:

- The **Management Plan for the Dorset Area of Outstanding Natural Beauty (AONB)** was produced in response to the Countryside and Rights of Way Act 2000. The AONB Management Plan 2009-14 sets the policy framework for the whole of the Dorset AONB (about 55% of Purbeck is designated AONB). The Purbeck Heritage Committee co-ordinates the delivery of AONB policies in the Purbeck part of the AONB, while the West Dorset Heritage Committee and North Dorset Countryside Panel perform a similar task in other parts of the AONB.
- The **Purbeck Community Plan** is a statutory document required by the Local Government Act 2000 to promote and improve the economic, social and environmental well being of Purbeck. The Community Plan 2009-2020 contains seven main priority areas: accessibility; community safety; housing for all; healthy living; local prosperity; environment; and strong and active communities. The Purbeck Heritage Committee is the Environmental Task Group for the Purbeck Community Plan. The main





Farmers' market, courtesy of Mark Simons

priorities identified are: conserving and enhancing Purbeck's natural beauty and landscape; improving local prosperity without impacting on the special nature of the area; and encouraging people of all ages to enjoy, access and learn about Purbeck with minimum impact on the environment.

As a result of these changes, the emphasis of this strategy has changed to focus on actions which will deliver the policies contained in the AONB Management Plan in the Purbeck part of the AONB, and the Environment proposals contained in the Purbeck Community Plan. In addition, the following key changes have taken place over the last few years which affect this document:

- The **Dorset Community Strategy**, agreed at a county level, forms the foundation for the **Local Area Agreement** which identifies priorities that all Councils in Dorset (excluding unitaries) will work together to achieve. It uses National Indicators such as: improved biodiversity measured by the percentage increase in Sites of Nature Conservation Interest in conservation management. A **Multi Area**

**Agreement** identifies the economic, social and environmental priorities for the Bournemouth, Dorset and Poole sub region.

- The emerging **Core Strategy** will replace the Local Plan as the means by which development is accommodated within Purbeck.
- A **Management Plan** has been produced for the **Dorset and East Devon Coast World Heritage Site** which was designated in December 2001.
- **Town and Parish Plans** have been produced for 14 towns and parishes in Purbeck. Some of the proposals contained in these plans are feeding into this strategy.
- In land management terms, the Countryside Stewardship scheme has been replaced by the **Entry Level Scheme (ELS)** and **Higher Level Scheme (HLS)**.
- A **Marine and Coastal Access Bill 2009** will deliver a new marine planning system, create a new marine management organisation and give everyone a right to walk around the entire English coast.
- **Rights of Way Improvement Plans (ROWIP)** provide a framework to achieve a more practical, comprehensive and serviceable rights of way network throughout the District.
- An **Integrated Coastal Zone Management (ICZM)** strategy has just been published.

- A new organisation, **Natural England**, has been created through the merging of the Countryside Agency, English Nature and the Rural Development Service. Natural England aims to conserve and enhance the natural environment for its intrinsic value, the wellbeing and enjoyment of people and the economic prosperity it brings.
- A **Tourism strategy 2008-13** for Purbeck has been adopted.

### 1.4 The Scope of the Strategy

This strategy provides a focus for action for the work of the Purbeck Heritage Committee which is a Joint Advisory Committee between Dorset County Council and Purbeck District Council, not a statutory authority. The Committee also has members representing conservation, tourism and landowning organisations, as well as town partnerships. It will continue to work through influencing others to implement proposals. A key aim of the strategy is to coordinate the delivery of action to implement the Dorset AONB Management Plan in the Purbeck part of the AONB. However, although the strategy is closely linked to the AONB plan, it covers the whole of Purbeck District, not just the area covered by the AONB designation. This enables it to also fulfil its function as the Environmental Task Group for the Purbeck Community Plan.



## 1.5 Community Involvement

Communities have a key role to play in the delivery of this strategy. Through the parish and town planning process they identify what needs to be done in their town or parish. Other organisations can then assist with the delivery of actions contained in the plans, through the Community Planning process. This strategy has pulled out actions which appear in several parish or town plans and are relevant to the work of this Committee. Community projects the Committee supports include those relating to the identification and conservation of boundaries (hedges / stone walls), ponds and allotments. Other actions relate to improving the way people can travel around the area, for example provision of circular walks, Demand Responsive Transport (DRT) and provision of clear, parish based timetables. Volunteers will also be able to play a crucial role in helping implement the actions identified.

## 1.6 Role of Partners

Each proposal will be delivered through a partnership of different organisations. A lead partner (or very occasionally partners) will need to be identified. Partner contributions will reflect their sphere of activity: this could include providing volunteer time, financial support or particular skills or advice. The success of the strategy will be reliant on the involvement of the partners, as no individual organisation will have the remit to deliver all of the actions.

## 1.7 The Structure of the Strategy

The structure of the strategy has been altered to bring it in line with that of the AONB plan. It is presented in two sections:

**Natural Beauty and Heritage:** this covers the qualities which make up the natural beauty of Purbeck and includes the following themes:

- Landscape
- Biodiversity
- Geodiversity
- Coast and Sea
- Historic and Built Environment

**Living, Working and Enjoying:** this covers activities that influence the natural beauty of Purbeck and includes the following themes:

- Land management and local products
- Access, enjoying and learning

Two chapters which are included in the AONB plan have been omitted. Planning, Development and Infrastructure is largely covered by the Local Development Framework (the transport part of this chapter has been included within Access, Enjoying and Learning). Community Action has been incorporated within the other chapters. Each chapter includes an introduction to the topic, outline of the current situation, and summary of issues and opportunities. This strategy does not propose new policies, but aims to deliver those contained in the Dorset AONB Management Plan and priorities listed in the Purbeck Community Plan. At the end of each

chapter, the relevant objectives from the AONB plan and priorities from the Purbeck Community Plan are listed, to illustrate how this strategy links to them. A table of actions from each chapter is included at the end of the document. This includes references to the AONB management policies and Community Plan aims which would be delivered through the action. Additional columns in the action table list: timescale; lead and partners; and relevant topics covered.





## 2. Landscape

### Description of the resource

Purbeck's landscape including the coast and cliffs reflects the diverse underlying geology and is the most readily appreciated aspect of Purbeck's environmental resource. AONBs are designated to conserve their landscapes so it is important to understand why and how they are special, and how they are changing.

The landscape of Purbeck District has been assessed and divided into 10 landscape types. Landscape types are generic and share common combinations of geology, topography, vegetation and human influences, e.g. clay valley or chalk ridge. Each landscape type has then been divided into "Character Areas" which are individual and discrete geographical areas representative of the type, such as the Corfe Valley or Purbeck Ridge. There are 26

character areas in Purbeck and the table on page 13 gives a flavour of each. For a full description the two source documents should be referred to: Conserving Character – Landscape Character Assessment and Management Guidance for the Dorset AONB, and Landscape Character Assessment and Management Guidance – Areas Outside the AONB (see Bibliography). Key characteristics are given, together with the main management guidelines proposed in the two documents. The final column shows the actions proposed in this strategy to manage that particular character area.

**Figure 1 on page 12 shows the Landscape Character Areas covering Purbeck.**

Landscape Character Types (referred to in the AONB Plan) are included in **bold** typeface. Each one is then divided up into character areas.

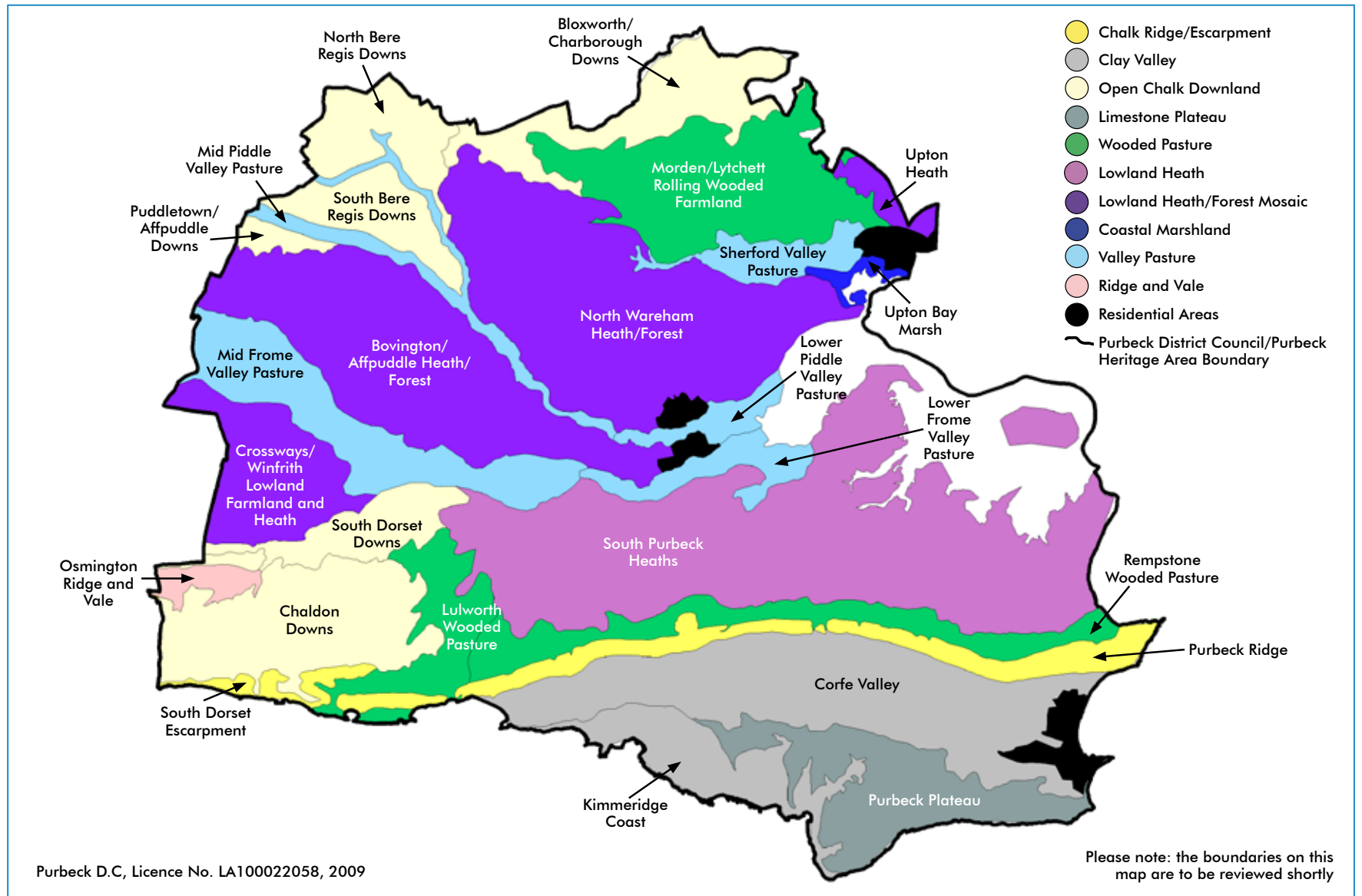
**Landscape condition.** This is a technical assessment based on judgements about the physical state of the landscape, and about its intactness, from visual, functional, and ecological perspectives. It also reflects the state of repair of individual features and elements which make up the character in any one place. Landscape condition is defined as good, moderate or poor as follows:

- **stable:** where current and predicted landscape changes will not significantly affect the condition of patterns of landscape elements across the area
- **improving:** where current and predicted landscape changes will improve the condition of patterns of landscape features across the area
- **declining:** where current and predicted landscape changes will weaken the condition of patterns of landscape elements across the area.



Dancing Ledge

Figure 1: Landscape Character Areas of Purbeck





Landscape Type and Character Area	Description and key characteristics	Landscape condition	Management guidelines	Action ref
<b>Chalk ridge / Escarpment</b>				
Purbeck Ridge	The dominant feature of the Purbeck landscape – a steep sided, narrow ridge with dry valleys that separates the heathland to the north and the Corfe Valley to the south. Prehistoric barrows occur on the top, ancient woodlands on the north slopes and chalk grassland along the southern slopes. Ancient sunken winding lanes lead to an open character towards the top.	Good and improving	Manage scrub encroachment which threatens the viability of the chalk grasslands, and encourage grazing where appropriate. Seek opportunities to recreate, link and restore important grassland sites. Conserve tranquillity (being largely natural and free from intrusive man made noise and structures) through the planning process (development control and Local Development Framework). On Purbeck Ridge, restore ancient woodlands which have been planted with conifers.	PL2
South Dorset Escarpment	Only the eastern end, towards Durdle Door, lies in Purbeck. The escarpment has steep slopes with areas of rough unimproved calcareous downland and thin soils, ending in dramatic cliffs at the coast.	Moderate and declining		PB3
<b>Clay Valley</b>				
Corfe Valley	A broad sweeping clay valley enclosed by the chalk ridge to the north and limestone plateau to the south. Villages are set within small woodlands on the valley bottom, while around Tyneham are small narrow fields of medieval and earlier significance. Small scattered farmsteads are complemented by a network of dense hedgerows.	Moderate and stable	Encourage extensive grazing and conservation of permanent pastures including calcareous and wet grassland. Encourage grazing on the chalk and limestone ridges to reduce scrub encroachment. Protect watercourses from soil erosion and the effects of diffuse pollution. Manage existing hedgerows and encourage planting of new hedgerows where removed in the past.	PL5
Kimmeridge Coast	An area of dramatic coastal slopes and cliffs which includes large, open coastal grasslands on a clay landform enclosed by limestone cliffs. Stone walls occur towards the Purbeck plateau and medieval field systems survive around Kimmeridge.	Good and stable		PL5



Open Chalk Downland				
Chaldon Downs	The Chaldon Downs comprise broad, open and rolling downlands, undulating chalk slopes and small incised valleys. They contain regular hedgerows and occasional small woodlands in a mixed pastoral and arable landscape, and have an undeveloped, rural character.	Moderate and stable	Restore and extend chalk grassland, broadleaved woodland and calcareous meadows. Restore chalk streams and important boundary features. Promote appropriate management of arable farmland to provide food and nesting habitat for arable wildlife, and restore old hazel coppice stands. Restore ancient woodland sites by removal of conifers.	PL4, PL5, PB3
South Dorset Downs	Dominated by broad open rolling downlands with gentle convex slopes and small broad valleys. Small villages have a strong association with the agricultural estate character.	Moderate and declining		PL4, PL5, PB3
Puddletown / Affpuddle Downs	An open rolling arable landscape with some distinctive folds. The chalk valley side slopes down to the river and the wooded plantation along the ridgeline forms the areas northern edge.	Good to moderate	Promote appropriate management of arable farmland, restore old hazel coppice stands where appropriate, promote agri-environment schemes for field margins and woodland and reduce impact of horticulture. Address diffuse pollution issues.	PL4, PL5, PB3
North Bere Regis Downs	A large scale landscape with open views, and straight rural lanes bounded by thin, low hedges. There are numerous barrows, tumuli and drove roads. Bere Down is a local landmark. The area forms the headwaters of the Bere Stream, part of which is SSSI and depends on good water quality.	Moderate to poor	Promote restoration of chalk downland and chalk streams, appropriate management of arable farmland, retain and protect archaeological features.	PL4, PL5, PB3
South Bere Regis Downs	This landscape comprises open rolling arable fields. Local landmarks of historic and wildlife value include Black Hill and Damer Hill. A mix of heath, plantation and scrub occurs on the sandy soils of these hills.	Good to moderate	Promote restoration of heathland and chalk downland, management of arable farmland, restore old hazel coppice stands, integrate woodland management and improve the integration of some large scale agricultural buildings by appropriate planting. Address diffuse pollution issues.	PL4, PL5, PB3
Bloxworth / Charborough Downs	Open expansive landscape with hedgeline lanes. Estate parkland, mature parkland trees, lodges, gateposts, walls and Charborough Park Tower are all characteristic of Charborough Park. Interconnected woodland blocks occur on the high ground, and plantations include Bere Wood.	Good to moderate	Management of arable farmland, restore chalk downlands and chalk streams, restore old hazel coppice stands, encourage restoration of ancient woodland habitats through conifer felling, promote planting of broadleaved trees through agri-environment schemes and explore opportunities for increasing recreational use via permissive rights of way. Address diffuse pollution issues.	PL4, PL5, PB3, PA6



