

Table 2: Forces for Change on the Lincolnshire Wolds AONB

Land Management	Pressures/ Threats:	Opportunities:
Agriculture (also economic section)	Uncertainties within agriculture linked to falling incomes. Increased intensification in farm practices. Demand for larger working/storage facilities to maintain profitability & meet EU standards. Changes in cropping patterns. Continued decline in livestock farming and implications on the Wolds landscape and biodiversity.	CAP reform (ongoing), but likely to see a fundamental shift towards environmental farming schemes. Grazing support projects. Lincolnshire Charter for Agriculture & Horticulture. Quality assurance schemes & Lincolnshire branding schemes, e.g. Tastes of Lincolnshire.
Forestry (also economic section)	Continued decline in management & isolation of woodland. Inappropriate location/species mix. Lack of markets.	Woodland survey & audit. Farm woodland plans. Woodland support schemes. Woodland fuel products. Promoting/supporting appropriate management practices.
Recreation (also economic section)	Large private ownership restricts public access. Need to manage any potential increase in recreation and ensure it is sustainable. Need to balance the various user group requirements.	RoWIP, Local (Countryside) Access Forum. Viking Way regional footpath. Increased number of promoted circular walks. Huge potential for cycling and promoted cycle routes. Raise awareness of the positive benefits of recreation & countryside tourism. Open access and access for all.
Climate Change	Changes in cropping patterns, implications for species and habitats e.g. woodland species mix may change. Increased fluctuations in water flows and possible increase in flooding, drought & soil erosion.	Potential for new crops. New species & habitats may become viable. EU Water Framework Directive & CAMs.
Pollution	Air quality – elevated levels of SO and NO pollutants from the power stations along the Trent. Agro-chemical pollution exacerbated by low flows – water abstractions. Increasing light and noise pollution.	New legislation should improve air quality. Technological improvements in farm spraying applications & LERAP regulations. New energy efficient lighting design.

Economic	Pressures/ Threats:	Opportunities:
Agriculture/ Forestry Industries	Wolds economy historically heavily reliant upon farming. Pronounced period of uncertainty. Less people employed directly in farming than at any other period. Livestock farming particularly vulnerable along with infrastructure & skills to support a local livestock industry.	Lincolnshire Charter for Agriculture & Horticulture. Local branding schemes – Tastes for Lincolnshire, One Lincolnshire campaign. RDPE schemes; new funding streams. Farm diversification initiatives including links with tourism & conservation.
Tourism Industry	Developing tourism is currently limited by a weak infrastructure (e.g. accommodation, attractions). Threat to peace & solitude of the Wolds caused by visitor pressure especially to “honey pot” villages.	Need for improved range of accommodation & visitor attractions. Scope to further develop the green tourism product.
Mineral Extraction	A number of chalk quarries and sand/gravel pits are actively worked within the Wolds. Secondary uses e.g. land fill. Oil exploration is on-going.	Reclamation schemes for landscape, wildlife, access, interpretation & education.
Radio, Telecommunications Masts & Powerlines	Proliferation of skyline masts including new 3 rd Generation masts. Visual impact of medium and low voltage powerlines.	Improved technology/design. Increased sharing of masts & sites by operators. Removal of redundant masts. Increased use of underground powerlines.
Alternative Energies	Wind energy seen as both a threat and an opportunity depending on viewpoint. Several wind farm scheme applications are being determined for areas adjacent to the AONB.	Bio-fuels, including willow coppice, could aid farm diversification and woodland management.
New Businesses	Expansion of IT resources is increasing business mobility. Impact on social fabric of Wolds. Landscape threats due to new IT installations.	Secondary income to farm businesses. Reuse of redundant/derelict buildings including farm buildings & former military installations.
Transport	Visual impact of road signage. Heavy goods vehicles impact on road verges. Salt runoff, road development. Out of character road developments in village settlements following urban planning guidelines.	Village Design Statements. Rural Transport Plans. Local Transport Schemes. Integrated transport initiatives. Every Street Matters, Quiet Roads, Greenways and Sustrans route.

Social	Pressures/ Threats:	Opportunities:
Local Services	Local services are under threat owing to the general rural isolation of many of the communities within the Wolds. Public transport service variable, weekend services are particularly limited.	Rural Transport Plans. Community Strategies.
Local Housing	General lack of affordable housing, with the Wolds securing a premium for high quality larger homes. National building corporations using standard building designs.	Village Design Statements. Local Plans to highlight affordable housing.
Social Fabric	<p>Continued rural isolation, loss of local services, small size of many settlements & influx of both commuters and retired people is impacting upon traditional rural communities.</p> <p>The rural communities have suffered from economic deprivation aggravated by a decline in agriculture and the defence industry.</p>	<p>Community Strategies & resulting community development schemes, rural support networks etc.</p> <p>Market town initiatives & links with the AONB as physical and information gateways to the Wolds.</p> <p>New enterprise opportunities via recreation, tourism & other specialist industries.</p> <p>Broadband & other IT improvements.</p>