



WISTON
ESTATE
SOUTH DOWNS



Whole Estate Plan

2017 - 2030

“It remains an unalterable truth that, just as a sound mind depends on a sound body, so the health of the cities depends on the health of the rural areas...To restore a proper balance between city and rural life is perhaps the greatest task in front of modern man.”

E F Schumacher - 1974

“The challenge is how to manage and moderate the forces of innovation and integration which breed aggregate prosperity for the economy as a whole but which also foster isolation and detachment for substantial proportions of the population.”

Mark Carney - 2016

Contents

1. Intro & Setting	4
2. Estate Vision & Information	6
3. Strengths and Improvements	14
Environmental	16
Economic	24
Social Factors	30
Ecosystem Services	40
4. Challenges	42
Climate Change	44
Economic and Market Trends	45
Threatened Habitats and Heritage	46
Water Resources	47
Changing Values Behaviours and Lifestyles	50
Visitor Pressure	51
Development Pressures	52
Succession Planning	53
5. Management Strategy	54
Embedding Ecosystem Services into our management principles	56
Our Commitments	58
Wiston Action Plan	60
6. Outcomes for All	62
7. Appendices	73

Preface

We start in the middle rather than at the beginning, when we think about land. It was here long before we were and it will exist long after we are gone. We find ourselves born into the midst of a landscape and a story that bears the imprint of those who have gone before us. As Wendell Berry says, “The significance – and ultimately the quality – of the work we do is determined by our understanding of the story in which we are taking part.” Working on a Whole Estate Plan for the Wiston Estate has been partly about understanding this story better. For my wife, Kirsty, and I it is founded on the belief that the land is a gift to be looked after. Gratitude and responsibility are therefore the key themes that this document are built on. Gratitude to the Creator for giving us life at this time in this place and responsibility to see life here flourish.

In a time of environmental uncertainty and concern about the future of society, we believe nature and communities can be restored. Our belief that restoration is possible is not to turn a blind eye to mistakes that have been made and the huge impact these can have on a local community (in our specific case the disaster of the North Farm turkey business going into receivership and making many redundant and causing a large part of the Estate to be sold off) but because we see it happening in projects like the growing winery business (at North Farm) and in the re-establishment of the Duke of Burgundy butterfly. We step forward in hope for the future of this place and its people.

What follows is a plan that we have worked on over the past year, having been given the challenge by the SDNPA to articulate the vision behind the estate and what we want to do during our tenure. For us it has come at a time of succession between generations and it has been helpful to give as much clarity as possible, to both generations, as to where we are heading.

We want to use this plan to offer transparency to the partners we work with in managing the estate in order to generate the widest range of benefits from our natural and built assets. It will help us to deliver a truly sustainable future for the business, the family, the estate team, those that live and work from estate property, and for local communities and visitors.

The plan is a live document because we are always learning and wanting to do things better as we understand more. Hopefully it will help those who read it to see the Wiston Estate more clearly and give context to what we do. Finally, we are very grateful to Matthew Thomas for his excellent photographs of the estate, may they prompt us to turn off our computers, go for a walk on the land and be amazed once again by all its mysterious beauty.

Richard Goring

June 2017



Introduction

This is the Whole Estate Plan for the Wiston Estate. The plan has been developed by the owners and estate team and will be used to guide the management of and investment in the Estate between now and 2030.

It is intentionally concise. We want it to be accessible and useful to as many people as possible. The plan is supported by technical studies¹, by conversations and thinking that has been carried out by a range of people that have an interest or “stake” in the estate.

The plan sets out our vision. We put this forward as an expression of the way we want the estate to be in 2030. We will use it to guide us, and others, as we work towards this goal.

This vision is connected to and has arisen from a detailed understanding of the estate’s history, its context, its composition, the way estate assets are

used and the contribution that they make to ecosystem services, and to the economic, environmental and social well-being of the local area.

This information is included within the plan and supporting documents. It identifies the outcomes that we are proud of and the areas where we feel we can and need to do more.

The final sections of the plan explain the approach that we expect to take to the management of estate assets. The plan then identifies some of the projects that we plan to bring forward to help achieve our vision and to support our local Neighbourhood Planning groups² in delivering theirs.

In Conclusion, the plan sets out how we expect these projects to help deliver the National Park Partnership management plan.

1. See Appendices 3, 4 & 5

2. SWAB, Storrington, Sullington & Washington and Findon Neighbourhood Plans.



Wiston Estate Vision

Our vision is an expression of what we want Wiston to become over the period of the plan. It will guide us in our work over the next ten to twelve years.

As a result of nature and nurture of many generations Wiston Estate hosts a wide variety of life and activity. We are passionate about the land and the people that it supports. As it's current stewards we want the estate to be a place where those willing to engage in it's common life can achieve their potential and will support their neighbours in the same outcome of living life to the full.

Our focus is therefore on the quality of and respect for all forms of life, on helping the people and the land to prosper, on diversity and on the interaction and engagement of people with each other.

The Vision:

To see the Estate flourish;
for it to be an inspiration for excellent
engagement with a living landscape

This has been informed by the visions set out in our local neighbourhood plans, in the Horsham Local Plan and the South Downs draft Local Plan. It is designed to support and sit alongside these visions as our local expression of what we want to achieve.

We have engaged with and listened to feedback from team, tenants and local stakeholders throughout the process³ and shaped the aims of the vision accordingly.

Our vision is that by 2030 Wiston will be:

- A place for people: with housing and facilities that meet the needs of those of all ages and backgrounds, where all can enjoy and develop relationships with each other, their neighbours, their community and the land on which they live.
- A place for nature: where careful stewardship enables and enhances networks of habitat set within valued landscape and heritage.
- A place for productivity, craftsmanship and business: where people can come together to add value, create the products and services that people want and generate the income required to support a good quality of life for themselves and their families.
- A place without waste: where everything matters and the potential of people, the land and our built environment is optimised
- A place for learning and exploration: where people benefit from time to think, to develop and exchange ideas and learn from each other, their shared experiences, history and the (built and natural) world around them.

We will work towards these aims by using what the estate already provides and by investing further in creating and improving shared spaces, activities and experiences. Whilst doing this we are aware that we cannot force interaction, but can only provide the conditions to bring people together and the space for this to happen.

3. See Appendices for reference to our Public Exhibition and Local Feedback

Wiston Estate and its place in history

This section of the Plan provides information about the history of Wiston Estate. It also provides a brief description of the estate in 2017 and offers some insight into environmental and socio-economic characteristics of the local area in which it sits.

The section is offered as an ‘asset audit’ in order to give the reader a clear understanding of what the estate comprises, the activity and environment that it hosts and the context in which it sits.

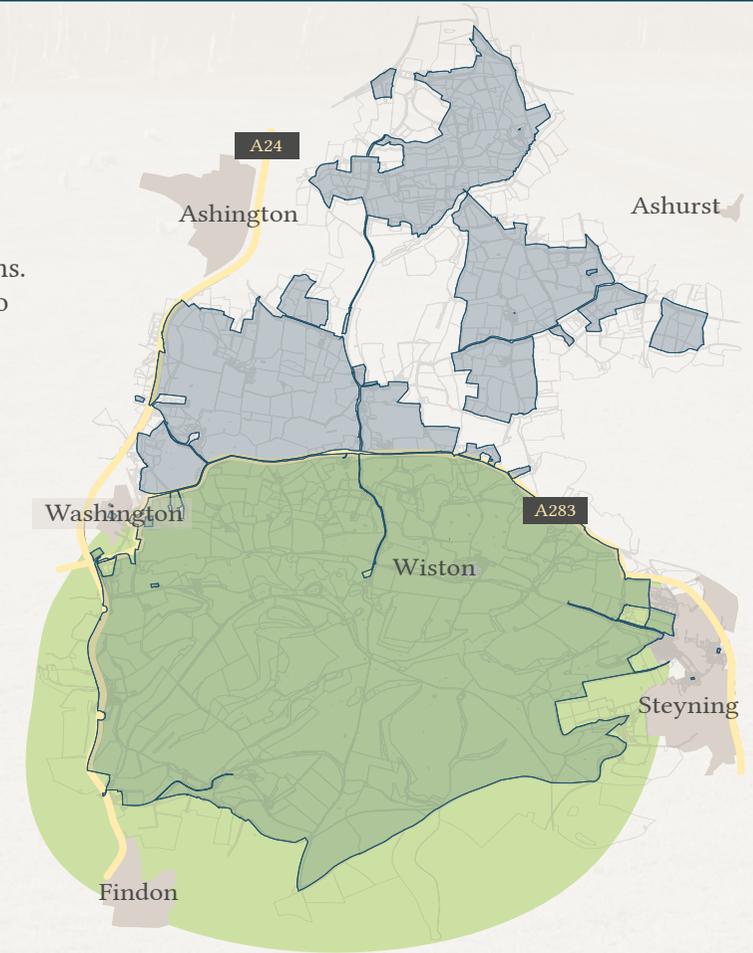
Situation

Wiston Estate is situated in West Sussex and is located on the northern edge of the South Downs. The town of Horsham is approximately 18 km to the north and the town of Worthing approximately 15 km to the south. Crawley and Gatwick are approximately 40 km to the north east and Brighton 30km to the south east.

The rail network can be accessed at Lancing and Shoreham to the south and at Horsham to the north providing good connectivity to Gatwick and London.

The estate sits within an area of countryside that is part of both Horsham district and the South Downs National Park. The boundary between the two parts is provided by the A283 which runs east to west, connecting the main north south arterial routes, the A23 and A24. That part of the estate which lies to the south of the A283 is within the South Downs National Park, that part which lies to the north is out-with the National Park, but in close proximity, and intimately connected to and with it.

The estate runs up to, and borders, the large villages of Steyning (to the east) Ashington (the North West) and Washington (to the west). The estate “washes” over the smaller village of Wiston and borders the village of Findon (the South).



SDNP WISTON ESTATE

The Origins of Wiston Estate

People have been living at Wiston since medieval times; thirty-nine people are recorded at Wiston in 1086. Much of the estate was in evidence in the middle ages. The park still associated with Wiston House is recorded as early as 1293 with a “parker” recorded amongst estate servants in 1345.

A manor house at Wiston is first recorded in 1357. Construction on the present house started c. 1575 and was completed in the 1620s. Originally much larger [the occupier was taxed for 36 hearths in 1664] it was substantially reduced in size and remodelled externally in the mid 19th Century.

Land forming part of the estate has been farmed at least since 1086 when ten “villani” (serfs) and 24 “bordars”(tenants) held land of Wiston Manor. By 1300 the Wiston Manor had 53 tenants. The clay soil to the north provided woodland swine pasture. Records show woodlands being reclaimed for arable in the 14th Century.

Many small farms of up to 70 acres are recorded in the central and northern parts of the parish during the 17th and 18th centuries. There are records of livestock and crops produced and sold at Wiston back to the 16th and 17th centuries.

Interestingly there is also evidence of the use of renewable energy and power with records of both an estate windmill and water mill in the 12th and 13th centuries.

All this activity supported a vibrant community based around the villages of Wiston and Buncton. The centre of population shifted northwards to Buncton, the settlement now known as Wiston village, in the 17th and 18th Centuries.

By the mid 1800’s the population had increased to over three hundred, peaking at 352 in 1891. Inevitably the population then reduced over time with the onset of the industrial revolution and changes in farming practices. At the most recent Census in 2011 the population was recorded at 219.

The estate and its assets were a major source of employment as far back as the 14th Century with records showing carpenters, smiths, woodmen, weavers and “fishcarriers” employed in the poll tax of 1378. The woodland and farmland provided an economic base over the centuries with woodmen, carpenters, joiners as well as smiths, wheelwrights and builders, even weavers all recorded as active in the parish through to the early part of the 19th Century. The area was not entirely reliant on land based employment however with other trades recorded between the 16th and 18th centuries including brewer, maltster, glover, potter and shoemaker.