Limestone Plateau				
Purbeck Plateau	A windswept open landscape with geometric stone walls of Medieval origin and occasional hedgerows. The landscape is dotted with small quarries and affords sweeping views of the coast and Purbeck ridge. Ancient field systems and strip lynchets are features, together with linear and nucleated limestone villages. The southern coastline has vertical limestone cliffs with headlands, caves and cliff quarries such as Dancing Ledge.	Moderate and stable	Repair and maintain dry stone walls and protect historic field patterns and features. Encourage grazing to reduce scrub encroachment on grasslands and reversion of arable to grassland where appropriate (i.e. not in areas which support rare arable plants). Promote appropriate management of arable farmland to create wildlife rich habitats. Avoid disturbance on cliff faces.	PH5, PB3
Wooded Pasture				
Lulworth Wooded Pasture	Lulworth Park comprises a parkland landscape and castle set within low rolling hills, with woodland blocks, pastures and fine stands of veteran trees. Several small villages are set within winding lanes and there are occasional barrows and traces of prehistoric field patterns.	Moderate and stable	Enhance management of arable farmland to create a wildlife rich habitat. Replant species rich hedgerow sections where lost, restore coppice where appropriate and manage woodlands. Restoration of grassland within historic parkland boundary. Restore coniferous woodland to broadleaves. Remove Rhododendron.	PL4, PL5, PB3
Rempstone Wooded Pasture	Low rolling hills and a mosaic of pastures, woodland and dense hedgerows with trees typify this landscape. It is bounded to the south by the Purbeck Ridge and the north by heathland and plantations. Isolated farmsteads are scattered within medium sized fields around narrow winding lanes. Parts of the area have high lichen interest on old woodland and pasture trees.	Good and stable	Restore heathland through phased conifer felling and introduce grazing to prevent further scrub encroachment. Replant species rich hedgerows where lost and establish hedges and pasture trees, restore coppice where appropriate and manage woodlands. Mitigate against impact of increasing horsiculture especially on acid grasslands.	PL1, PL4, PL5
Morden / Lytchett Rolling Wooded Farmland	Narrow densely hedged rural winding lanes lined with hedgerow trees and open views characterise this landscape, also networks of interconnected hedges and woodland blocks. Key features include Morden church and the estate landscape at Lytchett Minster.	Moderate to good	Promote tree and woodland management, manage horsiculture, promote and enhance recreational trails. Encourage agri-environment schemes and promote rural lane management. Promote and enhance recreational trails. Restore ancient woodland in Bere Wood and elsewhere. Restore hedges. Restoration of heathland remnants.	PL4, PA6, PA9



<b>Lowland Heathland</b>				
South Purbeck Heaths	A diverse, dynamic landscape with large tracts of open heathland and dense conifer plantations. Of outstanding wildlife interest with a variety of heathland habitats including wet valley mires and bogs. Towards Corfe the area is more pastoral with woodland along the eastern boundary, while reed beds and salt marshes grade towards Poole Harbour.	Moderate and stable	Conserve and enhance heathlands through extensive grazing and restore heathland habitats where they link with existing heathlands. Soften edges of existing woodland blocks. Manage the impact of rising sea levels through creation of flood marsh around Arne Moors. Implement measures to conserve remoteness and tranquility around Poole Harbour.	PL1, PCS4
<b>Lowland Heath/Forest Mosaic</b>				
Crossways / Winfrith Lowland Farmland & Heath	Open expansive heathland areas offer wide views, while dense hedgerows and small copses also occur. Conifer plantations form the northern backdrop to the area and there is flat pastoral farmed landscape in the west.	Good and moderate	Promote restoration of heathland and agri-environment schemes for heathland restoration, arable field margins and hedge and woodland management. Continue heathland management and seek to extend heath through restoration. Remove Rhododendron.	PL1, PL5
Bovington / Affpuddle Heath / Forest	Characterised by a patchwork of heath, scrub, conifer plantations and farmland, with wide views from open expansive heathland. Roads are straight and fast, and the area is bounded by the Piddle and Frome Valleys. Recreational use and conservation management are dominant.	Good to moderate	Promote re-establishment of open heathland landscapes and management by extensive grazing. Remove Rhododendron, create diversity within woodland and increase opportunities for recreation and access. Promote agri-environment schemes for field margins, hedge and woodland management.	PL1, PL4, PL5, PA8, PA9
North Wareham Heath / Forest, (includes Sandford Heath, and Holton Heath)	An undulating, open and expansive heathland landscape bounded by the River Piddle to the west and Poole Harbour to the east. Much of the area is a patchwork of heath, scrub, forestry and farmland, with conifer plantation and straight and fast roads. Morden Bog is a distinctive open landscape feature and Woolsbarrow Fort and Woodbury Hill are key local landmarks.	Good to moderate	Promote restoration of open heathland landscapes and promote extensive grazing. Retain tree screening around development sites.	PL1, PB5, PA10
Upton Heath	A fragmented mosaic of undulating heath, scrub, woodland / plantation and marginal farming, which includes part of the Upton Heath nature reserve. Plantation blocks are present and urban features are visually and physically intrusive.	Poor to moderate	Promote restoration of heathland and prepare and implement an Urban Fringe Landscape Management Plan based on Beacon Hill and the Upton Heath Site of Special Scientific Interest (SSSI). Manage recreational opportunities in the area to increase access away from the SSSI.	PL1, PL3, PB5



Coastal Marshland				
Upton Bay Marsh	A flat, expansive marsh, mudflat and meadow landscape with an open and windswept character and wetland and meadow wildlife habitats. Scrub is developing along the urban fringes and the shoreline is deeply incised and sinuous.	Good to moderate	Prepare and implement an Upton Urban Fringe Landscape Management Plan, manage woodland and marsh and enhance entrance features and barriers.	PL3,
Valley Pasture				
Lower Frome Valley Pasture	The River Frome meanders through the flat valley floor and associated floodplain and terraces. Views are often extensive and there is a variety of wetland habitats, grading into coastal grazing marsh and reed beds on the fringes of Poole Harbour to the east. Historic bridges, mills and the remains of St. Marys church and Bindon Abbey are features.	Moderate and stable	Encourage reversion from arable back to pasture on the valley terraces, and conserve and restore remnant water meadow systems. Protect watercourses from sedimentation resulting from soil erosion and the effects of diffuse pollution and consider extending wet woodland on the valley floor.	PB1
Mid Frome Valley Pasture	A flat, wide river valley flood meadow landscape with a meandering river channel. Woodlands define the edges of the valley in places, with grazed small fields abutting the river. Other features include old water meadow field patterns and ditches, and Wool Bridge and Woolbridge Manor.	Good to moderate	Promote agri-environment schemes, conserve historic environment features and promote river catchment management plans (such as the draft SW River Basin Management Plan), promote tree and woodland management, conserve and enhance historic bridge crossings and conserve and enhance natural and built environmental features.	PB1
Mid Piddle Valley Pasture	A flat relatively narrow valley floor with a meandering river channel and associate ditches and channels. Small fields are complemented by a mosaic of trees and the river is crossed by narrow lanes on old bridges. This is an undeveloped and tranquil rural landscape.	Good to moderate	Promote river catchment management plans (such as the draft SW River Basin Management Plan), tree and woodland management and improve public access.	PL4, PA6
Sherford Valley Pasture	A flat intensively farmed landscape with a well wooded river corridor and narrow hedge lined lanes. Lytchett Minster is the main settlement. The urban impacts caused by the road network, some poor edges to settlements and horticulture detract from landscape quality and result in fragmentation.	Poor to moderate	Promote tree and woodland management, manage horticulture and undertake a whole river valley enhancement scheme to include improved access to river corridor, improved recreational opportunities and increase landscape and biodiversity interest.	PL4, PA6



Lower Piddle Valley Pasture	Flat river valley flood meadow landscape with meandering river and associated ditches and banks. Transport corridors are intrusive, but the remainder is largely an undeveloped landscape used for informal recreation.	Moderate to good	Carry out a Wareham Meadows Landscape management plan, manage boundaries, meadows and woodland, and reduce the visual impact of road signage on the bypass.	PL1, PL4
<b>Ridge and Vale</b>				
Osmington Ridge and Vale	This comprises a series of small limestone ridges and clay vales running east to west and enclosed by the South Dorset Escarpment to the north. Only a small part of this area lies within Purbeck. Boundaries are mixed – of stone walls, stunted hedges and with occasional hedgerow trees.	Moderate and declining	Encourage grazing on the inland limestone ridges and enhance management of arable farmland to create wildlife rich habitats.	PB3

In some instances, the Landscape Character Area goes into other districts. Where possible, information on the Purbeck part of the character area has been extracted, but for detailed information, refer to the source documents (see Bibliography). The management guidelines give an indication as to what is required to maintain character areas in a good condition, or improve them to a good condition. In some instances this will require a continuation of work that is already underway, for example scrub clearance and grazing on the Purbeck ridge or maintenance of stone walls on the limestone plateau. Landscape condition can assist in prioritising work that should be carried out, but it is equally important to continue to maintain good landscapes as to improve poor ones.

### Landscape and Culture

Literary and artistic associations within Purbeck are often closely connected with the landscape. Writers such as Thomas Hardy used the changes occurring in the countryside as a key part of his writing, and gave the name "Egdon Heath" for the heathlands in the novel "The Return of the Native". The village of Chaldon Herring is the setting for some of the novels of T.F. Powys and sites within Purbeck are also featured in Enid Blyton's books. T.E. Lawrence (Lawrence of Arabia) lived at Clouds Hill, Bovington. These associations, together with many artists whose work reflects the landscape and wildlife of the area, attract money and visitors to the area and provide employment opportunities.

### Issues and Opportunities

#### Issues

- There are three character areas that are poor to moderate: Sherford Valley Pasture (due to urban impacts, fragmentation and lack of hedgerow management); Upton Heath (due to urban fringe pressure and development); and North Bere Regis Downs (due to poor hedge management and a lack of management of trees and barrows).
- Former areas of ancient woodland and heathland have been planted with conifers.
- Development pressures for example from tourism and recreation can impact on the special quality of the landscape (as well as on biodiversity).
- Scrub encroachment is an issue on a number of landscape types, but



particularly lowland heath and open chalk valley and downland. Much progress has been made through Heritage Lottery Fund schemes (Tomorrow's Heathland Heritage and the Purbeck Keystone Project), but the continuing challenge is to secure long term sustainable management through grazing, which is becoming increasingly difficult.

- Stone walls and hedges were used as boundaries to keep land stockproof, however where stock is no longer kept, and walls and hedges lack management, their degradation can affect the condition of the landscape and the wildlife which uses them.
- Fragmentation has occurred across habitats and landscapes - the challenge is to restore this.

### Opportunities

- Parts of Purbeck still have a remote feel, for example the lowland heaths, and this should be retained.
- Some of the District retains tranquillity through a lack of light and noise pollution. Opportunities to retain and enhance this should be sought through the planning process.
- Stone walls and hedges contribute to landscape character, are part of the heritage of the area and are important for biodiversity. Opportunities should be sought to ensure their restoration and management.

- Previous extensive planting of conifers has had a significant effect on the Purbeck landscape and biodiversity, but in recent years some has been removed and heathland restored. The challenge is to continue this where opportunities arise. Where ancient woodlands have been planted with conifers, opportunities to restore to broadleaved woodland should be realised. Occasionally the woodland is important in screening built development. In these cases, phased replacement of conifers with broadleaved woodland should be sought. Removed conifers should be used for timber, wood-chip or fuel.
- The South West Nature Map (produced by the South West Regional Biodiversity Partnership) identifies the best areas in the region to conserve, create and connect wildlife habitats at a landscape scale. It includes blocks of land known as Strategic Nature Areas which will contain a mosaic of habitats and highlight opportunities for carrying out work at a landscape scale through restoration and / or re-creation. Strategic Nature Areas identified in Purbeck include limestone, chalk and neutral grassland, lowland heath, coastal and floodplain grazing and mosaic. There is a strong correlation between the South West Nature map (see Appendix on page 57) and Landscape Character Areas.

## Links to AONB / Purbeck Community Plans

### Dorset AONB Objectives:

- **Objective L1:** Conserve and enhance the special and distinctive character and quality of the AONB's landscapes and associated features.
- **Objective L2:** Protect the AONB's unspoilt panoramic views and tranquility
- **Objective L3:** Plan and shape the future landscape to adapt to environmental change

### Purbeck Community Plan priorities - Environment

9.1

- (a) Conserving and enhancing Purbeck's natural beauty and landscape
- (b) Improving local prosperity without adversely impacting on the special nature of the area
- (c) Encouraging people of all ages to enjoy, access, and learn about Purbeck with minimum impact on the environment

Proposed actions relating to this chapter are included in the table at the end of the document.



### 3. Biodiversity

#### Description of the resource

Biodiversity refers to the variety of life. Purbeck’s geological diversity gives rise to a range of soils which in turn support a wide diversity of habitats and species. For example, the 10 km square around Wareham has been recognised as the most botanically rich in the UK. This variety is reflected in the following conservation designations:

- Four Special Areas of Conservation (SACs) of international importance for habitats and species: Dorset Heaths (Purbeck and Wareham) and Studland Dunes; Dorset Heaths; Isle of Portland to Studland Cliffs; St. Albans Head to Durlston Head.
- Two Special Protection Areas (SPAs) of international importance for birds: Dorset Heathlands and Poole Harbour.
- Two Ramsar sites (wetlands of international importance): Dorset Heathlands and Poole Harbour.
- Eight National Nature Reserves: Stoborough Heath; Hartland Moor; Studland and Godlingston Heath; Arne Reedbeds; Durlston; Holton Heath, Sandford Heath and Morden Bog.
- Over 40 Sites of Special Scientific Interest (SSSI) which are designated for their nature conservation and / or geological interest. They cover 23% of Purbeck.

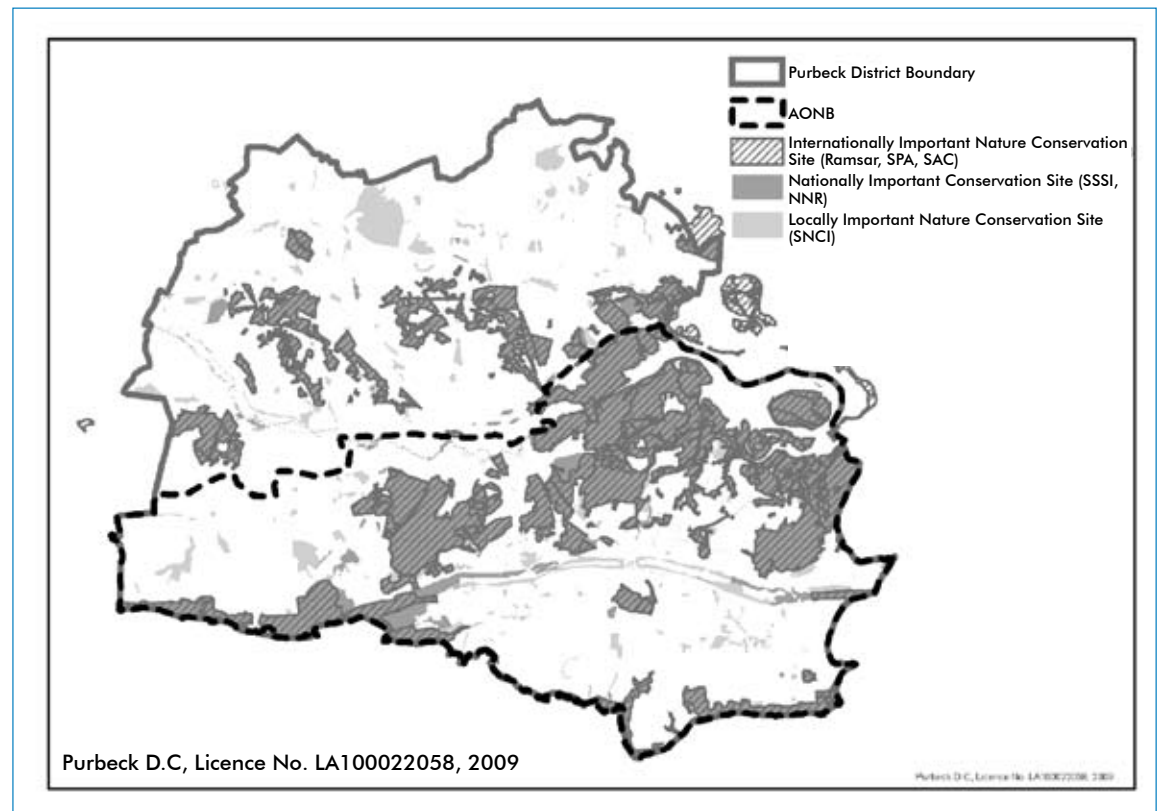
- 195 Sites of Nature Conservation Interest – which are wildlife sites of county importance including semi-natural habitat such as ancient woodland, small heath areas and grasslands.

Together, international designations cover about 20% of Purbeck. **Figure 2 shows the location of designated sites.**

This strategy should be read in conjunction

with the “Dorset Biodiversity Strategy Review” and “Biodiversity Audit” produced by the Dorset Biodiversity Partnership. The audit includes information relating specifically to Purbeck. Since the previous strategy, a review of priority Biodiversity Action Plan (BAP) habitats and species has been carried out – details of these can be found via the UK BAP website (see Bibliography).

Figure 2: International, National and Local Designated Sites in Purbeck







Sand lizard

### Important species

Purbeck also supports a number of rare species. Over 5% of the UK's lowland heathland lies in Purbeck, but 56% of the sand lizard population occurs here. Birds of international importance include woodlark, Dartford warbler and nightjar on the heaths, and Dorset heath has a stronghold here. The only UK sites for the heathland insects Purbeck mason-wasp and ladybird spider are in the District. Calcareous grasslands contain other rarities such as the Lulworth skipper, Adonis blue, early gentian and early spider orchid. Some species in decline are associated with arable land, for which the area around St. Aldhelm's Head is a stronghold. These include plants such as pheasant's eye and shepherd's needle, mammals such as brown hare and birds like skylark and corn bunting. Rivers and wetlands attract important populations of wintering waterbirds, as well as ground nesting birds such as redshank and lapwing. Species of national/international importance in Poole

Harbour include breeding terns, wintering avocet, shelduck and black tailed godwits, as well as the waterfowl assemblage. Water vole populations, though nationally declining, are fairly stable in Purbeck, while otter populations are recovering.

### Issues and Opportunities

(Marine issues and options are referred to in chapter 5)

#### Issues

- The impact of climate change in Dorset will include sea level rise – this is already happening. Other effects will include tidal squeeze (habitats will be forced back as sea level rises, and in some instances there may be no space for them to move to alternate sites), flooding caused by increased storm surges and winter rainfall, changes in fauna and flora (higher temperatures result in species moving north-eastwards and new species are likely to arrive from the continent)

and changes in agricultural patterns. Freshwater habitats will become saline and it is not known where and when they could be replaced. Even if we cannot predict the exact impacts of climate change, we need to be taking a flexible approach to planning which can deal with a variety of outcomes.

- Pressures for development are still a key issue, particularly with the proposal for an additional 2,750 houses in the Lytchett Matravers / Lytchett Minster area included in the emerging Regional Spatial Strategy (RSS). This is an early proposal, but an independent report by Footprint Ecology has raised significant concerns about the impact of the proposal upon internationally important sites. If this proposal is included in the RSS, it will be the role of the Core Strategy of the Local Development Framework to take this forward.



- Ecosystem services: ecosystems provide valuable services for people, such as clean air and water, good physical and mental health (through access to green spaces), climate regulation and social benefits. An ecosystems approach is being proposed for decision making. This would value ecosystems for the services they provide and ensure development remains within environmental limits, through setting ecological objectives for air, water, soil and biodiversity. An example is the Wareham Managed Realignment Case Study produced for DEFRA which includes estimates of the economic value of changes in ecosystem services under the options being considered.
- Deer populations in Purbeck have been increasing and are now adversely affecting habitats such as saltmarsh and woodland as well as crops. Well co-ordinated measures are required, with landowners and others working strategically together.
- Lack of appropriate management, for example on heathland and chalk downland sites where a lack of grazing leads to scrub encroachment. Until management solutions are found that are sustainable in the long term (which include managing the scrub and maximising grazing area), this will remain an issue.
- Although the otter population is increasing, there is a particular problem by the Wareham by-pass where three otters have been found dead. Three

otters have also been killed on the A35 where the Sherford River goes under the road. These two sites have been identified by the Environment Agency as among the top three in Dorset requiring action. Means of enabling otters to cross the by-pass safely should be investigated to alleviate this problem.

- Although hedges on agricultural land are now rarely being removed, lack of management can reduce their value for wildlife.
- Many ponds and ditches are not managed, resulting in siltation and eventually their loss.
- Recreation pressures, particularly on heathlands in urban areas, the coast and marine environment. Impacts include disturbance (e.g. dogs where ground nesting birds occur), erosion and fires (e.g. on heathlands).

### Opportunities

- Agri-environment schemes have changed since the last strategy. Countryside Stewardship is no longer available as an option, and the new scheme comprises the Entry Level Scheme (ELS) and Higher Level Scheme (HLS). The HLS scheme is discretionary and by invitation. A number of large schemes have been delivered already in Purbeck. There are opportunities to make further use of the scheme, not only for biodiversity, but also for resource protection, landscape interest, archaeological interest and access including education.

- The Dorset Heathlands Interim Planning Framework has been adopted by all Local Authorities in South East Dorset and provides a good opportunity for new greenspace to be developed in the District. For any new housing development between 400 metres and 5 km from a heathland Special Area of Conservation / Special Protection Area (SAC/SPA), a financial contribution is required from the developer which is used to mitigate the adverse impacts of housing near heathland. A contribution of £1,649 per house is currently required which funds projects both to provide attractive alternative sites for public countryside recreation and to improve visitor and access management of the heathlands themselves. Residential development very close to a heathland SAC/SPA (within 400m) is not permitted under the Interim Planning Framework.
- Forestry land has the potential to deliver new habitats, especially heathlands, and provide sources of wood fuel. Opportunities to plant trees on appropriate sites should be sought.
- Opportunities to re-connect sites and habitats should be sought to secure greater resilience to climate change.



Adonis Blue



- Some minerals planning permissions granted on internationally important habitats such as heathland, before they were designated, have been reviewed under the Habitats Regulations and modified to remove any threat to international sites. Issues of compensation affecting operators and owners are in the process of being resolved. The Review of Old Mineral Planning Permissions (ROMPs) aims to ensure that all old minerals permissions are operated to current environmental standards. There are outstanding ROMPs at Masters Quarry (north and south), and Hyde, Binnegar and Povington Pits.

When dealing with applications for mineral extraction in particularly sensitive areas, an Environmental Impact Assessment would normally be required to inform appropriate mitigation measures and restoration.

- There are still major opportunities for habitat restoration in Purbeck e.g. to calcareous grassland, ancient woodland, heathland, wetland, coast, and there are further opportunities for funding some of this work through HLS.



Red Devon cattle

- Recent research has shown that access to high quality greenspace leads to improvements in both mental and physical wellbeing and a reduction in crime, anti-social behaviour and the costs of healthcare.
- Although urban hedges may not be as biodiverse as those in rural Purbeck, they are still an important refuge for urban wildlife and need to be retained and managed.
- Whilst work has been carried out to assess some aspects of carrying capacity (the ability of a place to accommodate people), further work is required on environmental limits and monitoring, to ensure the unique environment of Purbeck is maintained.
- The potential synergy between the type of extensive grazing needed to manage some of our best wildlife habitats and the production of high quality, slow matured, known provenance meat is still not being fully exploited.
- There will be a major opportunity to restore hundreds of hectares of priority habitat through managed realignment of Poole Harbour. Although much of this will be compensatory in nature there will be an opportunity to help direct where this should go and encourage a landscape scale approach through connecting and buffering other important habitats.

## Links to AONB / Purbeck Community Plans

### Dorset AONB Objectives:

- **Objective B1:** Restore, reconnect and manage terrestrial and freshwater habitats and associated species at a landscape scale to increase resilience to environmental change
- **Objective B2:** Retain the irreplaceable and restore and re-establish lost or declining features such as veteran / ancient trees, species-rich hedgerows, orchards and ponds and their associated species.
- **Objective B3:** Provide greater protection, conservation and understanding of marine and inter-tidal habitats in and linked to the AONB.

### Purbeck Community Plan priorities - Environment

#### 9.1

- (a) Conserving and enhancing Purbeck's natural beauty and landscape
- (b) Improving local prosperity without adversely impacting on the special nature of the area
- (c) Encouraging people of all ages to enjoy, access, and learn about Purbeck with minimum impact on the environment

Proposed actions relating to this chapter are included in the table at the end of the document.



## 4. Geodiversity

### Description of the Resource

The term “geodiversity” encompasses the range of rock minerals, fossils, soils, landforms and natural processes that make up the earth’s landscape and structure.



Stair Hole, Lulworth Cove

The underlying geology of Purbeck is extremely diverse and gives rise to the varied landscape and biodiversity. Over 120 million years of geological history are represented, from the younger Tertiary deposits in Poole Harbour to the older Kimmeridge clays. The natural processes acting upon the rocks have resulted in world famous landforms such as Old Harry Rocks, Durdle Door and Lulworth Cove. In 2001, the coastline from Orcombe Point to the South West corner of Studland Bay was designated the first natural World Heritage Site in England – the Dorset and East Devon Coast World Heritage Site.

Inland, the chalk ridge separates the older rocks to the south from the younger Tertiary clays and sands. The latter give rise to acidic soils which support heathland and its associated habitats. The great diversity of rocks underlying Purbeck has resulted in a varied range of soils which support a diversity of habitats – see the biodiversity chapter for more information.

Purbeck has 7 Sites of Special Scientific Interest designated for their geological and geomorphological interest. There are also 18 sites designated as Regionally Important Geological Sites (RIGS) for their scientific importance, education value, suitability of access and historical significance.

Some of the geological strata are fossil rich. The Geological Conservation Review (GCR), produced by the Joint Nature Conservation Committee, recognises the Kimmeridge shale as producing “some of the best preserved Late Jurassic marine reptiles ever found”,

while the Purbeck limestone has yielded the fossil forest near Lulworth Cove as well as dinosaur footprints. The Upper Greensand is famous for dense deposits of ammonites, and rare limestone deposits of a freshwater lake have been found at Creechbarrow. Over 45 species, mostly mammals, have been recovered from the fossilised lake of which 12 are new to science. The GCR also recognises most of the coast as of national importance for its coastal geomorphology, Culpepper’s Dish as a nationally important karst site (where calcareous rock has been dissolved over time) and three other locations as of national importance for their Quaternary geomorphology. Important fossil mammals have also been discovered in Durlston Bay.

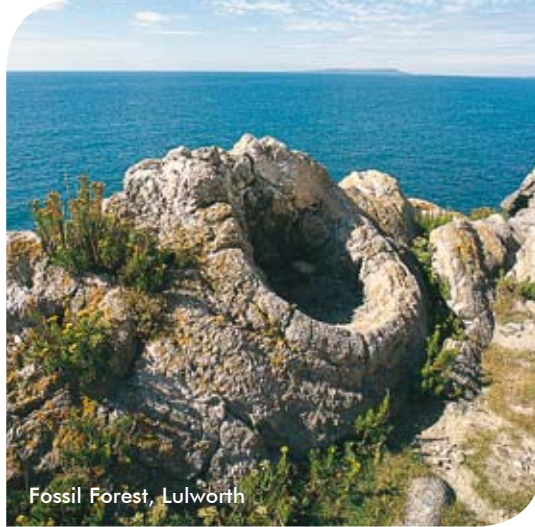
Purbeck’s geodiversity has sustained a broad range of human industries from Neolithic times onwards. Purbeck stone played an important role in Roman and Medieval culture and has influenced the towns, villages and historic buildings of the area, while ball clay has been utilised for centuries. The strata also yield oil through Europe’s largest on-shore oilfield. In addition, the area receives over 120,000 outdoor learning visits each year as a result of the great diversity within a comparatively small area. The Purbeck Keystone Project has developed virtual tours of RIGS sites for educational use, and worked with field studies groups in the District.

### Issues and Opportunities

#### Issues

- Coastal sites are dynamic. The coasts are eroding and this has benefits in terms of





providing new exposures and seeing geomorphological processes in action, but it has implications for access.

- There are a number of locations along the coast where tensions exist between historic importance of a structure and safety and geodiversity issues. Examples include Peveril Point and Flowers Barrow. Public understanding of the scientific importance of these locations needs to be well described.

### Opportunities

- Although the coastal geodiversity is well documented and well known (for example through the World Heritage Site), the inland geodiversity is less well known. Many of the most important and used viewpoints provide extensive views across landscapes whose characteristics depend on the underlying rocks and landforms. As coastal paths are heavily used, there may be opportunities to develop geodiversity trails which enhance walkers' understanding of their surroundings away from the coast.

- The World Heritage Site Management Plan for 2009 - 14 links to AONB and Community Plans and sets an important policy framework for the conservation and enhancement of geodiversity along the coast.
- There may be opportunities for improved inland access as approved gravel and stone sites are developed under the Bournemouth, Dorset and Poole Minerals and Waste Development Framework.
- There is a risk of inappropriate fossil removal through lack of knowledge of fossil recovery techniques. Training on procedures for this for countryside and other professional staff could be a beneficial way of reducing this.
- There are opportunities to work with relevant organisations (local Dorset Important Geological Sites Group, minerals planners, Dorset Countryside Service, Natural England, the National Trust and the quarry industry) to establish a dinosaur footprint site in Purbeck that can be accessed by educational groups and the public.
- There is a need to display suitably a stunning collection of fossils from the Kimmeridge area, which includes unique finds.
- The fossil and historical finds collection at Worth Matravers which is housed next to the Square and Compass Pub needs recording and displaying in a larger facility.