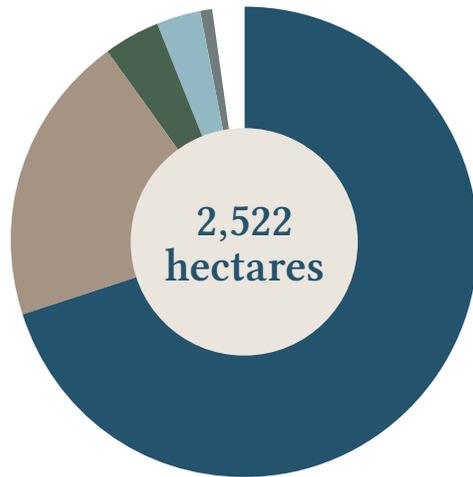
In the early 19th century between three and five families out of the forty or fifty in the parish were said to make their living from non-agricultural employment.

By the mid 19th Century the estate was self-sufficient in basic skills, with its own brickyard, timber yard and carpenters shop. The estate remained the main employer in the parish until well into the 1970s.

The estate has varied in size over its 1000 years of history. After coming into the estate by marriage in 1743, the Goring family acquired much neighbouring land and grew the estate significantly. At its peak in 1904, the estate extended to 20,000 acres; it has significantly reduced in size since then as challenges following the first world war and the need to pay death duties (inheritance tax) on each inter-generational succession has led to a series of land sales and disposals.

The most recent reshaping of the estate happened in the early 1980s, when over 2500 acres and 30 cottages were sold to pay the debts from a failed turkey business based at North Farm. In its prime this enterprise was employing 120 people and turning over £10m per annum. Its closing had a major impact on the local community and it is a strong reminder of the importance of robust and sustainable business structures in enabling a viable future for the estate.

Composition of the Estate



- Farmland 70% (1,765ha)
- Woodland 20% (495ha)
- Parkland 4% (100ha)
- Quarries 3% (70ha)
- Ponds & Wetland 1% (24ha)
- Residential, commercial and amenity areas

 106 households

 11 farms

 22 businesses

 employs 26 people directly

in the woods, on the farm, at the gardens of Wiston House, in the winery and in maintaining estate properties and in the estate office. There are well over 250 employed people living or working in estate premises.

It partners with two charities based on the estate, the Steyning Downland Scheme and Roots to Growth.



There are 4 SINC's (Sites of Nature Conservation Importance) and 1 SSSI (site of Special Scientific Interest) on the estate.



The estate is steward of a wide range of environmental and heritage assets. In all the estate includes 38 listed buildings, including the Grade 1 Wiston House.

There are

 35km of Bridleway

 22.8km of footpaths

 63ha of open access by permission

 17ha of statutory open access

Wiston Estate's place in the South Downs National Park

The southern part of the estate lies within Britain's newest National Park. Wiston Estate was happy to support the inclusion of the estate's land within the South Downs National Park and see it as testament to the care and positive stewardship carried out by the people that have lived and worked on the estate during the previous 1000 years. It is the decisions and investment they have made that has led to the landscape and special qualities that we all cherish, and which have been deemed worthy of designation.

The tables / diagrams / infographics show some of the aspects in which Wiston Estate plays its part in the National Park.

As shown in the National Park Partnership Management Plan (NPPMP), there are key aspects that make the National Park special. We are inspired that the estate plays a unique contribution towards these.

South Downs National Park		Wiston Estate	
112,000 residents	24% woodland cover <small>45% of which ancient woodland</small>	12,000 residents in immediate local area	27% woodland cover <small>40% ancient woodland</small>
120,000 sheep	4% chalk grassland	3,500 sheep	27 hectares chalk grassland
46,000 cattle	4% open access land	400 cattle	80 hectares open access land
27 vineyards		10 hectares vines	
85% farmland	5,860 listed buildings	70% farmland <small>of which 95% in agri-environmental schemes</small>	38 listed buildings (inc. Wiston House – Grade 1)
44% arable land	616 schedule ancient monuments	37% arable land (901 hectares)	13 scheduled ancient monuments
37% permanent pasture	3.300km rights of way including the South Downs Way	33% permanent pasture <small>820 hectares</small>	57.8^{km} public rights of way including the South Downs Way
738 schools in, or nearby	13 European wildlife sites	5 schools <small>3 primary and 2 secondary</small>	Over 40 protected species
91,000 volunteer days annually		900 volunteer days annually	

Wiston Estate's Contribution to South Downs National Park's Special Qualities

Clearly it is important that we continue to do all we can to ensure that these qualities are respected and maintained by managing the estate as part of a wider landscape, seeking opportunities to deliver a wide range of benefits to people (Ecosystems Services) and to support life of all kind. We will look at these management principles in more detail later in the plan.

National Park Special Qualities	Wiston Estate contribution
Distinctive towns and villages, and communities with a real sense of pride in their area	Wiston village and parish; Steyning village and parish; Storrington village and parish; Findon village and parish
Well conserved historical features and a rich cultural heritage	Wiston House [Grade 1] with gardens, chapel and parkland. Average annual expenditure by estate c. £100k per annum. Accessed by guests of Wilton Park, by those attending functions, by 50,000 people enjoying Big Church Day Out, David's Tent, Wiston Steam Fair each year and by those walking the public / permissive footpaths
Great opportunities for recreational activities and learning experiences	South Downs Way, Chanctonbury Ring, supporting car parks, 80 hectares open access at Steyning Downland Scheme, 57.8 km public right of way, 60 international conferences at Wilton Park each year; 35 days of school visits to Steyning Downland Scheme each year
Diverse inspirational landscapes and breathtaking views	Viewing points and access to South Downs Way and Chanctonbury Ring; public access to Wiston House Parkland; Wiston vineyard tours
Tranquil and unspoilt places	Large parts of the north facing scarp face are natural regeneration areas, where there has not yet been intervention since WWII. Much of the wooded areas in the northern part of the estate do not have public access and have become a haven for diverse wildlife
A rich variety of wildlife and habitats including rare and internationally important species	27% woodland cover (546 has.) of which 40% ancient woodland; 27 has. chalk grassland; forty different types of butterflies, a wide range of priority species including adder, grass snake, common lizard, slowworm, common toad, great crested newt and water vole. Priority plants include several types of orchid and white hellebore
An environment shaped by centuries of farming and embracing new enterprise	10 farms with enterprises including organic, rotational, rare breeds and a specially bred flock of Romney sheep for low input pasture. A vineyard established in 2006 now producing award winning sparkling wine; international conference centre at Wiston House; 22 business hosted at North Farm and on the wider estate; opportunities for tourism and leisure development in worked out quarries



Strengths and Improvements

There is much at Wiston to be proud of. The following section provides more detail of the estate's assets and includes a series of short Case Studies which highlight some of our favourite things (strengths).

This section also highlights where we feel we can and should do more (weaknesses) and introduces potential projects and actions which are assessed in more detail later in the plan document. These assessments are carried out with particular reference to the SDNP vision, special qualities and outcomes and with an awareness of the Ecosystem Service benefits that they can bring.⁴

We have chosen to present this section in three parts, looking at environmental, economic and social factors. We do this because we think it is important to make contributions across all three of these elements to enable a sustainable way of life. We also see their interconnected nature in the day to day life of the estate and the potential projects bring benefits to all three parts.

⁴ See SDNP Partnership Management Plan 2014-2019 [↗](#)







For project details, see Wiston Estate Action Plan on page 60 - 61 and full overviews in Appendices

Environment

Likes

- 9 of the farms on the estate are in agri-environment schemes (of which 1 is organic)
- 22% of the estate is made up of woodland, of which 40% is classed as ancient woodland. An application is in progress for Higher Tier Countryside Stewardship across the Wealden woodlands.
- The estate is an active and enthusiastic member of the Arun to Adur Farmers Group, which supports a landscape scale approach to conservation management
- The estate has supported and partnered the Steyning Downland Scheme since its inception in 2007, which is seen as one of the best locally engaged conservation charities in the National Park
- The farm is involved in one of the longest running data surveys in the world with the GWCT (Game & Wildlife Conservation Trust)
- A place without waste: where everything matters and the potential of people, the land and our built environment is optimised

Improvements

- Restoration of Rock Common Quarry and to regenerate it as a vibrant environmentally engaged tourism site offering a base for people to explore the National Park **7**
- We want to communicate the management practices used on the downland areas, which we intend to do with better signage and more of an online presence **5**
- We plan to take the lead in the development of a new 'Environmental Bank' project at Wiston. This project will develop a formal approach to 'biodiversity offset' and will seek to achieve net gain from relevant development projects (on and off the estate) **6**
- We will instigate four "tranquillity" zones across the estate. These are areas where, outside of legal and good stewardship duties, we will not intervene and will allow natural regeneration to occur

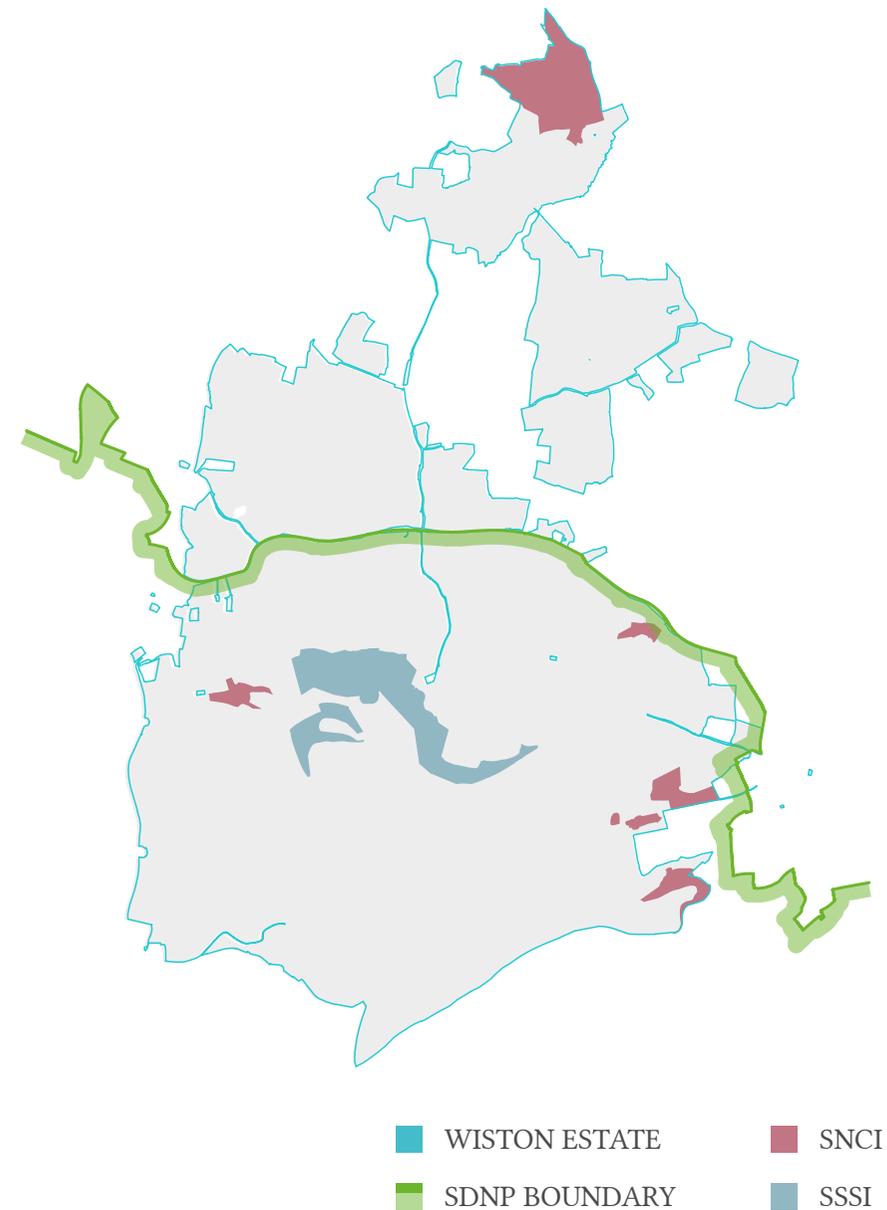
The estate sits in an area of high environmental value that both provides and demonstrates the key eco systems services enabling life. This is shown in detail in the Environmental Baseline Report asset audit (See Appendices) and will be looked at in management terms in a later section.