### Links to AONB / Purbeck Community Plans

#### Dorset AONB Objectives:

- **Objective G1:** Conserve and enhance the geodiversity of the AONB and value the contribution it makes to landscape character.
- **Objective G2:** Increase awareness, understanding and appreciation of geodiversity in the AONB.

#### Purbeck Community Plan priorities - Environment

9.1

- (a) Conserving and enhancing Purbeck's natural beauty and landscape
- (b) Improving local prosperity without adversely impacting on the special nature of the area
- (c) Encouraging people of all ages to enjoy, access, and learn about Purbeck with minimum impact on the environment

Proposed actions relating to this chapter are included in the table at the end of the document.



## 5. Coast and Sea

### Description of the Resource

Purbeck has a stunning coastline and wealth of marine biodiversity. The coastline from Old Harry Rocks to White Nothe forms part of the Dorset and East Devon Coast World Heritage Site, also referred to as "The Jurassic Coast". Most of the coastal grasslands and dunes are designated as being of national and international importance, and the whole coastline falls within the Dorset AONB. About half of Poole Harbour lies within Purbeck, and is managed through the agreed Poole Harbour Aquatic Management Plan (published in 2007), which aims to "promote the safe and sustainable use of Poole Harbour, balancing the demands on its natural resources, minimising risk and

resolving conflicts of interest". The whole coastline is also designated as part of the Purbeck Heritage Coast, which partly extends into West Dorset.

The marine environment off the coast of Purbeck is very diverse, with a variety of habitats such as maerl beds (areas of unattached seaweed in shallow water), seagrass beds and extensive areas of shallow sublittoral rock, such as the Kimmeridge Ledges. The area is important for bottle nosed dolphins and seahorses. Although the marine and terrestrial environments are often considered separately, it holds no such demarcation for wildlife - birds such as puffins and guillemots are dependent on the terrestrial clifftops for nesting, and the marine environment for feeding.

Connections between the coast and sea are numerous, for example marine fisheries depend on intertidal areas for spawning and nursery areas, while economically, local communities owe their livelihood to fishing and tourism. Recreational use of the coast generally requires access from the shore. The surviving features which form the built historic environment associated within the coastal fringe are considerably varied in nature and date. These can include, for example, various earthworks and associated features on the cliff-top, the site of an alum works at Kimmeridge on the foreshore, widespread features and remains associated with stone quarrying along parts of the coast and the various ship wrecks which are located offshore. This selection serves to illustrate the range of archaeological sites which are present in the coastal zone.

In recognition of the fact that the coastal area is complex, with terrestrial and marine interest and a wide range of individuals and organisations involved, a Coastal Corridor Action Plan has been produced for the whole of the Jurassic Coast. This aims to co-ordinate work and target the most important actions to maximise benefits and resources. It integrates a wide range of interests including access, biodiversity, historic interest, geology and management. Key actions from this plan which relate to Purbeck have been incorporated into the final section of this document, and are found under a number of the different chapter headings. Implementation will be co-ordinated by the Dorset AONB.





## Issues and Opportunities

### Issues

- The marine environment has traditionally been considered in isolation from the terrestrial environment. A new Marine Management Organisation will be established to remedy this. The challenge is to establish an overall system of Integrated Coastal Zone Management which secures the integration between the land / sea interface. "A strategy for promoting an integrated approach to the management of coastal areas in England" published by Defra seeks to progress this.
- A new right of coastal access is likely to be established through the Marine and Coastal Access Bill.
- The numbers of kittiwakes breeding at Blackers Hole and the cormorants at Ballard Down on the Purbeck coast have declined over the past few years. Further monitoring and study should be carried out to ascertain the causes of this decline.
- The level of boating activity at Studland has led to concerns over the future health and density of seagrass meadows and their associated wildlife, including populations of both native species of seahorse. Research into the sustainable management of this area should be carried out.
- Long term planning will be needed to address the impact of sea level rise and increased storminess at sites such as Studland and Brownsea Island. At



Studland, coastal erosion has already led to the beach huts being moved back several times in the last 25 years. Whilst it is not possible to accurately predict future impacts, continued erosion will lead at some point to the loss of car parks and facilities here. Relevant organisations need to work together to ensure that the area can continue to be enjoyed by residents and visitors and that adequate facilities are provided to prevent damage to the surrounding National Nature Reserve. At Brownsea, sea level rise will eventually cause the internationally important man made lagoon to flood, leading to the loss of this important habitat.

- The process of identifying areas of reef and assessing their suitability for designation as SACs is currently under way.

- Tourism is a driver for the marine and coastal economy - the coast path, beaches, sailing and diving all rely on a high quality environment. Threats to this would adversely affect the local economy.

### Opportunities

- Marine Conservation Zones - a new type of Marine Protected Area – will be designated through the Marine and Coastal Access Bill and will replace Marine Nature Reserves. The aim is to provide areas of good quality habitat to help ensure the marine environment is healthy and can continue to be productive for local inshore fishing businesses, without adversely affecting the local economy.
- The DORIS (Dorset Integrated Seabed Survey) mapping project is ongoing and covers an area of seabed from Durlston Head to Portland Bill (also the C-SCOPE Project Area). This will result in greater understanding of the topography and habitats of Dorset's seabed and inform the spatial planning process.
- Shoreline Management Plans (SMPs) are based on the study of natural coastal processes. They determine sustainable coastal defence policies and set objectives for the future management of the shoreline. Purbeck is covered by two SMPs: the South Devon and Dorset SMP (from Durlston Head to Rame Head), and Poole and Christchurch Bays (from Hurst Spit to Durlston Head). The second round of SMPs are to be completed by early



2010. For a given stretch of coast, a number of options are considered, including holding the existing line (continuing with coastal defences), managed realignment and no intervention. The plans will need to address issues resulting from global warming, in particular sea level rise, coastal squeeze (where sea level rise forces habitats back into ever smaller areas) and increased storminess. Website addresses for the two plans are included in the Bibliography. One opportunity identified during the review of the plan has been the development of the C-SCOPE Project (Combining Sea and Coastal Planning in Europe). C-SCOPE is funded through Europe and has been developed with partners to build on Dorset's role as the host of the 2012 Olympic sailing events. It will help to manage the many pressures facing the Dorset Coast.

- Economic benefits from the coast include oil production such as that based at Wytch Farm. There is also the potential for tidal and wind power generation, and the challenge will be nationally to provide necessary energy while minimising impact on internationally designated sites.
- The European Commission's Marine Strategy Framework Directive aims to achieve Good Environmental Status in Europe's seas by 2020. This will be a long term process which will start with an assessment of the current state of UK

seas by July 2012. Achieving this status will mean limiting contaminants to the marine environment to levels which do not cause pollution.

### Links to AONB / Purbeck Community Plans

#### Dorset AONB Objectives:

- **Objective CS 1:** Conserve and enhance the coast and marine environment of the AONB through integrated management that recognises the links between land and sea.
- **Objective CS 2:** Support the natural evolution of the coast, allowing natural coastal processes to operate where possible.
- **Objective CS 3:** Maintain and enhance the open and undeveloped nature of the AONB's coastal landscapes and seascapes.

### Purbeck Community Plan priorities - Environment

9.1

- (a) Conserving and enhancing Purbeck's natural beauty and landscape
- (b) Improving local prosperity without adversely impacting on the special nature of the area
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Proposed actions relating to this chapter are included in the table at the end of the document.





## 6. Historic and Built Environment

### Description of the resource

The countryside of Purbeck has been shaped by natural processes and human activity on the landscape. This has left a rich archaeological and historical legacy. The nature of the historic environment is very variable and reflects the topography and land use. For example, much of the heathland within Purbeck is thought to have formed as a result of cultivation of poor soils during the Bronze Age and there is significant survival of prehistoric earthworks. Chalk downland was similarly created as the Ridge was cleared,



Corfe Castle

and barrows dating from the Neolithic and Bronze Age are still evident. Later additions such as medieval manors, farmsteads and strip fields added to the landscape, and contributions have continued to the present day. Purbeck has 3,941 entries listed in Dorset County Council's Historic Environment Record (HER) which was formerly known as the Sites and Monuments Record (SMR). There are also 260 monuments protected as Scheduled Ancient Monuments (defined as a protected archaeological site or historic building of national importance).

Both built and natural landscapes are essentially the result of human activity, and reflect traditions of use and development. This contributes to a sense of place, identity, character and local distinctiveness. These hold significant cultural value, help to underpin local economies and provide a focus for community action. The built heritage of Purbeck plays a key part in the identity of the area. The best of Purbeck's built heritage is protected as Listed Buildings, of which there are 1414. In addition, 25 of the District's historic settlements are designated as Conservation Areas. There are also four sites designated through English Heritage's Register of Parks and Gardens of Special Historic Interest.

Purbeck includes a variety of historic towns and settlements. These include the town of Wareham (which has origins as a Saxon burgh), Corfe Castle (where the settlement has origins associated with the medieval Castle) and Swanage (a coastal resort which largely developed during the Victorian

period). The town of Upton, situated within the north-eastern part of the district, largely developed during the twentieth century.

Purbeck is distinguished by the use of a range of materials for traditional building construction and roofing. This reflects the varied geology and the presence of a significant extractive industry which continues today. The continued availability of locally produced brick and Purbeck stone is unusual, and contributes to the retention of local characteristics in design and construction. However, modern use of Purbeck stone has sometimes extended beyond the areas within which it is characteristic, and it is important to promote use of materials in areas where they are characteristic and distinctive.

The view of Corfe Castle in the gap in the Purbeck ridge is an iconic feature, while traditional buildings of Purbeck stone or cob and thatch give rise to local distinctiveness among the villages and form part of the fabric of the countryside. The network of footpaths and bridleways around Swanage and Langton Matravers was largely developed through people travelling from their villages to work Purbeck stone in the quarries, providing stone for a variety of buildings such as Corfe Castle. Other features such as Grange Arch and Clavell Tower were built as follies.

Industrial archaeology is also important in Purbeck. Narrow gauge tram railways were built across the heath for the ball clay industry leading to sites such as Middlebere Quay, where clay was loaded onto boats. There are



fascinating cliff quarries at Durlston, Seacombe, Winspit and Dancing Ledge where the remains of stone saw pits and other structures and workings are still evident. The western end of Brownsea Island was the site of a 19th century pottery works. North of Greenlands Farm there are over 80 strange shallow circular saucer shaped features. Previously thought to be salterns, they are now being investigated as possibly being associated with the alum industry (the evaporation of saline water to produce aluminium and copper salts for fixing dyes for local textile industries). The significance of the Second World War structures in the District is becoming increasingly recognised. These include: Fort Henry; gun emplacements on Godlingston Heath; anti-tank blocks at Worbarrow Bay; and single person machine gun points along the coast, for example at Worbarrow Bay and Seacombe. This environment has inspired historical figures, writers and artists. Clavell Tower was used as a frontispiece for Hardy's Wessex Poems, and the inspiration of "The Black Tower" by P.D. James. Enid Blyton regularly visited Purbeck and used Corfe Castle as the inspiration for Kirrin Castle in her "Famous Five" books, whilst "Mystery Moor" is reputedly based on the heath between Blue Pool and Ridge.

### Historic development of the Purbeck landscape

- **Palaeolithic (< c. 6000 BC):** Apart from occasional finds of stone axes, which will have been redeposited, little else is currently known.
- **Mesolithic (c. 6,000 – c. 4,000 BC):** Generally hunter-gatherer activity (indicated by the presence of early prehistoric flint work), some evidence from elsewhere of managed clearance to attract game.
- **Neolithic (c. 4,000 – c.2,400 BC):** Long barrows can be seen on the Purbeck ridge, for example at Nine Barrow Down. Early farming and more clearance within parts of the landscape.
- **Bronze Age (c. 2,400 – c. 700 BC):** Many round barrows date from this period: there are 453 in Purbeck, with good examples on the Purbeck ridge. The Rempstone Stone Circle is likely to have been constructed during the Early Bronze Age. Farming extends into areas of poorer soils leading to nutrient depletion and the creation of heaths around Poole Harbour. Field systems develop and some trade with the continent.
- **Iron Age (c. 700 BC - 44AD):** Four hill forts are known in Purbeck: Flowers Barrow, Woolsbarrow, Woodbury Hill and Bulberry Camp. Other features from this time include settlements at Bindon Hill and Knowle Hill. Farming continues and larger field systems develop, including the example at The Warren, near Chaldon Herring. There was large scale industrial activity over much of the district, concentrated around Wareham, Poole Harbour and the Isle of Purbeck. This included pottery manufacture, shale working and salt making. More trade with the Continent.
- **Roman (44 – c. 410):** Purbeck stone was significantly worked during Roman times. Part of the Dorchester to Badbury Rings Roman road can be seen around Bere Regis, and Roman villas have been found at Bucknowle and Brenscombe. Romano-British settlements occurred at Kingston Down and Knowle Hill. Iron Age industries were developed (particularly pottery manufacture) and became more organised, and trading more widespread. Shale was worked at Kimmeridge and there was a significant pottery industry south of Wareham. Increased trading with the Continent.
- **Saxon / early medieval (c. 410 – 1066):** Development of a town at Wareham, where the town walls were constructed and a grid-like pattern of streets emerged. Wareham St. Martin and Arne are good examples of Saxon churches. Many of the settlements in Purbeck also have early medieval origins.



Saxon town walls



- **Medieval (1066 – c. 1500):** A wealth of evidence from this period remains including the Norman built Corfe Castle, the Romanesque church at Studland, a variety of abandoned settlements (including Holworth and Coombe Keynes), and strip lynchets (for example at Worth Matravers). Part of Purbeck formed a Royal Chase from this time and Bindon Abbey was also established. Strip fields around villages such as East Lulworth are of medieval origin and many churches also feature medieval additions.
- **Post-medieval (c. 1500 – c. 1800):** The major estates which cover much of Purbeck developed from this time, along with their associated residences (such as Smedmore and Encombe houses). The deer park at Lulworth was established during this period and Lulworth Castle was built as a hunting lodge. Quarrying intensified as Purbeck supplied stone to rebuild London after the great fire of

1666, and stone walls were built on the limestone plateau. Water meadow systems were established along the Frome and Piddle valleys.

- **Victorian/Industrial (c. 1800 – 1913):** Quarrying continued, and much of Swanage was developed from wealth generated by the stone industry. Artefacts from London were brought to Purbeck in boats as ballast. The arrival of the railway enabled Swanage's popularity as a seaside resort to become firmly established. Follies such as Clavell Tower and Grange Arch were built. Durlston Castle was built in 1886 by Swanage local man George Burt and is dedicated along with its landscape to Swanage town.
- **War and inter-war (1914 – 1945):** Purbeck was the focus of significant military activity such as the development of armoured vehicles at Bovington during

the First World War and of radar during the Second World War at Worth Matravers. Defences including numerous pill boxes were installed around the coast, for example at Studland. The creation of the Forestry Commission in 1919 to provide a supply of timber began the process of conifer planting on the Purbeck heaths. Tyneham village was requisitioned in 1943 to be used for military training. Much land was ploughed for the first time to "dig for victory". Post war, ploughing of former downland and long-established grassland intensified.

## Issues and Opportunities

### Issues

- There is a lack of skilled craftspeople to carry out traditional work such as stone working and thatching that are characteristic of many historic buildings.
- Lack of management of archaeological sites can result in scrub and tree growth which can damage the features of interest (especially buried remains). Many ancient monuments now occupy landscapes managed very differently from their original setting, most notably sites which lie within conifer plantations.
- Some features are being lost through natural erosion, e.g. Flowers Barrow is gradually being lost to landslips resulting from coastal erosion.
- There is a significant group of structures which relate to the defence of Britain during World War Two. These include a



variety of pill boxes, anti-tank defences, anti-aircraft emplacements, and radar facilities. Many of these features were built using the most readily available materials. A Defence of Britain Survey organised by the Council for British Archaeology (CBA) has recorded many of these remains, although inclusion on the Historic Environment Record is also considered to be important.

- Ploughing can have a significant detrimental effect on archaeological sites and this is widespread across parts of the



Briantspuddle

district. Although consent is required to carry out works to Scheduled Ancient Monuments, agricultural activity can sometimes be permitted and this means that even nationally important monuments can still be at risk of continued degradation.

- Long term lack of maintenance can lead to listed buildings being placed on the Buildings At Risk Register.
- The loss of some archaeological / historical sites is threatened by climate change (for example, due to future sea level rise).

### Opportunities

- There is a significant opportunity to support research by partners into industrial archaeology and the features associated with world wars.
- In the future, the core strategy of the Local Development Framework for Purbeck will focus on locally distinctive policies.
- There are opportunities to make detailed recordings of sites threatened by sea level rise before they are lost and to add this information to the Historic Environment Record.
- The restoration of the Grade II listed Durlston Castle.
- Land holdings that contain monuments can benefit from HLS (Higher Level Scheme) grants as part of a multi-objective agreement.

## Links to AONB / Purbeck Community Plans

### Dorset AONB Objectives:

- **Objective H1:** Conserve and enhance the historic environment and built heritage of the AONB, recognising the historic character of the landscape as well as the irreplaceable features set within it.
- **Objective H2:** Increase knowledge, understanding and involvement in the historic environment.

### Purbeck Community Plan priorities - Environment

9.1

- (a) Conserving and enhancing Purbeck's natural beauty and landscape
- (b) Improving local prosperity without adversely impacting on the special nature of the area
- (c) Encouraging people of all ages to enjoy, access, and learn about Purbeck with minimum impact on the environment

Proposed actions relating to this chapter are included in the table at the end of the document.



## 7. Land Management and Local Products

### Description of the Resource

Farming, forestry and nature conservation (much of which requires extensive agricultural grazing for its maintenance) are major land uses in Purbeck. Over much of the area, stock dominates, with arable mainly in the north and west of the district. Commercial forestry is concentrated at Rempstone, Wareham and Affpuddle Forests. Some smaller semi-natural woodlands continue to be coppiced.

The outstanding landscape and environment of Purbeck attracts companies seeking a quality environment and benefits many existing businesses. Organisations such as the

National Trust, Butterfly Conservation, Natural England and the RSPB have offices here due to the quality of the environment. Average earnings in Purbeck at £443 per week are below the national average of £459, and house prices are high, making Purbeck one of the least affordable places to live in the country. Lack of affordable housing is a key issue which many organisations are trying to address and is identified as a priority in the Purbeck Community Plan. Agriculture and forestry account for 2.8% of jobs in Purbeck (the national average is 0.9%) and there is virtually full employment (1.8% unemployment in October 2009).

### Viability of traditional farming and fishing

Land management in Purbeck is dominated by stock farming over much of the more marginal areas. Dairy farms have continued to decrease. Some holdings have been split

into smaller units of under five hectares, and this can have an impact on the landscape. At the other end of the scale, medium sized farms have been amalgamated to form larger farms. Much of the area is owned by large estates. There is also an increased demand for horse paddocks which can put pressure on pastures, especially around settlements. Horses and ponies can be valuable grazers of conservation sites, but over-grazing can damage the biodiversity and landscape value.

Agri-environment schemes offer farmers payment for carrying out conservation management work. The schemes now offered are the Entry Level Scheme (ELS) and Higher Level Scheme (HLS). HLS funding is discretionary. ELS grants provide a lower level of funding than Countryside Stewardship, so as Countryside Stewardship agreements expire, some farms will have reduced incomes. Currently 47% of Purbeck is covered by agri-environment schemes. This is not evenly distributed across the district – there is 90% coverage in Kimmeridge parish and 89% for Chaldon Herring parish, while Wareham St. Martin has 9% and East Stoke 14%.

Redundant agricultural and other buildings can provide a unique opportunity for diversification and employment use. Good examples include Rempstone Barn, Currendon Farm and Rogers Hill Farm near Briantspuddle.



Grazing sheep



Demand for local produce has continued to rise and this has been reflected through the opening of six farm shops in Purbeck and thriving twice monthly farmers markets at Wareham. A monthly local produce market is organised by the Purbeck Products Co-Operative. Three meat processing facilities have been established in Purbeck, and at a county level, local produce is promoted through the Direct from Dorset brand. Demand for local produce has been driven by health, an interest in reducing food miles and a desire to know the provenance of produce. The increased cost of food and fuel appears to be reinforcing this interest. At a community scale there is increased interest in growing local food for example through renting allotments.

A small fishing industry operates in Purbeck, with vessels at Swanage and West Lulworth. Local fishermen have protected the marine environment off the Dorset Coast for many generations. Legislation prohibits further expansion of the coastal fleet. The Marine and Coastal Access Bill will replace Sea Fisheries Committees with Inshore Fisheries and Conservation Authorities: it is not known what the impact of this will be in Purbeck.

### Quarrying and mineral extraction

Quarrying of Purbeck stone (limestone) has taken place in Purbeck since Roman times, and the area has given the rock its name. Quarries at Langton Matravers, Acton and Kingston provide local employment and a source of local building stone, which has given the area its local distinctiveness. Much

of Swanage is built of Purbeck stone, as well as many of the villages such as Corfe Castle. The issues relating to the Review of Minerals Permissions (RoMPS) are outlined in the biodiversity chapter.

Through the work of the Purbeck Keystone Project, the Burngate Stone Centre has been opened at Langton Matravers to provide training courses on stone working. The aim is to ensure that the existing masonry and stone working skills present in Purbeck can be retained and a new generation of experts trained.

Ball clay and oil are also extracted from the area - Wytch Farm is the largest onshore oil field in western Europe, extracting 25,000 barrels of oil per day from the Poole Basin. Sand and gravel are also widely extracted, particularly in the area between the Frome and Piddle Valleys.

## Issues and Opportunities

### Issues

- The growth in local products is hampered by a lack of local processing facilities such as abattoirs, and this is not likely to change in the future due to economic reasons.
- Farm employment has continued to fall.
- The impact of the Marine and Coastal Access Bill on the fishing industry in Purbeck has not been quantified.
- Community facilities such as libraries, schools, shops and post offices often form the heart of a local community, but are often threatened. Support for the retention of existing services is required.
- An ageing workforce, particularly in land based work, will result in a loss of skills unless action is taken.



Dry stone walling, Durlston



## Opportunities

- There is a need to build on and expand existing skills and specialisms through training. The establishment of the Burngate Stone Centre will assist with this process, but other opportunities need to be developed. Work experience opportunities could be offered through the restoration of Durlston Castle.
- Restoration of former quarry sites to appropriate uses such as heathland or wetland habitats offer an opportunity to enhance biodiversity.
- Reuse of existing redundant buildings can be a sustainable way of providing workspace, maintaining Purbeck's built heritage and providing an income. Opportunities to diversify the rural economy should be encouraged.
- Opportunities for locally grown produce are expanding.
- The Dry Stone Walling Centre at Durlston provides opportunities for training on traditional dry stone walling skills.
- The new café at Durlston Castle will use or sell local produce.
- Deer management in the Poole Harbour area is leading to availability of venison as a local product which could be promoted across the District.
- The continued provision of stone and farming apprenticeships will enable traditional skills to be retained in the area.
- There is potential to expand and harness markets for wood fuel, from arisings from heathland management and restoration, and through sustainable management of broadleaved woodlands.
- The increased demand for allotments could be met through new provision.



- Visitor Payback Schemes - piloted by Durlston Country Park / World Heritage Site Trust could be successful.

## Links to AONB / Purbeck Community Plans

### Dorset AONB Objectives:

- **Objective LM1:** Maintain and promote the skills, practices and businesses that deliver sustainable management of the countryside, coast and sea.
- **Objective LM2:** Support production and processing and increase markets for environmentally sustainable local products.
- **Objective LM3:** Improve the management and conservation of soil and water resources.

### Purbeck Community Plan priorities – Local Prosperity

8.1

- (a) Developing an enterprise culture supporting business starts and raising productivity levels
- (b) Support for local businesses, services and producers
- (c) High quality local employment opportunities
- (d) Improved infrastructure
- (e) Skills development

Proposed actions relating to this chapter are included in the table at the end of the document.



## 8. Accessing, enjoying and learning

### Description

#### Tourism

Purbeck has a great deal to offer both residents and visitors – from walking the South West Coast Path to discovering the cliffs of the World Heritage Site by boat, from having cream teas in traditional villages to diving by Swanage Pier, from visiting the many attractions to cycling the Rempstone Ride. Visitors come to enjoy the special qualities of the area – the wider countryside of the Dorset AONB together with the Jurassic Coast. The combination of countryside, coast and built attractions means that there is something for all ages and energies to enjoy.

Purbeck attracts around 438,000 staying trips and 1.5 million day visits each year – they spend approximately £140 million and support around 14% of jobs in the District. Changes over the last few years have included: increased use of the internet for information finding and booking; an increase in short breaks; demand for activity holidays; and a decline in domestic tourism (British people visiting within the UK, particularly for main holidays). Local people are generally supportive of tourism, appreciating the benefits it brings to the area, but the negative impacts include traffic congestion, particularly during school holidays but also on sunny winter weekends. Purbeck also contains a

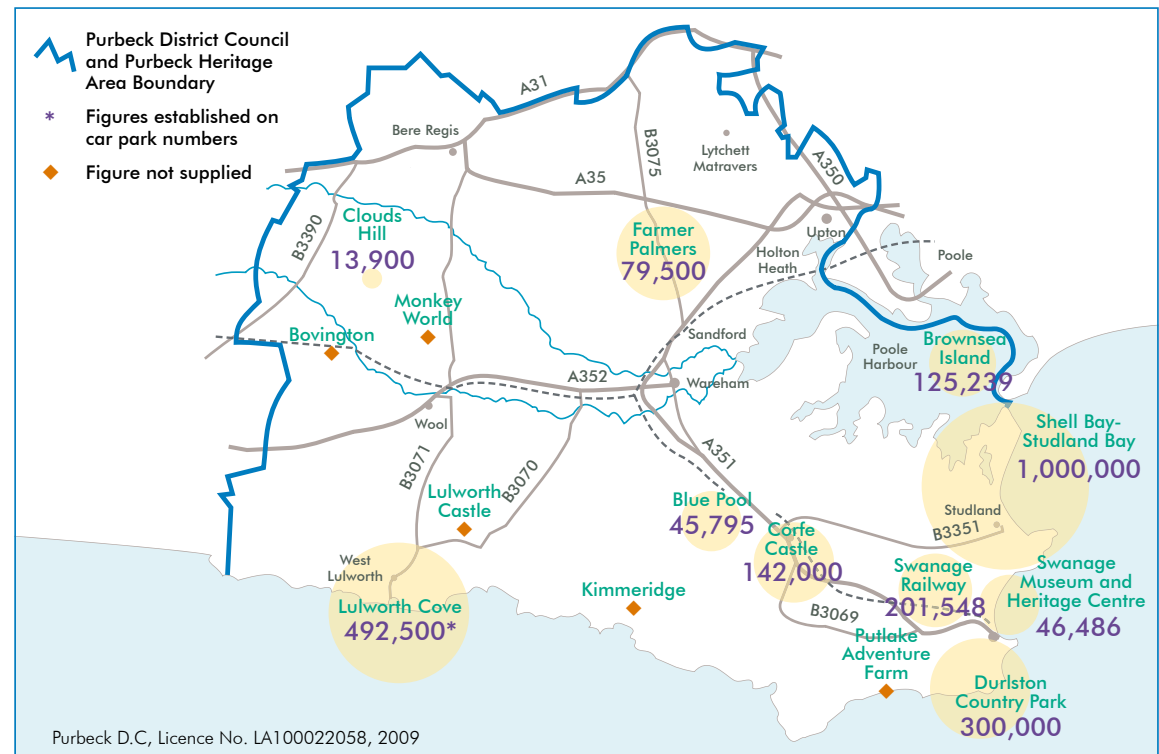
number of visitor attractions which attract thousands of visitors each year – **details for some of these are given in Figure 3.**

The Purbeck Tourism Strategy seeks to ensure a balance between the needs of tourism and the local community, and minimise any negative impact caused by tourism activity. It has a guiding principle of protecting the unique environment. The two key strategies are to increase spend per trip and increase the number of staying trips through improving

the level of competitiveness of visitor facilities (physical infrastructure and personnel skills). Seven headline projects have been proposed on which resources will be focused during the next five years. The following three are of particular relevance to this strategy:

- Improve visitor information via signage at key locations;
- Increase participation in national accreditation schemes; and

Figure 3: Visitor numbers at selected sites 2007





- Work with key stakeholders to alleviate congestion issues via extended bus services, additional park and ride facilities and improved signage.

Against a background of significant changes in tourism organisations both within the UK and in the South West, a new tourism partnership is being proposed for Dorset. From 2009/10, South West Tourism will no longer be a membership organisation nor derive income from commercial activity. As a consequence, within the various Destinations (usually counties or key cities) of the South West, new Destination Management Partnerships / Organisations have been formed where they are not already in existence. Whilst each Destination has a different structure, the common aim of these new partnerships / organisations is to bring private and public sector together in a more effective way. In Dorset, a Destination Management Partnership called Destination Dorset, is now fully operational.

A draft Business Plan for Destination Dorset has been drafted with the following key areas of activity: to improve the quality of the tourism product; drive forward initiatives to ensure more sustainable tourism practices; improve research practices; and leverage Dorset more effectively in terms of marketing activity. The Partnership will provide a platform for joint initiatives with other Councils and the private sector in Dorset in areas of work where partnership working will achieve greater impact, efficiencies and effectiveness. Opportunities may also arise through the Cultural Olympiad, which aims



to encourage participation from communities across the UK.

### Transport

A variety of forms of transport are used in Purbeck. There is a good train service between Waterloo and Weymouth, stopping at Holton Heath, Wareham, Wool and Moreton. Swanage Railway operates diesel and steam trains between Swanage and Norden, and the long term aim is to reconnect to the main line at Wareham. Bus services include a mixture of routes operated commercially or subsidised by the County Council, and free bus travel in Purbeck is now available to all residents of England aged 60 or over or registered disabled. The X53 CoastlinX bus service between Poole and Exeter has proved very popular and some other frequent services have been relaunched with simpler timetables, but elsewhere, many villages, tourist attractions and holiday accommodation sites either have limited or no bus service. This makes accessing essential services difficult – 17% of households have no access to a car, and where there is one car this is not always

available to the other members of the household. Cycling and walking have the potential to be used to a greater extent for shorter, functional journeys by residents and visitors.