The Northern part of the estate, North of the A283 and out with the National Park, lies on Wealden clay. This area is rolling country, much over 100 ft. above sea level which is dissected by streams flowing north-east to the river Adur. This part of the estate is typical of the Low Weald landscape, characterised by a mosaic of small fields and ancient woodlands, linked by a network of hedges and streams with many ponds. It supports 6 farms woven in between large areas of ancient and semi-ancient woodland.

To the south of the A283 the estate runs up the escarpment and onto the chalk downs rising to nearly 800 ft. at its highest point, where Chanctonbury Ring has been a prominent landmark for centuries. This part of the estate lies within the newly established South Downs National Park and is typical of the central part of the South Downs with wide, U-shaped, steep-sided dry valleys on the scarp slope and large, open arable and grassland fields creating an open, exposed landscape across the top of the Downs. It hosts 5 farms, including the estate farm and vineyards.

There are no Special Areas of Conservation (SAC), Special Protection Areas (SPA) or Local Nature Reserves (LNR) on the estate. However, the estate includes a Site of Special Scientific Interest (SSSI) at Chanctonbury Hill and 4 sites of Nature Conservation Importance (SINC).

The estate hosts strong levels of bio-diversity and is home to a wide range of flora and fauna including many protected species.





Environment

The estate forms part of an historic landscape and stewards a wide range of environmental and heritage assets. In all the estate includes 38 listed buildings, including the Grade 1 Wiston House and the scheduled monument of Chanctonbury Ring (footnote: Appendix 5 Heritage Report). There are many other non-designated sites across the estate including flint walls, redundant agricultural barns, granaries and a number of farm cottages that make up the rich building heritage of the estate. Almost all of them will have been built with local materials by estate workers. We see these as a whole to be stewarded as one collection and are continually looking at ways to create a financial surplus to invest in these assets that gives us a window into the lives that have gone before us.

The estate is heavily wooded; it includes 546 hectares of woodland which equates to 22% of the entire land area – this compares with an average for West Sussex of 19% and for England of just 10%.

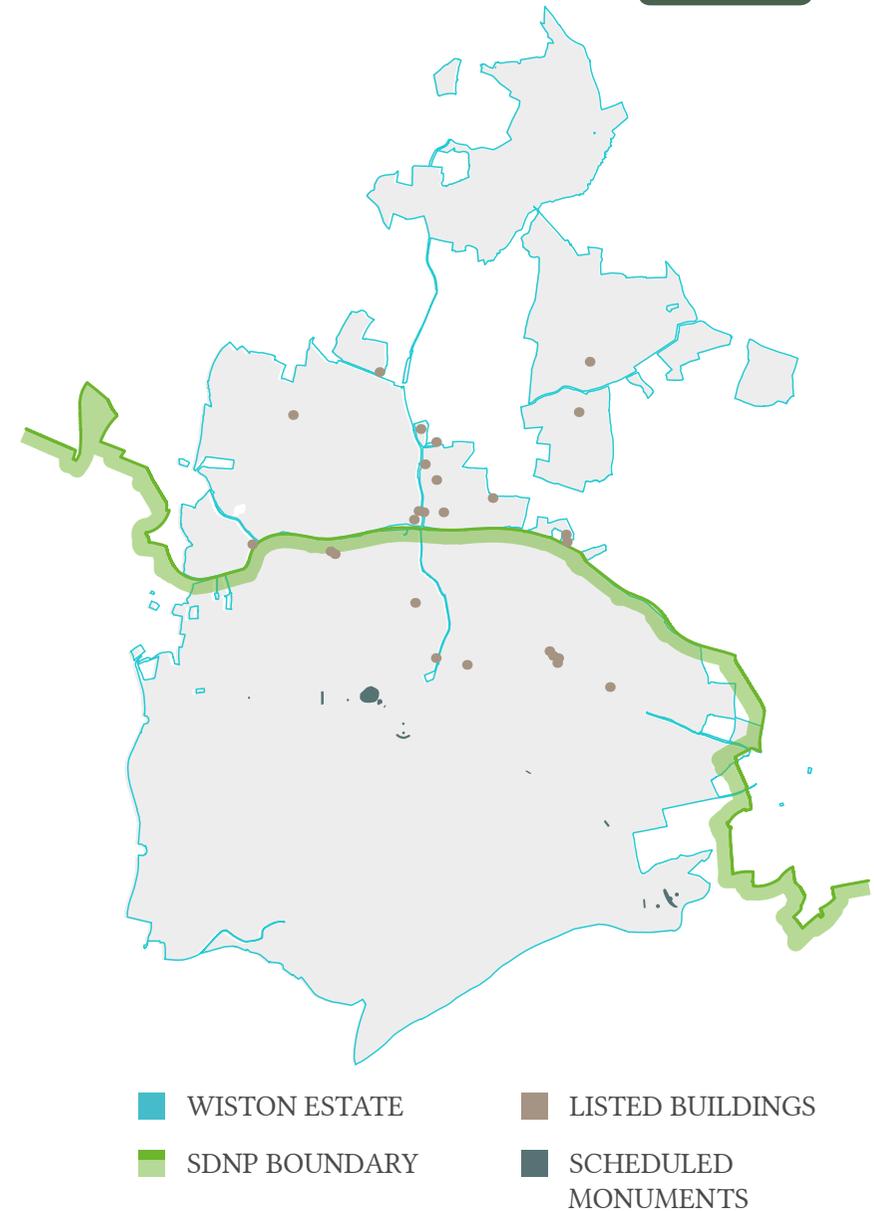
218 hectares (40%) of this is an area of Ancient Woodland meaning that it has existed since at least 1600 AD. Consequently, it has much greater potential for biodiversity than woodlands nationally.

This woodland extends across the whole estate with over 30 woods and copses on the Weald to the North (making up 56% of the total area) and 17 individual woods (both “sidehill” and “downland”) on the downs.

An application has recently been accepted for a five year Woodland-only Higher Tier Countryside Stewardship Scheme for the Wealden woodlands.

The woodlands are managed in-hand by our forestry team, who have extensive and growing knowledge of the estate’s woodlands and their rich biodiversity. The forestry enterprise is challenging to keep financially viable, particularly when the true cost of service occupancy for the head forester is factored in. One of the recent revolutions in woodland management has been brought about by the use of biomass boilers.

Whilst we do not believe biomass is the best solution for every energy need, where the source is local and sustainable it can bring a lot of benefits. Often where we see a combination of the economic, the environmental and the social we see most benefit.



Case Study: Wiston House boiler

Wilton Park (an executive agency of the FCO) have been tenants at Wiston House for 65 years. They provide a forum for international discussion on matters of security, climate change, poverty, policy, finance and conflict.

In 2007 the estate worked with WP to design a suitable woodchip boiler system to enable green heat for the main house and a good local end usage for the thinnings from woodland management.

The forestry team use a Heizohack to chip directly into the boiler silo. It is a 150kW KWB boiler and uses around 300T of woodchip p/a.

This renewed purpose for woodland management has transformed many of the softwood plantations on the estate and greatly increased biodiversity, through enabling more light to enter the woodland floor.

www.wiltonpark.org.uk





Farmland makes up a large proportion of the estate (70%). Within this area, 2120 hectares⁵ extending over 9 farms is in agri-environment schemes, mostly Entry Level plus Higher Level Stewardship. These comprise of a mixture of both tenanted and in hand farms ranging from an organic Sussex beef herd beneath Chanctonbury Ring to a conventional farm on the green sand to a small mixed farming enterprise in the northern part of the estate, which has diversified into a viable market gardening business selling to local farmer's markets.

Whilst traditionally there are fewer hedges on the downland part of the estate there is an excellent network of mixed farm hedges with hedgerow trees across the Wealden part. The majority, but not all, the arable fields on the Wealden part of the estate, have well-established field margins which provide a buffer zone for agricultural run-off and soil erosion and habitat for beneficial insects as well as priority species such as barn owl and turtle dove.

The open character of the downland in-hand farm has been purposely broken up by many miles of conservation headland, beetle banks and wild bird seed mixes. This has reduced the size of the fields, in which conventional wheat, spring barley, oats and grass are grown in rotation. The purpose is to achieve the joint aims of increasing farmland bird populations (and in the process the myriad of biodiversity that supports them) whilst also producing food and barley for malting.

We were one of the first farms in Sussex to enter into ESA in 1980s and many of the arable reversion fields, having been grazed for 30 years, are beginning to support a wide range of native herbs and mixed species of flora.

The estate is an active and enthusiastic member of the Arun to Adur Farmers Group, which supports a landscape scale approach to conservation management. The group covers 8,984 hectares across 27 holdings running between the Arun and Adur Rivers. The Group aims to deliver real benefits for a wide range of target species including grey partridge, water vole and uncommon arable plants as well as the landscape, priority habitats and the quality of drinking water.

This combination of extensive woodland cover, farming diversity and positive environmental management means that the estate offers excellent habitat to a range of species. Many priority species have been recorded on the Wiston Estate in the past 30 years, including 5 sorts of reptiles, 18 species of bat, 36 species of breeding birds, 5 species of farmland birds of high conservation concern, 9 birds of prey and 40 types of butterfly⁶.

⁵ Appendix 3: Environmental Report page 13. This includes the parkland and 240 acres that is rented from a neighbour which is why there is more area than in the Estate composition figures above.

⁶ See Appendix 3: Environmental Report [↗](#)

Case Study: Grey Partridge Project

Having started on the estate in 1968 the Game and Wildlife Conservancy Trust study on the Sussex Downs is the longest-running monitoring project in the world that measures the impact of changes in farming on the fauna and flora of arable land. The decline in Grey Partridge has been catastrophic since the introduction of herbicides and insecticides in the late 1960s and 70s.

Prof Dick Potts (GWCT) has been invaluable in giving guidance to the farm management and specifically in advising on options for Higher Level Stewardship at Findon Park (the estate's in hand farm)

HLS has enabled us, via long term secure funding, to grow conservation headlands, beetle banks, wild bird seed mixes, which are specifically aimed at feeding (and creating cover) for the newly born chicks in Spring. Without this funding it would be impossible to financially justify doing the conservation work that brings such benefits.

This drive towards greater biodiversity and partnering with the RSPB and Natural England puts the farm in an excellent position as regards habitat creation for this priority species and gives a wide range of farmland birds the best chance of survival with the threat of climate change perhaps now their biggest challenge.





For project details, see Wiston Estate Action Plan on page 60 - 61 and full overviews in Appendices

Opportunities for Improvement: Environmental Land Management

Rock Common Quarry has been in operation for well over 65 years and there have been sandpits in the area for well over 100 years. As the sand reserves come to an end there is an opportunity to regenerate and restore it. Our plan is to create a vibrant environmentally engaged tourism site offering a base for people to explore the National Park. ⁷

The estate is committed to being an active partner in environmentally led and collaborative landscape scale management. We will maintain our involvement with the Arun to Adur Farmer's Group.