The Isle of Purbeck is almost an island, the main exits being the A351 and the Shell Bay to Sandbanks ferry. Throughout the district, access routes are few. The ferry links to services at Sandbanks, from which Brownsea Island can be accessed. The limited network means that closures due to maintenance or accidents result in severe traffic congestion for all road users. This impacts on the local economy, transport connections and leads to severe delays to bus journeys. There are currently no bus lanes in Purbeck.

The car is the dominant form of transport in Purbeck, and likely to remain so. Over 85% of journeys into Purbeck and over 76% of leisure journeys within Purbeck are undertaken by car. This results in considerable traffic congestion at peak periods. Particular pressure points include:

- Shell Bay and Studland, with queues for the ferry;
- Corfe Castle (particularly traffic leaving Studland on the B3351 and turning north onto the A351);
- Roads through Wareham used in preference to the by-pass;
- The A351 between Wareham and the Bakers Arms roundabout.



Figure 4: Annual average daily traffic flows in Purbeck - 2001 and 2007

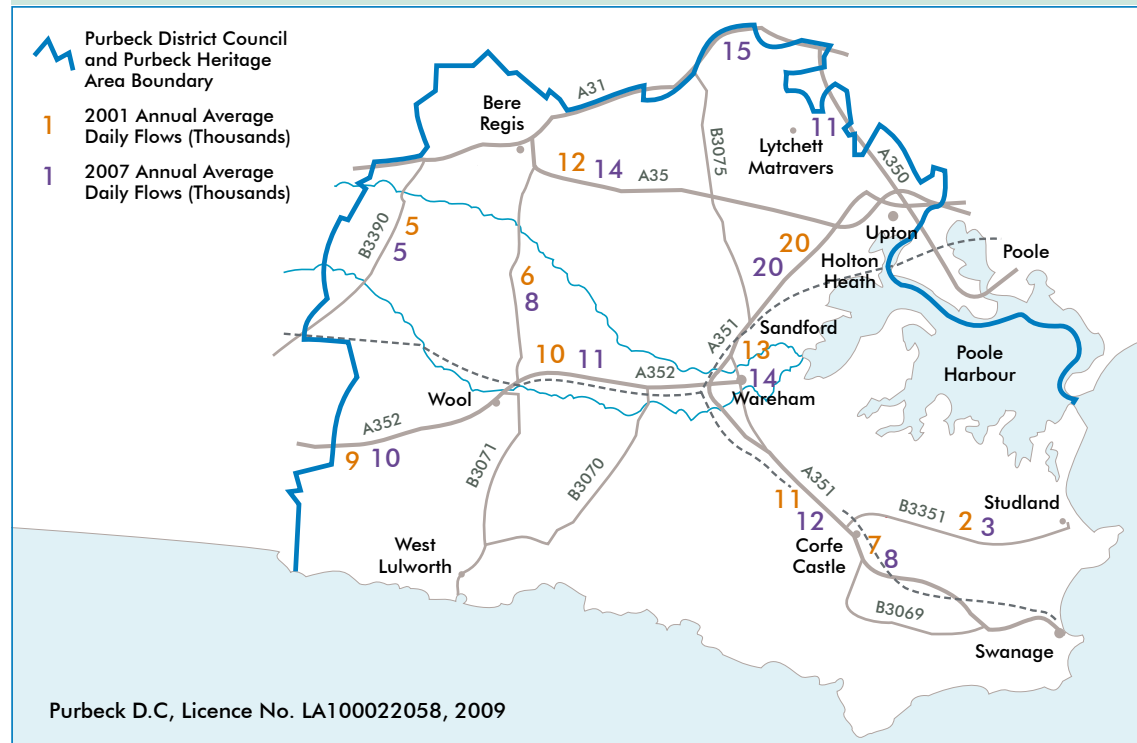


Figure 4 shows the annual average daily flows of traffic for the main roads in Purbeck, together with data obtained for previous strategies. Although figures have not significantly changed on some of the roads, on the A35 at Bere Regis an increase of 36% has been recorded over 8 years, between 1999 and 2007.

Norden is the Park and Ride facility for Swanage and Corfe Castle. Links with the Swanage Railway are good, however there are opportunities to improve the ease with

which people can walk and cycle from Norden, particularly to Corfe Castle. Swanage has high levels of self-containment due to its inaccessibility. This means that services are concentrated in the town and residents only travel out for facilities not provided there. The majority of people access Swanage by car via the A351, which is regularly congested. It is therefore important to retain infrastructure in Swanage such as hospital, rescue services, schools etc. which minimises routine traffic along the A351.

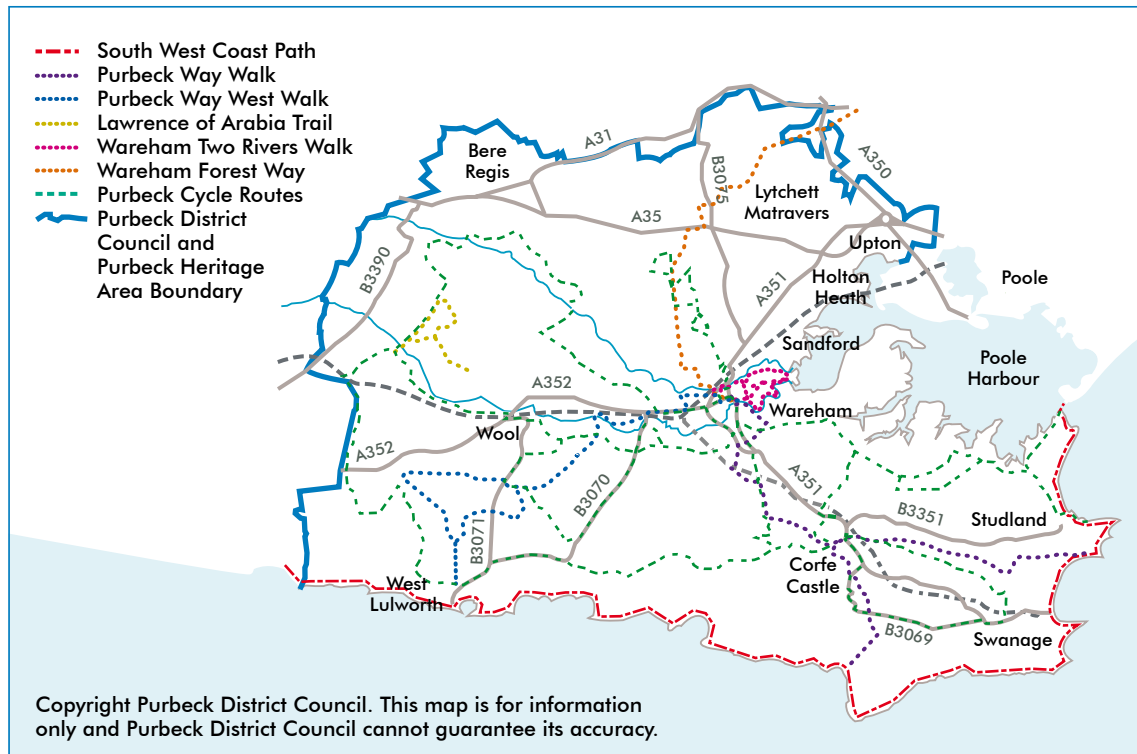
## Recreation

Walking and cycling are undertaken both as a means of transport within the District and as a recreational activity. Walking also benefits mental health. **Key routes are shown in Figure 5.** A linking network of walking routes is available including the South West Coast Path, Purbeck Way and Wareham Forest Way. Shorter routes include the Wareham Two Rivers Walks, Lawrence of Arabia Trail and various heritage trails. Walking is recognised as a healthy form of exercise and is being promoted through GPs as a way of improving the fitness for people who have been inactive for some time or are recovering from surgery. The network of footpaths and bridleways in Purbeck is extensive and maintained by Dorset County Council in partnership with landowners. A Rights of Way Improvement Plan has been produced for the county (subject to publication), which recognises a number of issues, particularly that of severance. This occurs where a route crosses a main road, making it difficult or unattractive to use: the growth of traffic in recent years has added to the problem.

Cycling is a cheap and healthy form of transport which is well suited to short and medium length journeys which are currently mostly undertaken by car. However, barriers to cycling include conflicts with other road users, steep hills, lack of segregated cycle lanes and safety risks. Whilst progress has been made, for example the development of the Sustrans National Cycle Route 2 between Dorchester and Wareham, more safe routes are needed if people are to be



Figure 5: Recreational routes in Purbeck



encouraged to cycle more. Proposals are being developed for a cycleway on the A351 between Bakers Arms roundabout and Wareham. This has the potential to act as a recreational and functional cycle route, linking Purbeck with other cycle routes, and for use by commuters and school children.

Purbeck offers a wide range of opportunities for other types of outdoor recreation, including bathing, beach recreation,

climbing, riding, sailing, canoeing, fishing, hang gliding and bird watching. A wide range of attractions complements these and includes Corfe and Lulworth castles, Swanage Railway, Monkey World, the Tank Museum and Clouds Hill. There are many accessible nature reserves including 7 National Nature Reserves and 10 Dorset Wildlife Trust reserves, and other countryside based attractions include Durlston, Brownsea Island, Blue Pool and individual farm attractions.

Although the majority of recreational pursuits do not adversely impact upon the environment, in recent years some activities have become more popular which damage the countryside and are intrusive in terms of noise and visual impact. The Purbeck Heritage Committee is supportive of recreation that does not impact adversely on the environment or detract from the enjoyment of other users.

### Learning and Community Engagement

Around 120,000 students visit Purbeck each year, to experience the landscape, wildlife, geology, history and built heritage of the area. Numerous organisations provide educational facilities and resources to enable students to make the most of their visit. The Purbeck Information and Field Studies Group was set up by the Purbeck Heritage Committee to bring together educational providers and co-ordinate outdoor education provision. Through the Purbeck Keystone Project the group has produced "The Teachers' Guide to Purbeck" as a paper and electronic document, to alert teachers to the exceptional educational opportunities and facilities in Purbeck and assist in planning outdoor education visits to the area. Education focused work is also being carried out by the World Heritage Team and Durlston Castle Project.

Community groups and volunteers have had a key role to play within Purbeck: from the volunteers at Swanage Railway to the Friends of Durlston. Volunteering has been demonstrated to have benefits on health and



well-being and to contribute to thriving communities. There is scope for expanding this and enabling volunteers to further develop their skills. Involving the community in a wide range of partnership work can be achieved through regular updates in local magazines, building up support for volunteers and hosting regular “surgeries” in communities to aid understanding of the local environment and the management dilemmas that land managers grapple with.

### Issues

- Due to the rural nature of the area, provision of public transport in parts of the District is poor, particularly at evenings and weekends. Some areas are not served at all, with staff and visitors finding it difficult to reach large tourist attractions such as Monkey World and the Tank Museum.

- Enjoyment of the area's beaches is adversely affected by the increasing problem of marine litter.
- Summer traffic flows on many roads may be three to four times the annual average daily flow. This impacts both on visitors to the area, local people and businesses, as well as the punctual running of local buses.
- At Studland, gridlock is reached on hot summer days when cars significantly outnumber parking spaces. Natural erosion of the car park at Knoll Beach will result in this problem becoming more severe in the future.
- Lack of segregated cycle routes and safety concerns.
- Many sectors of the population don't visit

the countryside, suggesting that barriers exist which prevent inclusive enjoyment and exploration of the area. The challenge is to encourage quiet recreation whilst managing access so that damaging recreational activities are reduced and alternative sites and routes are made available.

### Opportunities

- There is an opportunity to progress the reconnection of the rail service between Swanage and Wareham through the resignalling proposed for 2012.
- Demand Responsive Transport (DRT) is a more flexible form of bus travel which matches the service more closely to the customers needs. The challenge is to ensure that visitors as well as residents can access such services.
- Opportunities to support local facilities and encourage their use, so that communities can remain self contained and the need to travel is reduced.
- High quality interpretation of the special qualities of the area should be promoted through techniques including those that are non intrusive in the landscape and appeal to a wide range of audiences.
- There are opportunities to promote available transport more effectively, for example at Norden Park and Ride and at transport interchanges.
- There is increased recognition of the benefits of volunteering and the role of volunteers, but they need to be given appropriate support.



Durlston



- The Dorset Countryside Volunteer Ranger Service are working closely with AONB and WHS – this is a resource and opportunity for public involvement.
- Evaluate community engagement opportunities to help alleviate misunderstanding, provide opportunities to get involved, and develop an atmosphere of openness. For example, community engagement will be essential in developing a coastal adaptation strategy for the Studland Peninsula.
- There may be opportunities to provide additional walking/cycling routes as part of the restoration of mineral sites along the Puddletown Road.
- HLS can offer opportunities for funding for permissive access and educational access.
- Development of Durlston/Swanage shuttle bus service.
- There are opportunities to upgrade existing bridleways to provide a better cycle network and reduce severance through provision of safer links through the Local Transport Plan process.
- The availability of cycle training for children and adults, and opportunities to cycle for leisure and commuting should be promoted and encouraged.

## Links to AONB / Purbeck Community Plans

### Dorset AONB Objectives:

- **Objective A1:** All people are able to enjoy, experience, benefit and learn from the special qualities of the AONB in a sustainable way.
- **Objective A2:** Access and travel in the AONB are managed within environmental limits.
- **Objective A3:** The special qualities of the AONB underpin a vibrant and distinctive sustainable tourism sector.

### Purbeck Community Plan priorities - Accessibility

#### 5.1

- (a) Make public transport a more effective and attractive option for accessing services, leisure opportunities, work and training
- (b) Reduce the use of the car
- (d) Address gaps in public or community transport
- (e) Improve the accessibility of vehicles
- (g) Promote sustainable access to Purbeck through, e.g. cycle routes, circular walking and cycling routes from transport interchanges and centres for tourism
- (h) Implement the Purbeck Transport Strategy
- (i) Implement planning policies that: make safe provision for all road users; promote

alternative modes of transport to the car; minimise the need to travel through spatial planning; facilitate the improvement of strategic transport corridors; maximise the efficiency of the network; and minimise the environmental impact of transport improvements.