We plan to take the lead in the development of a new 'Environmental Bank' project at Wiston. This project will develop a formal approach to 'biodiversity offset' and will seek to work with local authorities and the National Park to offer a route to

direct investment in biodiversity improvements designed to achieve net gain from relevant development projects [on and off the estate]. ⁶

We want to communicate the management practices used on the downland areas, which we intend to do with better signage and more of an online presence. ⁵

The woodlands are a key aspect of our biodiversity. The estate is exploring new management options to enable natural regrowth, rewilding and native restocking in place of some of the larger softwood plantations. The estate will be working within the guidelines of the management proposed in the CS higher level tier programme.

Case Study: The Duke of Burgundy

The Steyning Downland Scheme continues to inspire local butterfly enthusiasts and has become one of the prime sites for Brown Hairstreaks in the UK and the colony of Wall butterflies at Steyning Coombe is of regional importance. In the past two years a partnership between the Steyning Downland Scheme (SDS), South Downs National Park Authority and the Butterfly Conservation Trust was successful in getting funding from the Heritage Lottery Fund to enable habitat creation for the Duke of Burgundy, one of the most rapidly declining and threatened butterfly species in the UK.

This project involved 160 volunteers working on several sites across the estate and to their great excitement and that of Richard Goring, Neil Hulme (Butterfly Conservation) recently recorded a first sighting of the Duke of Burgundy on the estate since the early 1990's at Frieslands.

www.steyningdownland.org





Economic

1 2 3

For project details, see Wiston Estate Action Plan on page 60 - 61 and full overviews in Appendices

Likes

- A diverse mix of businesses across the estate making use of raw materials and assets to add value and create an enterprising local economy
- Wilton Park, executive agency of the FCO and tenant of Wiston House employs 80 people locally and provides work for many local businesses
- The Winery is a growing business; based at North Farm. It sells to many of the UK's best restaurants and has recently begun to export to the US, Australia, Norway and Ireland. It was poured at the BAFTA tea party in Los Angeles. Her Majesty the Queen launched P&O Cruise's largest ship Britannia with a Nebuchadnezzar of Wiston NV and the interest in winery and vineyard tours continues to grow
- A sustainable forestry enterprise on the estate and hosting a growing number of local wood product enterprises
- A shooting and conservation enterprise

Improvements

- We want to leverage the estate's strategic location and excellent accessibility (especially at North Farm) to create an exemplar National Park enterprise site comprising production, office and visitor facilities all set within a high-quality context ①
- We aim to sensitively restore redundant agricultural barns for the use of holiday accommodation and where suitable for small local businesses and work spaces ②
- Re use and restoration of Great Barn, we are supporting the St Columba Community in their ambition to create a monastic retreat and 'travellers rest' available to those walking the South Downs Way ④
- To work with Wilton Park in making sure the business is sustainable, so the estate can invest in the continual repairs that are required for the upkeep of Wiston House
- We want to provide services and spaces that are fit for purpose for local business ①
- To provide housing and accommodation for growing businesses in the local area, particularly the viticulture industry ③

The estate has always provided a local economic focus. Traditionally this was associated with farmland and woodlands. The estate remains an important host of land based industry and activities, providing continuity for families whose connection with the land extends back through the centuries as well as retaining, sharing and creating important skills, knowledge and expertise.

The estate also supports a wider “footloose” economy which enables innovation and local enterprise, allowing people to work and run businesses where they want to be, connecting people’s economic and social well-being.

These rural businesses are absolutely fundamental to the ongoing sustainability of the estate and therefore to those who live on it.

The estate’s access to both housing and workspace is important in this context as it allows us to support those who want to both live and work locally.

One of the biggest changes on the estate in the past 50 years has been the rise in local accommodation costs and lifestyle expectations. Whereas in the post war years the estate gave houses rent free to all its employees, now that has become financially unviable. The revenue from the rural businesses run on the estate struggle to support a high enough income for employees to rent in the local area. In some cases the estate is able to provide subsidised accommodation but this is not always possible.

“These rural businesses are absolutely fundamental to the ongoing sustainability of the estate and therefore to those who live on it.”

Economic

The estate currently employs 26 people directly (of which 7 are under 30 years old) and is an important client for several local businesses. In addition to direct employment the estate hosts 9 farms and 21 businesses operated by others. These include Wiston House / Wilton Park which employs over 85 people.

The estate runs a number of its own businesses including an in-hand arable farm, a woodland management business (supplying biomass to three on site boilers – see above) and a shooting and conservation enterprise. The most recent estate business is the Wiston Estate Winery, producer of award winning English Sparkling Wine from grapes grown both on the estate and in the local area. The Winery is a growing business; based at North Farm. It sells to many of the UK's best restaurants and has recently begun to export to the US, Australia, Norway and Ireland. Interest in winery and vineyard tours continues to grow (these are currently by appointment only).



Wiston Estate Winery

It was not until Pip Goring arrived on the Wiston Estate in 1972 that the idea of planting a vineyard came about. Pip had grown up in Cape Town surrounded by vineyards from an early age. It seemed obvious to her that these south facing slopes were the perfect place to establish a vineyard, particularly given its similar geology to Champagne. In true English fashion Harry thought it best to consider the options, which they did for 34 years. Finally in 2006 Pip's dream became a reality. A 16 acre vineyard plot was selected and planted with the traditional varieties of Chardonnay, Pinot Noir and Pinot Meunier.

Together with Dermot Sugrue, the family set up the winery at North Farm and began to create some of the most awarded sparkling wines in the UK. The family's vision has always been to focus on the purity of fruit that this chalky land can produce.

The wines have been poured at the Bafta Tea Party in LA, used by Her Majesty the Queen to launch P&O's largest cruise ship, Britannia, and has been chosen for this year's Decanter World Wine Awards Judge's Party.

www.wistonestate.com





For project details, see Wiston Estate Action Plan on page 60 - 61 and full overviews in Appendices

Opportunities for Improvement: Economy and Enterprise

The estate includes a number of sites which already host development but which we feel can make a far greater contribution to the economy of the National Park and beyond.

One of these is North Farm, which hosts a number of businesses including the Wiston Estate Winery. We are aware that many local Neighbourhood Plans want to build new housing on 'brownfield sites' rather than greenfield sites, which has led to a lack of sites available for employment use. This makes sites like North Farm all the more important and it has been proposed as a site for employment in the draft Storrington, Sullington and Washington Neighbourhood Plan.

We want to leverage the site's strategic location and excellent accessibility to create an exemplar National Park enterprise site comprising production, office and visitor facilities all set within a high-quality context. ①

The Wiston Estate Winery will remain at the heart of the site and will be expanded beyond a production facility to incorporate a facility for direct sales and winery tours.

In addition to North Farm the estate has other sites and premises that it hopes can make a greater economic contribution in future. These include:

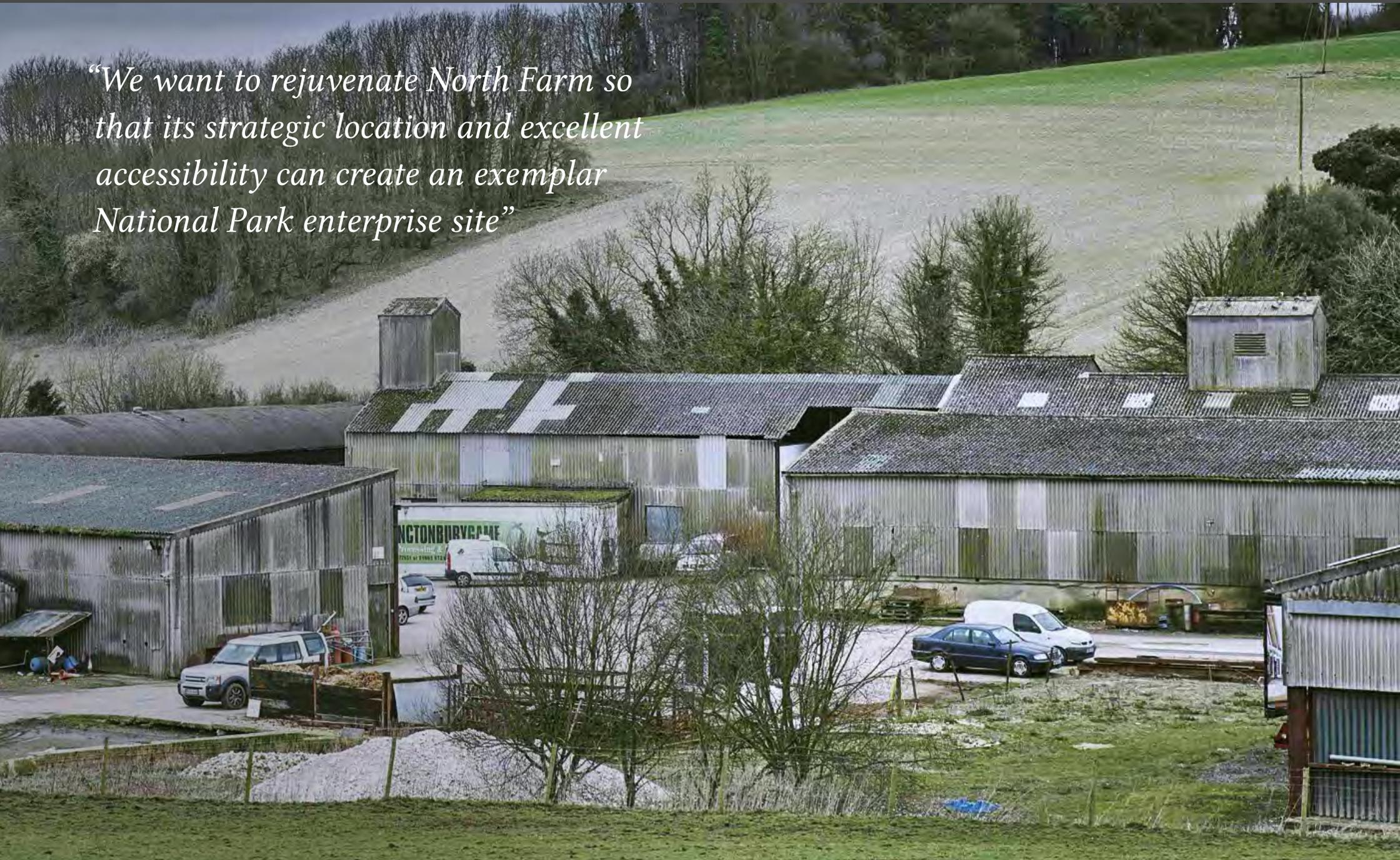
- Rock Common Quarry, which we plan to regenerate as a vibrant environmentally engaged tourism site offering a base for people to explore the National Park ⑦
- Great Barn, where we are supporting the St Columba Community in their ambition to create a monastic retreat and 'travellers rest' available to those walking the South Downs Way ④

We aim to sensitively restore redundant agricultural barns for the use of holiday accommodation and where suitable for small local businesses and work spaces. ②

There are other sites, like the Washington Chalk pit that also have potential to be restored and transformed into economic regeneration sites.

The broadband speeds across the estate are very variable with some being as low as 0.5Mb/s. Two tenants have recently vacated offices because the internet connection was not fast enough (or reliable enough). We aim to make sure that all estate properties have reliable, high speed internet access. This is currently being looked at in partnership with local firms using new technologies (www.zoom-internet.co.uk).

“We want to rejuvenate North Farm so that its strategic location and excellent accessibility can create an exemplar National Park enterprise site”





For project details, see Wiston Estate Action Plan on page 60 - 61 and full overviews in Appendices

Social Factors

Likes

- There is huge appreciation for the local landscape from tenants (see feedback in Appendices)
- There is good public access to the estate with over 57km PROW
- Reasonably priced events throughout the year enable a broad range of people to visit the estate and Wiston Park
- When compared to the surrounding area, the demographic of Wiston estate residents is more diverse and has a higher proportion of children and young families
- 12% of those living on the estate are involved in local agriculture and forestry compared to 1.7% in the surrounding area
- There is a mix of different rental levels across estate properties (59% of all housing stock is rented at below open market)

Improvements

- The estate wants to do more around housing and community facilities. We want to provide new housing that is suitable and affordable and which allows people to both join and remain in the local area, to live close to where they work and to live with and alongside colleagues, past and present ³
- The estate wants to do more to engage people of all kinds to make connections with, enhance understanding of and to enjoy spending time in the local area. To that end we plan to identify and bring forward opportunities for environmentally sensitive and small scale projects to create new glamping and holiday accommodation in different parts of the estate with access to PROW ^{2 5}
- Where possible we want to open the gardens of Wiston House to the public more ⁵

Case Study: Roots to Growth

In partnership with One Church Brighton, this is a six acre horticultural project. It offers people a place to gather, grow, learn and be inspired. Where people can gain connection to the land, work with it, embracing the natural cycles and understanding our dependence upon it. Produce is sold at local farmers' markets and also goes towards supplying One Church with their weekly open doors lunch, where all are welcome. The hope is to engage the wider community in the circular economy and enable those needing help to gain therapeutic experience and skills necessary to enter the workplace.

They also offer the opportunity for companies to spend the day on site, team building and doing their bit towards social responsibility

www.rootstogrowth.org.uk



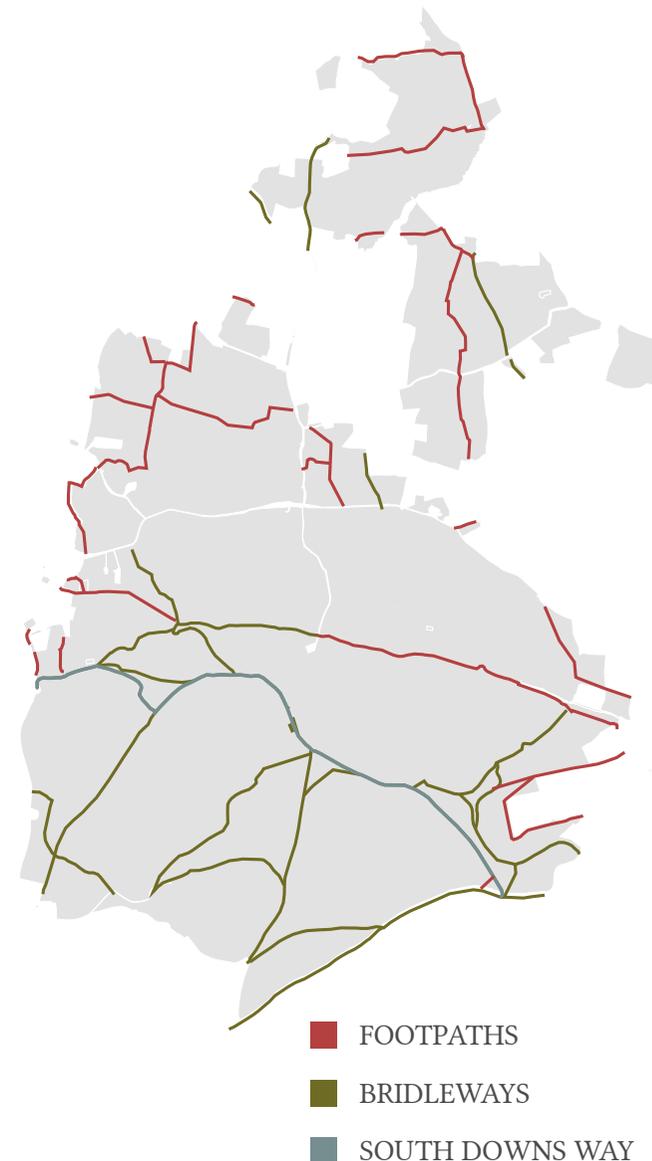


Connection to the Rural Surroundings

The estate is actively involved in initiatives which seek to enhance the health and well-being of local people and to make stronger connections between local communities and the landscape. We are well aware of the man-made element of our ‘natural’ surroundings and the tensions that can arise between our care for the environment and our enjoyment of it. The Steyning Downland Scheme is a project that takes this challenge head on and we are proud of the culture it has enabled.

Much of the estate is accessible to all. There is a good, well-used network of public rights of way across Wiston Estate. This includes two national trails, the South Downs Way and the Monarch’s Way.

The South Downs Way runs roughly east/west along the chalk downland ridge and crosses the Monarch’s Way, a short stretch of which runs along the Steyning Bostal which defines part of the southern estate boundary. In addition, there are various other opportunities for public access to parts of the estate, via 3.4km of permissive paths and 82 hectares of permitted open access land, which includes the Steyning Downland Scheme.



Case Study: Big Church Day Out

Started in 2009 with a final show from local band Delirious. Big Church Day Out is a family festival that is entirely non-denominational in approach; it is a fantastic way for a large number of people to engage with the estate and we hope to pursue other festivals with a broad appeal in the future.

It boasts a very broad demographic with people from a diverse background of ages, ethnicity and denominations (and none). Now the largest Christian ticketed event in the country (25,000 people in 2016) for many it is their first time outside of an urban environment.

www.bigchurchdayout.com





For project details, see Wiston Estate Action Plan on page 60 - 61 and full overviews in Appendices

Opportunities for Improvement: Connections and Accessibility

The estate wants to do more to engage people of all kinds to make connections with, enhance understanding of and to enjoy spending time in the local area. To that end we plan to identify and bring forward opportunities for environmentally sensitive and small scale projects to create new glamping and holiday accommodation in different parts of the estate with access to PROW. For more permanent holiday accommodation we will be looking to restore and renovate redundant farm buildings. 2

We want to take guests/visitors on educational 'safaris' across the estate to show them the broad range of biodiversity and how it is being managed.

Where possible we want to open the gardens of Wiston House to the public more (clearly there are important considerations to be made about the discreet nature of Wilton Park's conferences but Wilton Park are in support of this aim).

The estate wants to encourage those accessing the countryside to be more aware of their impact on each other and wildlife, this is particularly the case as regards the way dogs can impact flora, fauna and livestock. 5

Housing

The South East is the most densely populated part of the UK and the South Downs National Park holds by far the highest number of residents (112,000) of all national parks. As we have said above and go into in more detail later on (in the section on Ecosystem services and land stewardship) the balance between people and landscape is key. In this part of the world you do not have one without the other and there will always be tension in holding this balance. In this section we look at the wider housing needs of the Wiston Local Area and more specifically at the growing requirements of a forward looking estate.

The four settlements that the estate abuts and the area in between are home to around 12,000 people. They provide a wide range of community, education, leisure, healthcare, retail and cultural services as well as hosting businesses and workspaces.

As part of producing this plan we have commissioned a full review and analysis of the socio-economic characteristics of the local area⁷.

⁷ Wiston Local Area Socio Economic Baseline Report 2016; Rural Solutions





“It is pleasing to see that the estate’s housing stock is supporting a community with a materially better demographic balance than is experienced in the remainder of the local area”

This shows a stable but ageing population and a concentration of relatively affluent economically active people with similar incomes, experiences and backgrounds. Behind this broad overview are distinct realities and experiences.

The Wiston Local Area supports many people with high levels of social and economic capacity. Much of the economic output of residents is delivered in the local economy across a diverse range of sectors. It is therefore no surprise that the Wiston Local Area attracts successful people across all life stages who can choose where they want to live and is more socially homogeneous than the population of the district, the National Park and wider south-east region.

It is important to recognise however that not everyone living in the Wiston Local Area enjoys an economically comfortable and successful life. The evidence⁸ shows that just under a third of households in the Wiston Area have annual household incomes below £30,000 and that around 20% of the local population is categorised as facing a range of social and economic constraints, and in some cases, challenges.

Levels of economic activity are high in the area so it is probable that many of these households have at least one or possibly two working adults. It

therefore seems unlikely that a lack of economic opportunity is the reason for lower levels of younger people and a relatively static [and ageing] working aged population. On the contrary, the data suggests that the local area offers a range of economic opportunity together with a range of infrastructure and environmental conditions that make the area a good place to do business.

What it does suggest is that local wages in some sectors and for some workers are fairly low and that access to economic opportunity in the local area does not necessarily equate to the ability to compete for housing suitable to meet individual and family housing needs in the open market. Consequently there are likely to be many more people, including those with local connections that would like to live in the area but cannot due to limited access to the sort of housing that meets their needs. This is shown clearly in a number of the local Neighbourhood Plans⁸.

The estate owns a range of residential property which, excluding those lived in by the Goring family, collectively supports 106 households. Rural Solutions has carried out a high-level analysis of these households based on the information held by the estate and has found some commonality, but also some clear differences with the social and

economic characteristics of the Wiston local area as a whole.

The analysis has shown that estate households are more likely to include families and less likely to include people of retirement age than those in the Wiston Parish, Horsham District or the Wiston local area.

Of the 106 households, 20% include people of retirement age (of which 66% have secure tenancies). This compares with an average for the parish as a whole of 25%, of 30% for Horsham district and 36% for the Wiston local area (as defined above).

Conversely 30% of the households hosted in estate property include children. This compares with a figure of 28% for the Wiston Parish, 25% for Horsham district and 23% for the Wiston Local Area.

The demographic profile of community is an important part of vitality. Communities that have a good mix of people of all age groups will be more diverse and will support a range of activities and participation that enhances people's quality of life and delivers social sustainability.

⁸ www.storrington-pc.gov.uk/Core/Storrington-Sullington/Pages/Default_4.aspx
www.swabneighbourhoodplan.org
www.findon.arun.gov.uk/mediaFiles/downloads/26393562/Findon_Neighbourhood_Plan.pdf



Affordable Housing

Communities which are losing children and where the senior part of the population, in terms of age, is growing at a different rate to the other age groups will suffer from imbalance over time. A concentration of population in older age groups will lead to an erosion of vitality diversity and capacity over time with the end result that a larger number of older people will become increasingly reliant, in social terms, on a reducing number of younger people.

It is pleasing to see that the estate's housing stock is supporting a community with a materially better demographic balance than is experienced in the remainder of the local area. This suggests that the positive approach to attracting families undertaken by the estate in the past few years has been successful.

The estate provides community facilities and open space, such as the Wiston Meeting Place and the village playing field and village green, which form a key part of the local infrastructure.

As explained above the agricultural and forestry sector are a vital part of the local rural economy and 12% of those people living on the estate are involved in this sector, compared to only 1.7% people living in the wider Wiston Area. A further 4.5% are retired estate workers or farm tenants.

The estate is an important provider of affordable housing; of the 106 dwellings that the estate includes, 63 (59%) are occupied at below open market value.

Many of the properties have high heritage value (38 are listed) which makes them very expensive to maintain and (due to their age and design) to live in. These are not ideal when it comes to providing affordable housing for local and retired workers.