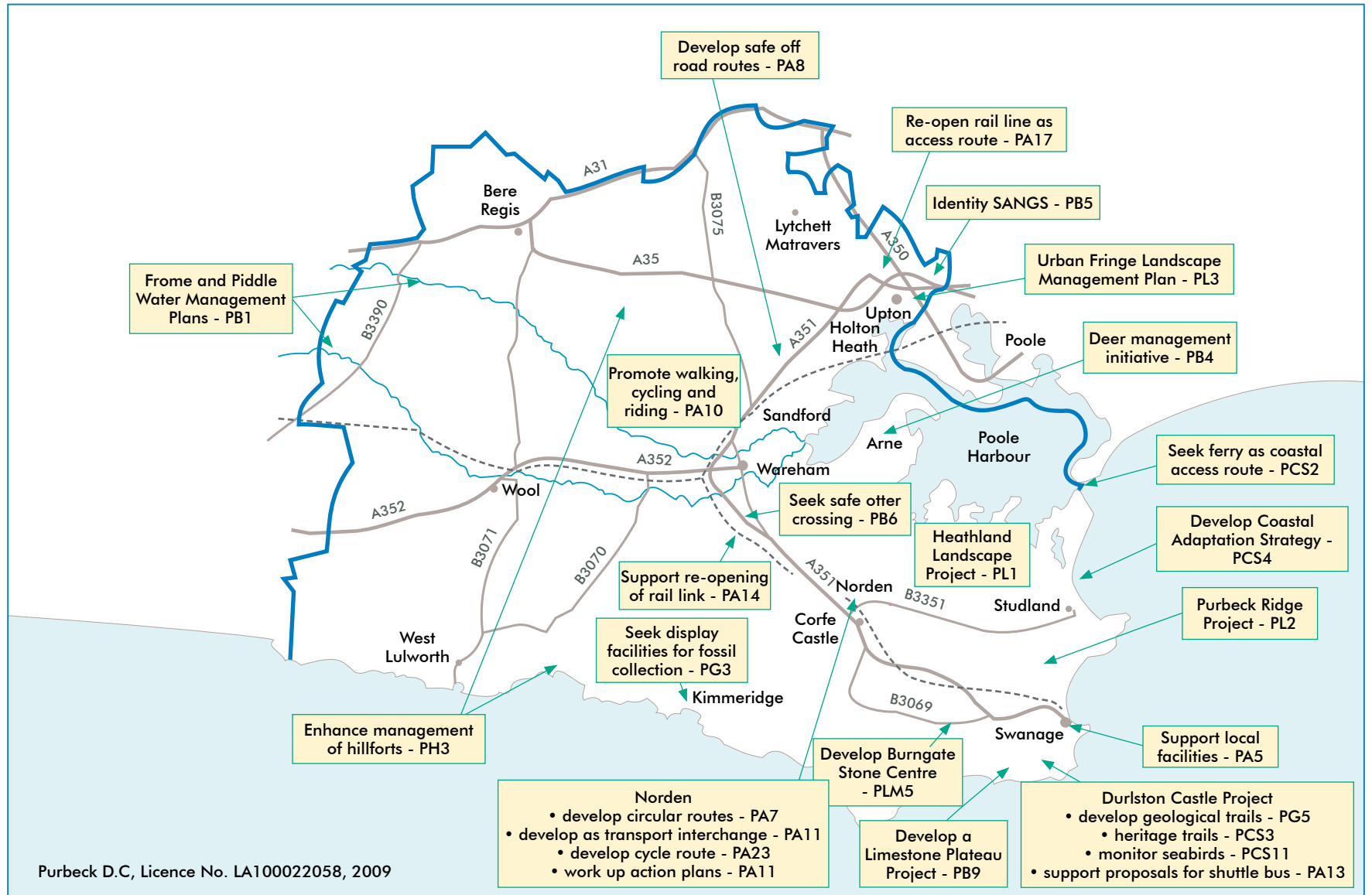
Proposed actions relating to this chapter are included in the table at the end of the document. **Figure 6 shows the location of some of these actions.**



Train at Wool



Figure 6: Location of actions included in the Purbeck Heritage Strategy





## Action Plan

Proposal number	Action	AONB Management Policy	Purbeck Community Plan Policy / National Indicator (NI)	Timescale	Lead and Partners	Relevant topics covered
	<b>LANDSCAPE</b>					
PL1	Work up a landscape scale project to secure the extensive management and landscape enhancement of the heathlands and associated habitats between Studland and Lulworth. This may include conifer removal, habitat creation, installation of cattle grids, extensive grazing with cattle and ponies and appropriate siting of broadleaved woodland. Appropriate recreational opportunities will be identified.	L1a B1a	9.1(a)	2013	NT, NE, RSPB, MOD, AONB	PL, PB, PA
PL2	Develop and seek funding for a Purbeck ridge project, to build on the grassland management work implemented through the Purbeck Keystone Project. This may include archaeology, improved access and interpretation and local food / producers initiatives, together with targeted advice, management through fencing and grazing, and capital equipment (for gorse cutting, stock handling etc).	L1a	9.1(a) 9.1(c) 9.2(a) 9.2(e)	2010	PKP, NT, landowners, DWT, AONB Pastures New, FWAG	PL, PA
PL3	Prepare and implement an urban fringe landscape management plan for Upton to improve the landscape and biodiversity around the settlement, and provide recreational opportunities. Identify potential funding through the Dorset Heathlands Interim Planning Framework.	L2b	9.1(a) & (c) 9.2(a) & (b)	2011	PDC, NE, landowners	PL
PL4	Draw up a register of coppice woodland in Purbeck and encourage management (coppicing, hedge laying and hedge management). Link with the development of wood fuel markets.	LM1b	9.1(a) 9.2(a) & (e)	2010/11	NT, landowners, DWT, Woodlink	PL, PB, PA



PL5	Work up a hedge management project with the Dorset AONB to improve the biodiversity value of hedgerows.	B2a L1a	9.1(a)	2011	Dorset AONB, NT, landowners, FWAG, WDDC	PL, PB, PA
PL6	Target agri-environment schemes to deliver maximum benefits for the landscape, biodiversity and historic monuments.	LM1a	9.2(a)	Ongoing	Landowners, NT, FWAG	PH, PB, PL
PL7	Implement measures to conserve the remoteness of the southern shore of Poole Harbour.	L2c		No loss of remoteness	AONB, NE, PDC, PHC	
PL8	Where opportunities arise, remove eyesores to restore the quality of the landscape e.g. through undergrounding of power lines.	L2b		As opportunities arise	SEPD, PHC, AONB	
PL9	Work with the AONB to deliver the Parish Landmarks Project.	L1d		2014	AONB, PHC, DAPTC, PDC, DC	
<b>BIODIVERSITY</b>						
PB1	Continue to promote the development of water level management plans along the Rivers Frome and Piddle to deliver Biodiversity Action Plan targets and develop favourable habitat for wildfowl and wading birds.	B1a	9.1(a)	Ongoing	PKP, Landowners, NE, EA, AONB	PB, PL
PB2	Work with Purbeck District Council to produce a Biodiversity Action Plan for the Council and ensure that biodiversity is given due regard across a variety of disciplines. Ensure links with the county strategy.			2012	PDC	PB
PB3	Support the Dorset Arable Project to target surveys and habitat enhancement for farmland birds and rare arable flora for which Purbeck is a hotspot.	B1a	9.1(a)	2009	FWAG, DERC, RSPB, AONB	PB



PB4	Develop a co-ordinated deer management initiative, to reduce the impact of deer on habitats including saltmarsh, mires and woods, and contribute to local produce availability.	B1e	9.1(a)	2009	Poole Basin Deer Management Initiative, RSPB, NT, MoD, landowners, NE, AONB	PB, PCS, PLM
PB5	Develop an agreed map which identifies current habitats (including heathland) and opportunities for creating alternative sites to attract people. Use this as a basis for seeking sites to regenerate or develop as SANGS (Suitable Alternative Natural Green Spaces) using the heathland mitigation funds to divert pressure away from the heaths. Contribute to the production of a green infrastructure plan for Purbeck.	B1f	9.1(c) 9.2(b)	2010	PDC (Planning) NE, RSPB, NT, DWT, WDDC, AONB	PB, PA
PB6	Seek to enable otters to cross the Wareham bypass safely to reduce the numbers of otter road deaths.	B2a		2012	EA, DCC, PHC, DWT	PB
PB7	Work with land managers and agencies to assess the environmental limits of sites in Purbeck, and use this information for visitor management purposes.	B1g A2b		2010/11	PHC, NT, NE, RSPB, AONB	PB, PCS, PA
PB8	Support the Purbeck Ponds Project, to restore existing ponds and create new ponds for wildlife.	B2a	9.1(a) 9.2(a)	2009-2011	DWT, Landowners, PDC, NT, AONB	PB
PB9	Develop a Limestone Plateau Project to enhance and recreate limestone grassland to complement the coastal grassland Special Area of Conservation.	B1a	9.1(a) 9.2(a)	2011	DC, PHC, NE, NT, AONB, FWAG	
PB10	Work with Woodlink to develop a woodland project which restores ancient woodland and provides public access.	B1a LM2a	9.1(a)	2013	AONB	



GEODIVERSITY						
PG1	Seek to establish a dinosaur footprint site in Purbeck that can be accessed by educational groups and the public.	G2a	9.1(c)	2012	Artsreach, DC (Durlston), WHT	PG, PA
PG2	Encourage better virtual or actual access to Regionally Important Geological Sites (RIGS), including the geological strata exposed in one of Suttle's Quarries so that the strata can be studied by educational groups.	G1b	9.1(c)	2013	LGAP, PKP, WHT, DIGS, NT, STC	PG, PA
PG3	Seek suitable display facilities for unique fossil collection from the Kimmeridge area.	G2a	9.1(c)	2012	Museum of Jurassic Marine Life, Steve Etches, Smedmore Estate, WHT?	PG, PA
PG4	Seek opportunities for improved inland access to geological exposures where mineral extraction sites are being extended.	PD1g	9.1(c) 9.2(b)	As opportunity arises	DCC STC	PG, PA
PG5	Develop geological trails starting from Durlston.	G2a	9.1(c) 9.2(b) (NI 8)	2013	DC (Durlston), STC, WHT	PG, PA
PG6	Raise awareness in Purbeck of the outstanding universal value of the World Heritage Site.	G2a		Ongoing	PHC, WHT	PG, PCS, PA
COAST AND SEA						
PCS1	Support the creation of Marine Conservation Zones at appropriate locations in Purbeck, and their implementation and management, whilst working to ensure the sustainability of local fishing communities.	B3a	9.1(c) 9.1(b) 9.2(a)	Input as required	NE, SSF, PHC, DWT, AONB	PCS, PB
PCS2	Seek to ensure that proposals for coastal access on foot in Purbeck use the lowest access point in the estuary (at the Shell Bay ferry) as part of the route.	CS2a		2011	PHC, NE	PCS, PA



PCS3	Support the Durlston Castle Project proposals at Durlston Country Park, particularly the improvement of heritage trails.	A1a	9.1(c) 9.2(b)	Ongoing	DC (Durlston), AONB	PCS, PH, PA
PCS4	Work with relevant organisations to help develop a coastal adaptation strategy for Studland to enable the most appropriate actions to be taken to mitigate for climate change. Mitigation for sea level rise and increasing storminess should take both the human and natural environment into account in order to help residents and visitors prepare for change, but should also be both pragmatic and sustainable. Key to delivery will be the communication strategy adopted to ensure that all stakeholders have the opportunity to fully understand the issues and restrictions of the various options available.	CS2b	9.1(d) 9.2(i)	2009/10 (subject to Shoreline Management Plan 2)	NT, AONB, PHC	PCS, PB, PA
PCS5	Support the C-SCOPE project, including marine spatial planning and a landscape/seascape assessment of tranquillity, potential zoning, erosion, increasing the awareness of features and habitats of Purbeck's seabed and encouraging volunteer marine wildlife recording through the Sea Search programme.	CS1a		2012	DCF, DWT, AONB	PCS
PCS6	Develop a campaign to lobby for measures to reduce marine litter and develop a national marine litter strategy.	CS1c		2012	DCF / DWT / AONB / PHC PDC	PCS
PCS7	Seek to ensure that the Shoreline Management Plans being produced for the Purbeck coast promote the continuation of natural processes, and that alternatives to the construction of coastal defences are sought wherever possible.	CS2b	9.1(a) 9.2(a)	2010	NT, PDC, RSPB, landowners, NE	PCS
PCS8	Develop a programme of work to improve scenic and visual quality along the coast. Investigate: the removal of the derelict WW2 lookout at Peveril Point, Swanage; Lulworth Cove where beach lowering has exposed foundations to buildings and an active sewer pipe; and the visual appearance of coastal car parks.			2014	STC	PCS



PCS9	At Studland Bay, seek to resolve marine habitat damage (including impact on seahorse populations) caused by too many anchored boats. This may include the installation of permanent managed moorings and increasing awareness of the issues through information provision at coastal access points/boat hire places.	CS3f	9.1(c) 9.2(b)	2009/10	Crown Estates, NE, DWT, NT, AONB	PCS
PCS10	Identify sections of coast path susceptible to coastal erosion and landslip and plan for advanced retreat or realignment where necessary.	CS2a		2009	NE, DC, NT, AONB	PCS
PCS11	Continue to support monitoring and study of seabird populations in Purbeck.			Ongoing	DC (Durlston), NT, RSPB	PCS
PCS12	Support the development of management plans for cliff SAC'S.	B3a			NE, landowners, AONB, PHC	PCS
<b>HISTORIC AND BUILT ENVIRONMENT</b>						
PH1	Investigate the potential for funding renovation of a listed building or structure at risk for community benefit.	H1a	9.1(b)	Ongoing	PDC, NT	PH, PA
PH2	Promote the appropriate use of materials that reflect local distinctiveness, through design guidance and information provision.	H1a		Ongoing	PDC, EH	PH
PH3	Work with the AONB to enhance the management and enjoyment of hillforts in Purbeck.	H1c			AONB, DCC	PH, PA
PH4	Develop a programme of survey and restoration of boundary features including stone walls and hedgerows, building on stone wall surveys already carried out. Seek funding opportunities for when the Purbeck Keystone Project finishes.	H2a H1a		2009-10	PKP, AONB, PHC, NT, DC (Durlston), WDDC	PH, PB, PLM, PA
PH5	Carry out a detailed archaeological survey of any site that is threatened by coastal change before it is lost.	H1f		Ongoing	DCC, landowners, EH	PH



PH6	Work with communities to look at World War I and II historical structures and record the oral history associated with them.	H1c			AONB, SWCP, WLPC	PH
PH7	Support the extension of the National Mapping Programme into Purbeck to identify unrecorded archaeology through aerial photo analysis.	H1d	9.1(c)	2014	DCC, EH, AONB	PH
<b>LAND MANAGEMENT AND LOCAL PRODUCTS</b>						
PLM1	Encourage the establishment of additional allotments at appropriate places, to enable communities to grow local produce. Investigate the opportunities for Community Supported Agriculture.	C1f	9.1(c) 9.2(e)	2009-2014	NT, PDC landowners	PLM
PLM2	Encourage the development of local processing of Purbeck produce through an increased use of existing processing facilities and development of new associated facilities where appropriate and viable.	LM2c	9.1(b) 9.2(e)			PLM
PLM3	Encourage the use of underused farm buildings for employment generating initiatives.	PD1c	9.1(b) 9.2(g)	As opportunity arises	Landowners	PLM
PLM4	Support the development of locally distinctive farm tourism.	A3a	9.1(b) 9.2(g)	Ongoing		PLM, PA
PLM5	Develop the Burngate Stone Centre to offer training in stone working and short courses to a variety of audiences. Centre to be self financing by the end of 2011.	LM1b		2011	Burngate Stone Centre, AOPMSC, PDC	PLM, PA
PLM6	Ensure that local produce schemes are independently accredited to ensure they deliver environmental land management benefits. Accreditation scheme to be developed and in place by 2010.	LM2a	9.1(b) 9.2(e)	2010	Purbeck Products, DfD	PLM