Residents in agriculture and forestry

12% in Wiston Estate **1.7%** in the wider area



Households with children

30% in Wiston Estate **23%** in the local area



People of retirement age

20% in Wiston Estate **36%** in the local area



Economically active residents work within 20km

77% in Wiston Estate **70%** in the local area

Opportunities for Improvement: Housing and Community Facilities

The estate wants to do more around housing and community facilities. Its ability to retain younger employees and to reward long term retiring employees is hampered by a lack of affordable local accommodation. Many of the land stewardship jobs (forestry, farming, historic building maintenance, general estate infrastructure maintenance) are vital to the long term future of the estate but cannot support the high salaries that are needed to pay local rents. We want to provide new housing that is suitable and affordable and which allows people to both join and remain in the local area, to live close to where they work and to live with and alongside colleagues, past and present.

We have been working with the local Neighbourhood Plan steering groups and submitted sites that we believe are suitable to provide mixed developments of new housing and community facilities. In order to make the developments financially sustainable we are looking at some innovative ways of working with architects⁹ and designers.

These include:

- Self-build and design using virtual reality technology
- Computer aided onsite manufacturing.
- Looking to use local materials

⁹ www.livedincustombuild.co.uk

The aim is to have better build quality at a more cost-effective price. This would create investment into community buildings at a site level. At the wider estate level, where we gain value from these sites it will be part of the enabling process to reinvest into North farm and other key projects to take rural enterprise forwards.

As stated above we are aware of the growing need for seasonal workers, particularly in the viticulture business. The winery processes a large amount of fruit from other vineyards, over 100 acres in total. This number of vines requires continual care and attention and is very labour intensive. It is hard to see how this could be mechanized in the future and it will require local land based workers, who will need accommodation. As we are involved in this burgeoning area of agriculture, we are keen to help make the lives of those who are the foundation of the English wine industry sustainable and well integrated into the South Downs. Though this may be a different form of accommodation, it is still important to be aware of the need and that we are open to being part of the solution.



Ecosystem Services

Many of the strengths of the Estate described above in our asset audit are founded on key life giving services (See overview on page 41). Without these aspects in place we have no foundations to build on and it is vital that they are protected. In recent times there has been a drive to articulate these services more clearly and this has come to be known as 'Eco System Services'. Whilst the language is relatively new the concepts that it seeks to articulate are not.

In his book *'Capitalism as if the world matters'*, Jonathan Porritt argues the case for broadening our understanding of capital accounting, particularly in developed economic systems around the world, to include the natural environment.

More than 200 years earlier, Charles Goring, in an essay on the restoration of grass meadows writes, "The virtue which is inherent in old pasture has been accumulating for ages, and has in it the nature of principal rather than interest. The owner who suffers it to be violated is breaking in upon his capital."¹⁰ And in more recent times Sir Crispin Tickell has said, "Any economy is a wholly owned subsidiary of the environment."

The common thread in all of these writings is to value things correctly and wisely. To get the right perspective and learn to prioritise things well. One of the things that this requires is for us to increase the time frame that we use to evaluate the success of and outcomes from our actions.

At Wiston we believe this long-term view is embedded in and has been essential to the historical decisions that have gone before us. For without it the estate would almost certainly not be in existence today. The challenge for the current generation is to hold on to this perspective and stay true to its traditional DNA, whilst adapting to an ever changing world.

Though previous generations would not have known the term 'ecosystem services' the perspective it describes is something they would have been very familiar with and seen as akin to "stewardship".

This legacy and inter-generational understanding of stewardship helps to give a truer sense of the small part we play in the journey of these

landscapes that were here long before us and will be here long after we have gone. Yet it also reminds us of our responsibility and inspires us to focus on the health of the land; as measured by soil and water quality, the production it enables, the range and quality of biodiversity and activity (commercial and leisure) and the enjoyment, spirituality, happiness and social and economic well being of people that it supports.

Part of what the ecosystem services description does is to provide a way to articulate and measure this approach as a means to enable greater sustainability and make sure we are focussing on the right outcomes.

We look below at why these Ecosystem Services are under threat and have indicated throughout how the projects will help to enhance and protect these Ecosystem Services.

¹⁰ See Charles Goring's essay on grassland fertility 1802: <http://tiny.cc/GoogleBooks-CharlesGoring>

Supporting Services

The foundation that land provides for other activities to the soil, the base functions of plant growth (converting solar energy, water and nutrients into matter)] water purification (through the journey of rain water through the ground) and the diversity that a range of life forms bring.

The Wiston Estate by nature of its rural context relies entirely upon these natural systems of life. Management over many generations has been respectful of this, even when demands on the land have been extreme (e.g. after WWII). This is shown by the broad bio-diversity and species mix recorded in the Environmental Asset Audit.

Regulating Services

Positive outcomes that arise from natural processes:

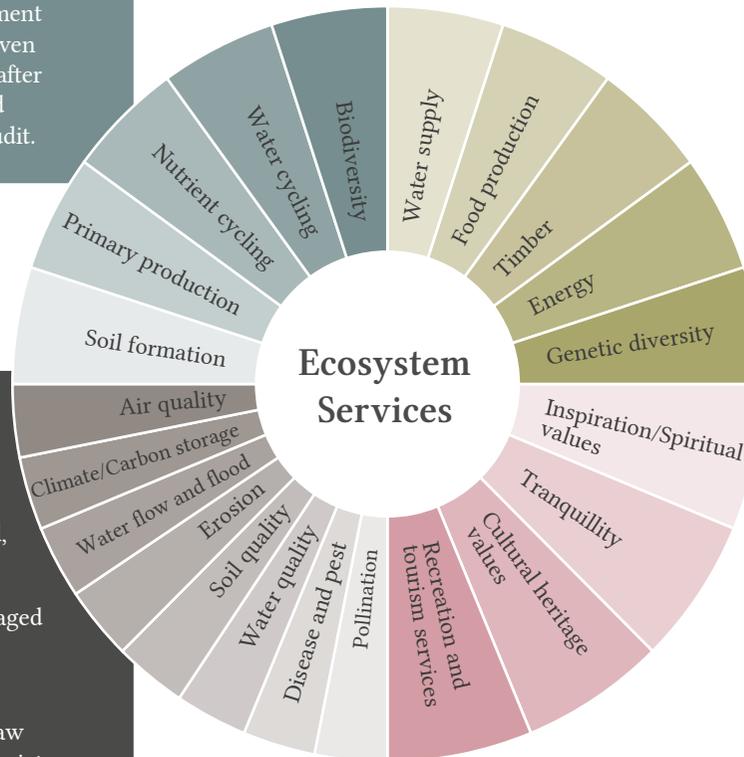
Air quality & Climate; 485ha of managed woodland, 820ha permanent grassland

Water flow & erosion; streams monitored and managed to prevent flooding, steep slopes left uncultivated

Soil quality; rotational farming systems, importing manure and compost with high organic content, straw chopped in field, minimum cultivation where appropriate

Disease and Pest; diverse cropping, mixed woodlands, active vermin control

Pollination; 12m pollinator strips along 1.5km of South Downs Way, wild bird seed mixes and 5 different beehive sites across the estate



Provisioning Services

The base products that the land and its management can provide:

Water supply; Three chalk streams across the estate, NVZ compliance and working with the EA on best practice

Food; over 5000T of cereals produced for malting, biscuit and bread production. Up to 250k bottles of wine produced. 2 Market gardening enterprises. Grass fed beef and sheep enterprises

Timber; 600T of woodchip pa, chestnut fencing, firewood and quality roundwood timber production

Energy; 50kW solar array, 4 biomass boilers on site, 1MW gas to energy plant

Genetic Diversity; HLS schemes in place across 9 farms, chalk grassland, mixed woodland plantations, heritage livestock breeds

Cultural Services

The things that people enjoy from landscape such as:

Inspiration/Spiritual values; linking local churches with their environment (SDS), events such as BCDO and David's Tent, St Columba's barn, open and permissive access to key areas (Chanctonbury Ring), strong relationship with the local church

Tranquility; specific areas that are non-intervention led, retreat spaces, landscape scale management

Cultural/heritage; 38 listed buildings, ancient monument sites, historic agricultural barns and multi-generation residents and farming families

Recreation/tourism; 2 car parks, 57km of PROW, 80ha of open access, winery tours, woodland tours

Challenges

Having looked at the strengths and weaknesses of the Estate in the asset audit, we now look to some of the challenges that face the estate and the Ecosystem Services it provides.

The National Park is a special place and we are proud of the contribution that Wiston Estate makes towards it. These contributions do not happen by accident, they are a combination of several generations of careful stewardship and local governance that have successfully adapted and responded to changing circumstances over time.

Often we are not aware of these vital foundations to life until they are under threat. The National Park Partnership Management Plan (NPPMP) recognises this and identifies that constant change leads to a series of challenges facing the landscape and people of the Park.

The NPPMP highlights some of these key challenges. We find these to be consistent with much that concerns us and have taken these as a useful framework to identify some important issues.

- Climate Change
- Rural business adaptation post subsidies
- Development pressures
- Threatened habitats and heritage
- Water resources
- Changing values, behaviours and lifestyles
- Visitor pressure
- Succession Planning



Climate Change

Climate change has implications for farming and land management, particularly associated with unpredictable and extreme weather events. We have particular concerns around the risks of run-off flooding onto neighbouring property and the associated implications of soil erosion and impact on water quality. We recognise the importance of mixed farming including grass fed livestock enterprises, of woodland planting and management, the need to increase soil carbon storage and reduce soil loss. We are also aware of the need for bigger and better connected habitats in order to provide the best possible conditions to allow biodiversity to adapt.

These concerns influence our land management decisions and underpin our support for a diverse and mixed farming pattern on the estate combined with a healthy balance of land use and a positive approach to environmentally focused land management.

This sort of approach requires constant investment however and we need to be sure that the overall land management enterprise remains viable and resilient in order to generate the necessary funds and maintain the appropriate skills and infrastructure.

Our current HLS agreement comes to an end in 2019 and we have been given no certainties from Natural England beyond that point.

We therefore plan to liaise closely with Natural England and other stakeholders and to work collaboratively with our tenant farmers and the Arun to Adur Farmer's Group to address and respond to the changing context for farm based payments and environmental programmes.

We will continue to diversify in the crops we are growing and are likely to be planting more vineyards going forward, to make opportunities out of this threat.

As well as adapting to climate change we have a desire to mitigate its causes where we can. We already have a 50kW solar array installed at North Farm and three biomass boilers operating on the Estate. Where there are cost-effective ways to reduce carbon emissions they will be considered and implemented where possible. We are looking at a potential carbon audit of the estate and how to improve our net absorption of carbon and other greenhouse gases. Alternative technologies for energy production and storage continue to develop and where appropriate we will look to adopt these across the estate.



Economic and Market Trends

There is no hiding from the fact that exit from the Common Agricultural Policy post 2020 will have an impact on the estate's revenues and its farming tenants. It is likely to lead to pressure on farm sizes and on the diversity of farming systems that we cherish. If we are to resist these pressures this change will require us to look for a broader range of uses from our land and buildings. Including options such as economic re-use of former farming and quarrying sites, monetising natural capital via tourism, leisure and leveraging the landscape as a backdrop to attract investment in housing for a diverse workforce, premises for viable small businesses. 2 4 5

The estate already hosts a range of economic activity but we can improve. We have several currently underutilised developed sites (e.g. North Farm and Rock Common Quarry) which collectively offer real potential. 1 7
Beyond these sites we will review the potential offered by any of our farm or mineral assets that become surplus or under-utilised and work with our tenants and partners to ensure that existing built environment makes a positive contribution to the social, economic and environmental well-being of the local area.

1 2 3

For project details, see Wiston Estate Action Plan on page 60 - 61 and full overviews in Appendices



Threatened Habitats and Heritage

These are finite and fragile. Whilst the estate is generally in very good condition, we have some incidence of poor water quality, there is evidence of non-native invasive species in the local area and of a disturbing decline in farmland birds like the lapwing and grey partridge. Our non-productive land, woodlands and listed buildings require constant stewardship and investment.

Added to this is the ongoing need to pay for maintenance of heritage and habitat assets from earned income which must not be undermined by the tensions between economic and environmental land management in a post CAP context. At the same time the ever-increasing cost of housing and the opportunity cost to the estate business, makes it harder to retain the skills needed to maintain heritage and habitats and to engage in sustainable land management locally. Underlying all this is the constant threat to our

ability to manage at landscape scale from the impact of capital taxation¹¹ arising on the death of the owners, which would inevitably reduce the size of the estate and weaken its ability to maintain and fund a balanced and integrated approach to sustainable stewardship. This is discussed in more detail below.

We intend to respond to these pressures by maintaining our commitment to landscape scale environmental projects, such as Steyning Downland Scheme and the Grey Partridge project, through our investment in Roots to Growth and by providing new homes for former, current and future skilled estate and land based workers and creating the context for them to share their experiences and approach by co-location and collective stewardship of the green infrastructure on the site. [3](#) [6](#)

1 2 3

For project details, see Wiston Estate Action Plan on page 60 - 61 and full overviews in Appendices



¹¹ For full succession of the estate assets to the next generation to happen now there would need to be a sale of the equivalent of 2500 acres of farmland.

Water Resources

Fresh water is a vital resource for drinking water and the chalk downland plays a vital role in purifying millions of litres of water for local communities and wildlife. Sadly, the condition of the area's watercourses are not what we would like it to be.

The estate lies in the west of the Adur catchment where the river network consists of secondary and tertiary streams. The Honeybridge stream is a significant tributary in the north of the estate which incorporates the only section of primary river. The ecological status of this headwater chalk stream within the estate is rated as Moderate (on a scale from 'High' to 'Bad') though the overall rating of the waterbody as a whole is "Poor" on the basis of its fish populations and phosphate levels.¹²

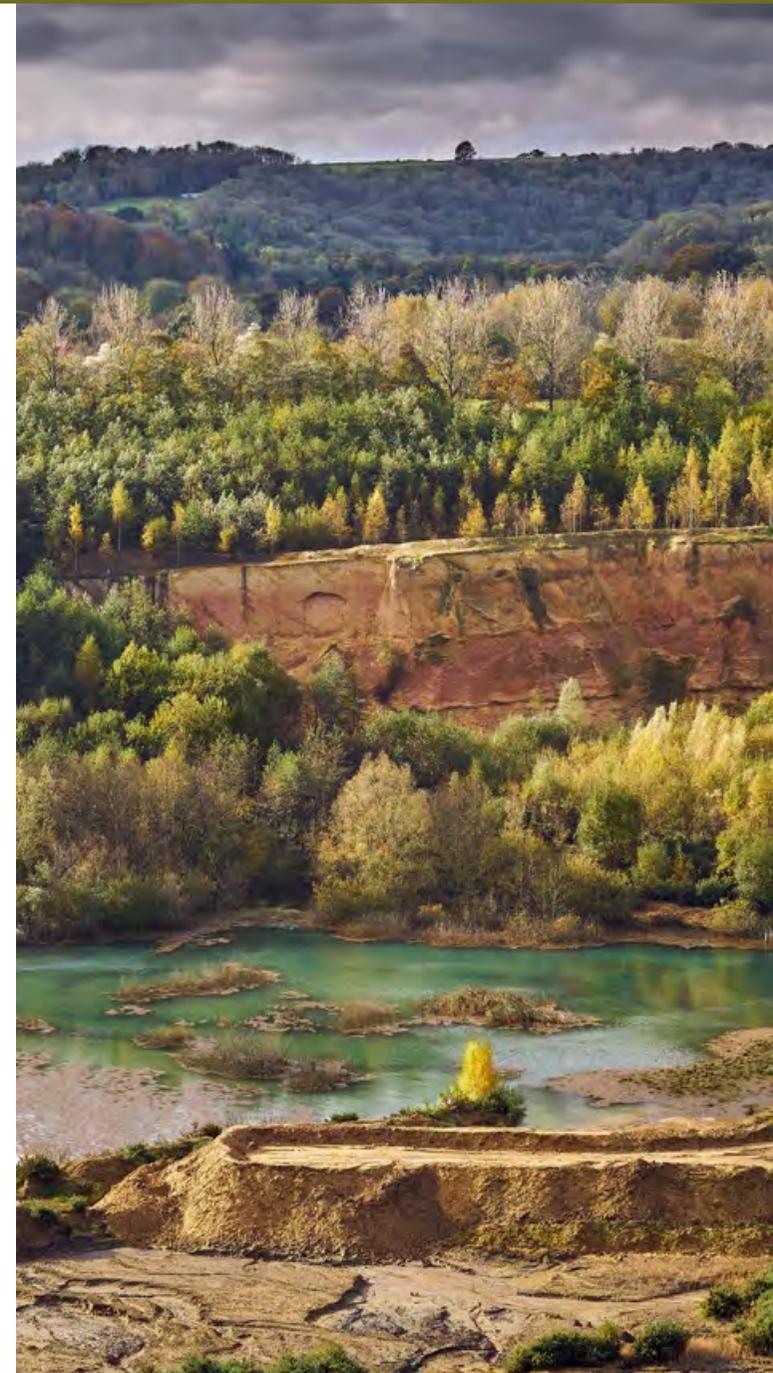
One unusual aspect of this stream is that 70,000 litres are being pumped into it every day from Rock Common. This dewatering is an ongoing requirement by the Environment Agency to keep the base of the Windmill and Rough (restored) landfill sites above ground water level.

¹² The WFD is a European Directive which introduces a planning process to manage, protect and improve the water environment. It applies to all rivers (including drains and ditches), lakes, estuaries, coastal waters and groundwater. Under the WFD each waterbody is assessed for a range of different elements: ecological status, chemical status and hydromorphology. Ecological status is recorded on a scale from High through Good, Moderate, Poor to Bad. Good Ecological Status (GES) is the WFD default objective for all water bodies and is defined as a slight variation from undisturbed conditions. The ecological status classification for the water body is determined by the lowest scoring element.

The upper reaches of two further streams cross the estate: the Northover sewer and Black sewer both of which are rated "Moderate" for ecological status. A "Moderate" status suggests that the waterbody is struggling to support fish species and provide ecosystem services, for example, water supply. It also means that these waterbodies are more susceptible to pollution.

Improving the condition of these waterbodies requires integrated and landscape scale land management. We recognise that Wiston can only be part of the solution; we would like to play our part but to do so must ensure that the overall estate business can generate sufficient surplus to support the necessary investment.

Consequently, the estate is building relationships with Sussex University and Southern Water and plans to work up a project for a Water Quality Strategy to help monitor progress on this and to give advice on best practise to farmers and land managers both on and beyond the estate. 8



Our non-productive land, woodlands and listed buildings require constant stewardship and investment.





Changing Values Behaviours and Lifestyles

The choices that people make, for example around the level of car use, support for local business, water consumption, how they spend their leisure time, all impact on the natural environment. Limited connections between people and the countryside (via access and enjoyment) in education, work or at home leads to a lack of understanding. Without understanding people make poor choices. The estate is already engaged in initiatives which seek to build connections and understanding [links to schools via Steyning Downland Scheme, Roots to Growth, connecting pleasure with landscape via the Wiston Estate Winery, providing space for business in the countryside at North Farm] but we can and will do more. ①

A shortage of suitable employment within the National Park leads to outward commuting, shortage of affordable housing leads to inward commuting. A shortage of suitable and affordable housing creates barriers to entry for many to remain within in our local communities. A shortage of community facilities and opportunities to engage leads to a less connected community and reduced understanding of the challenges that

different people face in their daily lives. As the evidence cited earlier in this document shows, this leads to ageing, homogeneous and imbalanced communities, to a loss of connection between families, between the place and its people and to an erosion of skills and understanding.

We want to use estate assets to improve this situation; to make it easier for people of all kinds, backgrounds and ages to be part of our local community and to retain and enhance connections between community and place. This means making the best use that we can of our assets and infrastructure. It means continuing to manage our housing portfolio in a positive and community focused way, particularly in helping the young and old to relate and learn from one another. It means providing more homes, workspace and community facilities in a way which enables and enhances the vitality of local communities.

These objectives will be addressed in the way we manage our existing residential and commercial assets but also by our plans to create new housing ③ and workspace, particularly via the projects at North Farm and Rock Common Quarry. ① ⑦

1 2 3

For project details, see Wiston Estate Action Plan on page 60 - 61 and full overviews in Appendices



Visitor Pressure

There are more than 46 million visits each year to the National Park and the health and wellbeing that these deliver is well documented¹³. However, the level of expenditure with local businesses by those visitors is low. We experience this pressure at Wiston directly with the volume of people and cars seeking access to Chanctonbury Ring and to the downland areas of the estate. We currently have few opportunities to capture spending from these visitors in order that they can contribute towards the upkeep of the natural assets they are using.

We need to encourage and enable people to stay locally and to contribute more to the local economy. We plan to do this by raising the profile of sensitive and commercial tourism on the estate through the winery and land based experiences such as; Vineyard tours and direct sales, via

increased opportunities for wine tourism, corporate events and weddings ①; through events in Wiston Park; by management of designated and permissive access through clear communication to users and associated infrastructure ⑤, enabling more protection of our vulnerable areas and, in time, through the provision of a range of overnight accommodation across different parts of the estate - with the initial focus on Great Barn and via the creation of a high quality visitor 'gateway' and 'honey pot' at Rock Common Quarry. ④ ⑤ ⑦



¹³ www.wildlifetrusts.org/sites/default/files/wellbeing-benefits-fr-nat-env-report-290915-final-lo_0.pdf

Development Pressures

Traffic volumes continue to increase on the A24 and A283. This has implications for our peace and tranquillity as well as the quality of air and the local environment. Demand for access to the landscape from growing populations, the need for aggregates and minerals to support wider development, for new housing, facilities, infrastructure and economic space to meet need and accommodate growth will all put pressure on habitat and tranquillity if poorly managed.

At Wiston we have an opportunity to manage this pressure to ensure that growth is delivered in a way which is complementary and which generates opportunities for investment in the very green infrastructure that it might otherwise undermine.

We intend to respond to this pressure with our Environmental Bank project and in the way we bring forward proposals for proportionate and sensitive development at Wiston, North Farm and at Rock Common Quarry. 1 6 7

1 2 3

For project details, see Wiston Estate Action Plan on page 60 - 61 and full overviews in Appendices



Succession Planning

One of the key enabling factors for long term stewardship of estates is the ability to pass the estate down through generations. This inter-generational approach is discussed below in the section on Ecosystem services and land stewardship. To take the simple example of planting trees and a woodland management plan. It might well be based on a 75 or even 100 year time frame.

The ability for assets to be passed from one generation to the next is becoming increasingly difficult. One of the main reasons for this is that in recent times the capital value of the asset has increased far beyond the income generated by the asset. This makes it almost impossible to pay off inheritance tax, from accrued income alone, particularly when the annual income is often required to invest in keeping the estate running day to day. The way these taxes can be paid is through sales. This is the main reason why the estate has shrunk over time from 20,000 acres in the early 20th century to just over 6000 acres in the present day.