PLM7	Continue to support the stone trade through apprenticeships and internships, stone walling and recreational carving through the Purbeck Keystone and subsequent projects. Support one apprentice each year.	LM1b	9.2(e)	Ongoing	PKP, AOPMSC	PLM, PA
PLM8	Work with local farmer groups, producers (including local fisheries) and processors to strengthen the local products sector (food, drink and craft products such as wood and stone) through the creation of and support for a local co-operative.	LM2a	9.1(b) 9.2(e)	2010	PKP, Purbeck Products, DfD	PLM
PLM9	Work in partnership with local tourism businesses to identify skills and knowledge gaps and training needs and seek to meet them locally.	A3a	9.1(b) 9.2(f) & (g)	Ongoing	DNFTP, DD, PDC, tourism operators	PLM, PA
PLM10	Promote sustainable tourism through the Green Tourism Business Scheme and the South West Tourism Action of the Year scheme. 30% businesses conducting 1 sustainable programme.	A3a		2011	SWT, PDC, DD, tourism operators	PLM, PA
PLM11	Develop a green tourism demonstration project to include promotion of local products. Work up one project and seek funding.	A3a	9.1(b) 9.2(e)	2014	PDC, DD	PLM, PA
PLM12	Work with Durlston Country Park to develop new business opportunities related to the development of their Project.	LM1b		Ongoing	DC (Durlston) PHC	PLM, PG, PCS, PH, PA
PLM13	Work with the AONB to address land management issues, including low carbon farming, climate change adaptation, and soil and water management.	LM1c LM1d LM3b LM3c		2014	PHC, AONB	
PLM14	Support the retention of traditional industries such as quarrying and farming which contribute to Purbeck's heritage and local distinctiveness.	LM1b		Ongoing	PHC	
<b>ACCESS, ENJOYING AND LEARNING</b>						
PA1	Hold an annual festival to enable residents and visitors to learn more about Purbeck's heritage.	A1a	9.1(c)	Annually	PHC, wide variety of partners	PA



PA2	Work with attractions to encourage discounted entry where public transport is used.	A2e	5.1(a) 9.2(d) NI 175	2010	NT, Destination Dorset	PA
PA3	Encourage people to visit attractions using public transport through improved information provision (website, printed publicity, and at bus stops and train stations).	A2e	9.2(d) NI 175 5.1(a)	Ongoing	DCC, NT, RSPB, bus operators, Destination Dorset, Swanage Railway, SW Trains, attractions	PA
PA4	Investigate the potential for a summer tourism bus to stop at main attractions and link to the X53, including Lulworth Cove and Castle, Monkey World and the Tank Museum.	A2e	9.2(d) 5.1(a)	2011	DCC, PHC	PA
PA5	Continue to support the self-containment of Swanage and other villages through the support of local facilities.			Ongoing	STC, PDC, DCC	PA
PA6	Maintain and promote medium distance walking and cycling routes which link towns and villages with the South West Coast Path and public transport routes: Wareham Forest Way, Wareham Two Rivers Walks, Purbeck Way, Purbeck Way West, Lawrence Trail, Rempstone Ride, Northport Greenway, Sika Cycle Trail and the Purbeck Cycle Rides. Seek to replace stiles with gates to improve accessibility.	A2d	9.2(c) 9.1(c) (NI 8) 5.2(h)	Ongoing	PHC, DC DCC, FC, PACT, NT, RSPB	PA, PCS
PA7	Develop circular walks and routes linking with Swanage Railway that start or finish at Norden, Corfe Castle, Harman's Cross and Swanage, that raise awareness of heritage features and encourages non-car travel for leisure visits.	A2e	NI 8 9.1(c) 9.2(c) & (b) 5.1(b) 5.2(h)	2012	PHC SR, NT, DC	PA



PA8	Develop and promote additional safe, off-road cycle routes, particularly linking: Wareham with Upton and Poole Purbeck with North Dorset Purbeck with West Dorset and completing NCN route 2.	PD4c	9.1(c) 9.2(c) 5.1(b) 5.2(h) NI 175	2010	PACT, Sustrans, DCC, Borough of Poole, WDDC	PA
PA9	Develop the Frome Valley Trail from Bovington to East Stoke (to complete the route from Evershot to Wareham).	PD4c	9.1(c) 9.2(c) 5.1(b) 5.2(h)	2012	DC, PHC	
PA10	Encourage people to experience a variety of sites in Purbeck through the promotion of the Purbeck Countryside Guide.	A1a	NI 175 9.1(c) 9.2(c) & (b)	Ongoing	PHC PIFSG	PA
PA11	Further develop Norden as a transport interchange for non-car access to Purbeck, principally Corfe Castle, Swanage and Studland through: Working with bus companies to operate shuttle services to popular coastal locations with links to the South West Coast Path Working towards the operation of shuttle bus services from Norden to Corfe Castle and/or coastal destinations to relieve pressure on village centres and coastal car parks Amend existing advance direction signing to emphasise Norden's interchange role Improve walking and cycling routes and signage between Norden Park and Ride and Corfe Castle Improve footways and signage to nearby bus stops Work up an action plan for Norden based on recommendations contained in the Norden Park and Ride Scoping Study produced by Halcrow. Seek funding for proposals.	A2e	9.1(c) 9.2(c) & (d) NI 175 5.1(b) & (d) 5.2(c) 5.2(h)	2009-2014	PTAG, SR, DC, NT, PHC, BP	PA, PCS
PA12	Work with the County Council and bus companies to provide simple, clear and consistent bus timetable information at bus stops and information about the location of bus stops on printed public transport maps.	A2e	9.1(c) 9.2(d) 5.1(a) NI 175	2013	Bus operators, DCC, PTAG	PA



PA13	Support proposals for a shuttle bus and improved pedestrian routes to provide access to Durlston Country Park.	A2e	9.1(c) NI 175 9.2(d) 5.1(a) 5.1(b)	Pilot 2009	DC	PA
PA14	Continue to support the reopening of the rail link between Wareham and Swanage to develop a service connecting with Poole, Bournemouth and Weymouth as a regular year round service for journeys to work, shopping and leisure.	PD4c	9.1(c) 9.2(c) 5.1(a) 5.1(b) 5.2(b) NI 175	Infrastructure in place by 2012	DCC PDC / PHC / PRP/ SR / PTAG	PA
PA15	Build on existing research to develop connections and joint working with underrepresented groups to tackle barriers.	A1b	11.1(a)		AONB / DC / PDC	PA
PA16	Support the implementation of the Dorset Rights of Way Improvement Plan, and work with Dorset County Council to prioritise routes in Purbeck where severance is an issue.	A2a		Ongoing	DCC	PA
PA17	Develop and implement the reopening of the former Hamworthy – Broadstone railway line for walking and cycling to provide community access to the Castleman Trailway and long distance routes.	PD4c	NI 8	2013	DCC, PDC, DWT	PA
PA18	Agree requirements for standardisation of signage.	PD4d			DCC, PDC, Landowners	PA
PA19	Develop circular walks with strong educational links with schools as well as increase knowledge and healthy walking for local people.	A1c	9.1(c) NI 8 9.2(b) & (e) 10.1(a) 10.2(a)	2009-2010	PKP NT	PA
PA20	Promote joint ticketing and through tickets – e.g. Norden railway to Durlston Country Park via shuttle bus, railway and Corfe Castle.	PD4c		2009 onwards	NT, Destination Dorset, DC (Durlston), attractions	PA
PA21	Use the launch of the Durlston Castle Project to gain national and international media attention for Purbeck and in particular the attractions of the area for off and shoulder season special interest (heritage, nature, activity) breaks.	A1a	9.1(c)	2010 onwards	DC (Durlston), PHC	PA



PA22	Liaise with transport operators to reduce the wait times when transferring between services.	PD4c	9.2(d) 5.1(a)	2010	PHC, DCC, transport operators	PA
PA23	Seek to develop a more direct cycle link between Norden and the Rempstone Ride.	PD4c	NI 175 9.1(c) 9.2(c) 5.1(b) 5.2(h)	2013	PHC, DCC, BP, Rempstone Estate	
PA24	Support proposals in the Local Transport Plan for safe cycle routes in Purbeck.	PD4c	9.1(c) NI 175 9.2 (c) 5.1(b) 5.2(h)	2011 onwards	DCC, PHC, PACT	PA
PA25	Seek opportunities to develop off road walking/cycling as part of the restoration of mineral sites along the Puddletown Road.	PD1f	5.2(h)	As opportunity arises	DCC, PHC	PA
PA26	Support the implementation of the Coastal Car Parks Protocol to reduce the landscape impacts of coastal car parks.	CS3d		2010	PHC, PDC, AONB, WDDC, car park owners	
PA27	Support research into the demand for waterborne transport along the coast, and how such services could be incorporated within the transport network.	A2f		2010	AONB, PHC	PA
PA28	Support the AONB in delivering the Rural Roads Protocol, to reduce urbanisation and other negative impacts of highway management.	PD4d	5.2(i)	Ongoing	DCC, AONB, DAPTC	



St Aldhelm's Head



## Key to Partners

<b>AONB</b>	Area of Outstanding Natural Beauty (Dorset Team)	<b>NT</b>	National Trust
<b>AOPMSC</b>	Ancient Order of Purbeck Marblers and Stone Cutters	<b>PACT</b>	Purbeck Action for Cycling Team
<b>DAPTC</b>	Dorset Association of Parish and Town Councils	<b>PDC</b>	Purbeck District Council
<b>DCC</b>	Dorset County Council	<b>PHC</b>	Purbeck Heritage Committee
<b>DC</b>	Dorset Countryside (part of Dorset County Council)	<b>PIFSG</b>	Purbeck Information and Field Studies Group
<b>DCF</b>	Dorset Coast Forum	<b>PKP</b>	Purbeck Keystone Project
<b>DD</b>	Destination Dorset	<b>PRP</b>	Purbeck Rail Partnership
<b>DERC</b>	Dorset Environmental Records Centre	<b>PTAG</b>	Purbeck Transport Action Group
<b>DfD</b>	Direct from Dorset	<b>RSPB</b>	Royal Society for the Protection of Birds
<b>DIGS</b>	Dorset Important Geological Sites group	<b>SSF</b>	Southern Seas Fisheries
<b>DNFTP</b>	Dorset and New Forest Tourism Partnership	<b>SR</b>	Swanage Railway
<b>DWT</b>	Dorset Wildlife Trust	<b>STC</b>	Swanage Town Council
<b>EH</b>	English Heritage	<b>SWT</b>	South West Tourism
<b>FC</b>	Forestry Commission	<b>SWCP</b>	South West Coast Path
<b>FWAG</b>	Farming and Wildlife Advisory Group	<b>WHT</b>	World Heritage Team
<b>LGAP</b>	Local Geodiversity Action Plan Working Group	<b>WDDC</b>	West Dorset District Council
<b>NE</b>	Natural England	<b>WLPC</b>	West Lulworth Parish Council



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South Devon and Dorset (Durlston Head to Rame Head) Shoreline Management Plan review:  
[www.sdadcag.org/SMPh.html](http://www.sdadcag.org/SMPh.html)  
Poole and Christchurch Bays Durlston Head to Hurst Spit) Shoreline Management Plan review:  
[www.twobays.net/](http://www.twobays.net/)

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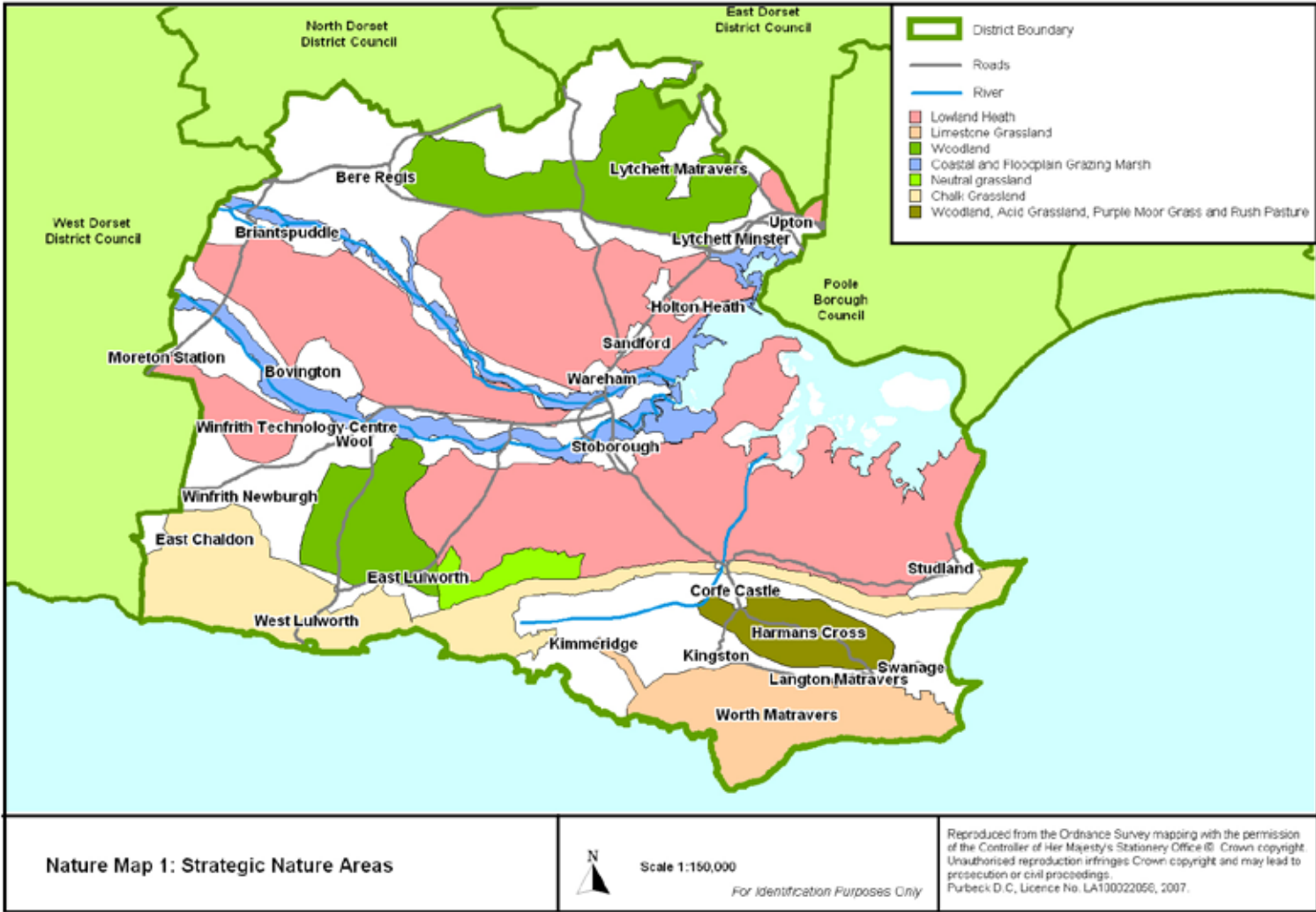
UK Biodiversity Action Plan website – details of priority habitats and species:  
<http://www.ukbap.org.uk/NewPriorityList.aspx>

Burngate Stone Centre website:  
<http://www.burngatestonecentre.co.uk/>

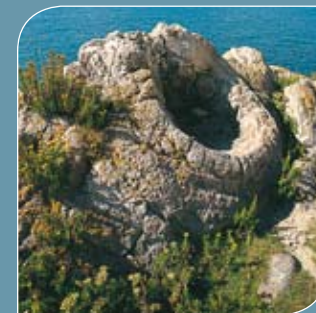
Outdoor Education website:  
[www.purbeckoutdooreducation.co.uk](http://www.purbeckoutdooreducation.co.uk)



# Appendix







Produced by the Graphic Design Section,  
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