We recognise that there are inevitable tensions associated with the concentration of ownership of land and property like the Wiston Estate in a single family. However, we also recognise what is possible when land is stewarded well and on a landscape scale. We hope that the positive strengths described throughout this plan add

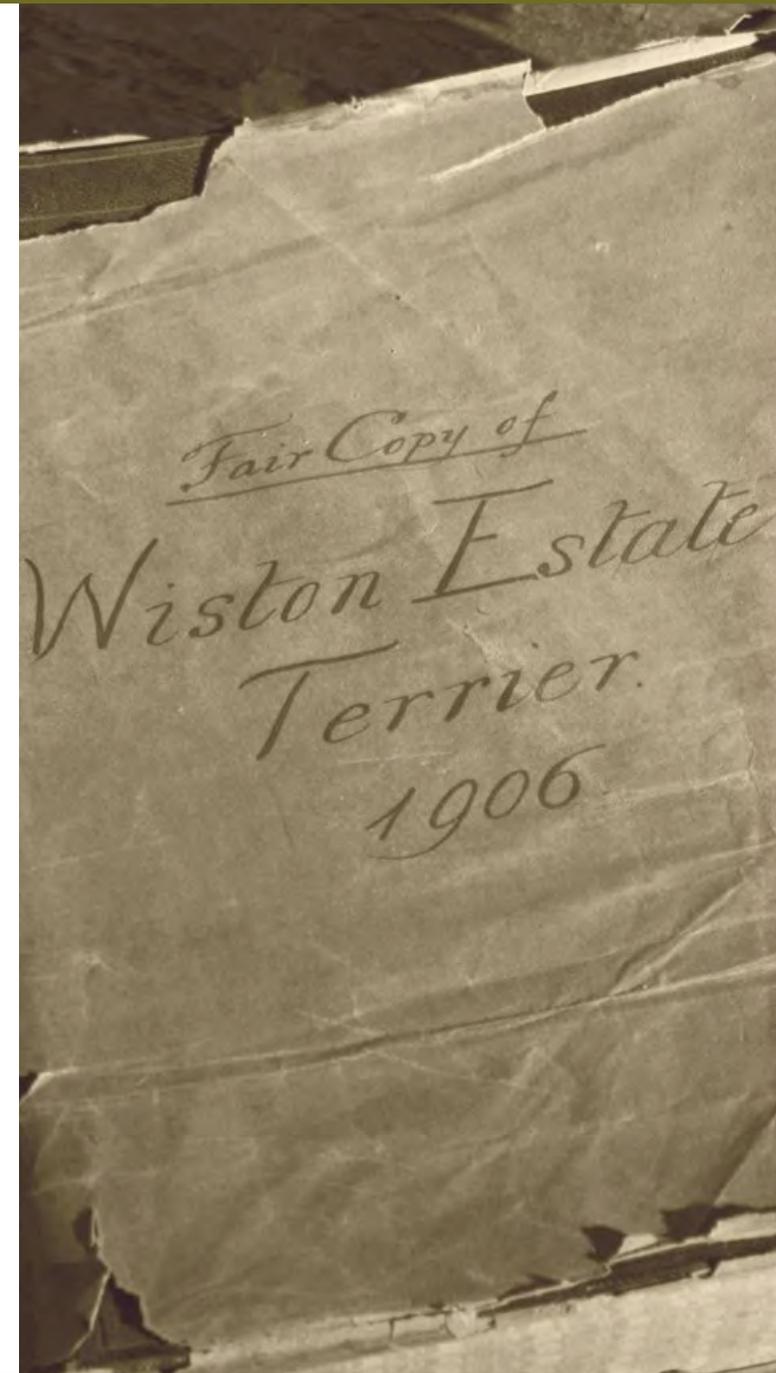
weight to this argument and it is our aim to keep the estate in tact as far as possible and rise to the challenge of good stewardship rather than abdicate that responsibility to others.

Understandably HMRC does not see things in completely the same way. They do see how important the role of small to medium businesses are and the key exemption that they support and estates like Wiston are moving towards is that of Business Property Relief. This is ultimately the only way that the non-agricultural assets (predominantly cottages) of the estate can be passed over from one generation to the other.

If this cannot be achieved then up to 40% of those assets will need to be paid in tax. That amounts to the sale of around 2,500 acres and would inevitably lead to the breaking up of the estate.

We will therefore be looking to increase the trading income across the estate as opposed to the investment income (that income derived purely from rents). This means we will be working with tenants and partners to create robust business partnerships that can stand the test of time and volatility.

A number of the proposed projects will also help to increase trading enterprise for the estate. The most clear examples of this will be the growing winery business.



Management Strategy

Having looked at the challenges facing the estate and the wider area, we will go on to look at what management practices we need to put in place to secure the beneficial Ecosystem Services that we so often take for granted.

The National Park Partnership Management Plan and emerging Local Plan are predicated on an objective to deliver sustainable development and in support of this take on an ecosystem led approach. This means managing the land and its assets (sometimes referred to as “natural capital”) to ensure that it generates a range of benefits for the people that live and work on the land, for those that visit it and for those that rely on it.

The language of ecosystem services is complex and is a relatively new description of what is inherently an integrated approach to land management. As mentioned above, essentially the concept is that the land (natural capital) can and should be managed positively to deliver a range of services and benefits.



Embedding Ecosystem Services into our management principles

The various Ecosystem Service elements; supporting, regulating, provisioning and cultural are continual themes that run throughout this document. They are therefore a fundamental part of our management principles and enable us to align with the National Park's duty to foster the social and economic wellbeing of local communities and its second purpose to promote opportunities for the understanding and enjoyment of the Park's special qualities.

We want to use the wider built assets and the dividends of centuries of people working and living alongside this natural capital to take forward the human and economic story.

We believe there is a strong spiritual element in our connection with the natural environment and together with our broad church community we will seek to grow in our understanding of it as a gift of creation to be loved and looked after.¹⁴

We want to look after and invest in our natural capital so that it can deliver all the Ecosystem Services identified. We also want to go further than this, to extend Ecosystem Services to incorporate built and human system services too.

With the help of others we want to continue to build our knowledge base of the ecosystem services that exist on the estate and to monitor their effectiveness and ability to sustain life.

We want to do what we can to make the Wiston area a better place to live and to equip and enable the people who choose to do so to live better.

We want to use our natural and built capital to connect with people that don't or can't live in the local area. To enable them to enjoy the space, the landscape and the experience, to understand the connections between the place and quality of life and for them [and all of us] to be richer from these experiences and enhanced understandings.

¹⁴See Wendell Berry's essay "Christianity and the Survival of Creation" in *Sex, Economy, Freedom and Community* (1993)



Our Commitments

The estate's owners will work with the wider team, with partners and tenants to generate the operational surplus that we need to support investment in stewardship and key capital projects. Within this context we commit to the following:

1. We will continue our commitment to farming diversity by supporting our tenant farmers and managing the land that we farm in hand in an efficient and environmentally sensitive way.
2. We will maintain our investment in the estate's woodlands, its parkland and areas of amenity to generate a wide range of ecosystem services and benefits.
3. We will be enthusiastic and effective partners in the Adur to Arun Farmers group and in the Grey Partridge project. We will continue to look for opportunities to promote and engage in landscape scale environmentally positive management and to provide the best possible conditions for a wide range of bio-diversity including the priority species that the estate already hosts.
4. We will look to engage users of the estate and inspire them through education and good communication about how to positively impact the flora and fauna of the estate.
5. We will maintain our houses, cottages and other buildings in the best condition that we can, investing to improve them where appropriate and ensuring that they continue to provide homes for people and families of all ages, backgrounds and interests. We will build new homes and community facilities, supporting local and neighbourhood plans as the opportunities arise.
6. Over the next decade we will work with Wilton Park to ensure that Wiston House and its gardens continue to be used in a way that brings leaders together and enables them to invest in the prosperity, wellbeing and security of people and communities across all parts of the world.
7. We will continue to develop our wine making and farming businesses and provide suitable sites and premises for others to engage in their own enterprise and business activity. We will invest in new and improved infrastructure to support business of all types and in new visitor facilities and accommodation to enhance the visitor economy of this part of the South Downs National Park.
8. We will maintain our partnership and investment in the Steyning Downland Scheme and continue to work with charities like Roots to Growth that use the estate for the benefit of vulnerable adults and those with special needs to enable fullness of life.
9. We will continue to support and work with the local church as they minister to the local community.

New Projects

In addition to “business as usual” we will work to identify and take opportunities to invest in new enterprise and infrastructure and in new environmental projects.

Specific new and additional projects that we hope to bring forward over the next five years are set out in the Action Plan on page 60 - 61 and described in the individual project summaries included below. The projects included represent our current thinking and ambition.

We have assessed each of these projects against their ability to contribute to both our vision for the Wiston Estate and the outcomes and objectives set out within the NPPMP. We are confident that these projects are valid and appropriate and that, individually and collectively they will promote the objective of securing sustainable development through an ecosystem service led approach.

The list of projects is not exclusive and we anticipate that others may emerge during the period of the plan. Where they do they will be tested to ensure that they will contribute towards our vision and that by taking on new initiatives we will not prejudice our core business and existing projects. We anticipate that the Action Plan will be refreshed for the second part of the plan, around 2020, in consultation with key partners including the National Park.



Wiston Estate Action Plan - Projects Commencing 2017 to 2025

Click Project Numbers to jump to Project Summaries

Project Number	Category	Project Title	Timeline		Ecosystem Benefits*
1	Local Economy	North Farm inc. Wiston Estate Winery	2017 to 2018		PS CS
2		Viable Future for Redundant Barns	2017 to 2022		CS
3	Community	Local Housing Needs	2017 to 2020		RS PS CS SS
4		Great Barn	2017 to 2019		PS RS CS
5		Access and Interpretation	2017 to 2019		CS
6	Environment	Environment Bank	2017 ongoing		SS PS CS RS
7		Rock Common Quarry	2018 to 2025		SS PS RS CS
8		Water Quality Strategy	2017 to 2018		SS PS RS CS

* SS = Supporting Services PS = Provisioning Services CS = Cultural Services RS = Regulating Services

Key



Project Number	Description	Outcomes and Benefits
1	<p>Expansion and creation of business park</p> <p>Expansion to Wiston Winery to create wine tours and direct sales infrastructure</p>	<p>Change of use of existing buildings and re-development to provide in the region of 10,000 sq m of new employment space.</p> <p>Re-use of 1900m2 of traditional buildings at North Farm Washington to create facilities to support Wine Tours and direct sales..</p>
2	<p>New visitor economy facilities including overnight accommodation of different kinds across the estate</p>	<p>Net gain in overnight accommodation offer in the local area; net gain in direct employment from Wiston Estate or by estate tenants; net increase in local expenditure by visitors to SDNP.</p>
3	<p>Provision of new housing, facilities and community space as part of the SWAB Neighbourhood Plan</p>	<p>New homes and community infrastructure including affordable housing, housing for current and former land based workers, a new community building and community orchard.</p>
4	<p>Creating a self-sufficient monastic retreat</p>	<p>Conservation and new life for a 18th Century grade II listed barn through the creation of a new monastic retreat and “traveller’s rest” for the South Downs Way.</p>
5	<p>Enhance access and understanding of the natural environment</p>	<p>To improve access to the Estate and inspire visitors with a greater understanding of the environment and our responsibility towards it.</p>
6	<p>Creation of Wiston Estate environmental offset project</p>	<p>Measurable net gains in biodiversity in response to developments on and related to the estate.</p>
7	<p>Restoration and re-development</p>	<p>New sustainable visitor economy facilities and infrastructure.</p>
8	<p>Estate scale water quality strategy</p>	<p>Work with partners and tenant farmers to identify actions to improve the quality of water bodies on and within the estate boundaries</p>

Outcomes for All

Set out below, and the final part of the Whole Estate Plan, is a statement and explanation of how these projects and our wider management approach will directly support the outcomes sought in the NPPMP.

We have addressed each outcome in turn setting out below the outcome statement and the contribution that actions and ongoing management within the framework of the Wiston Whole Estate Plan will make. New projects are identified in the Wiston Estate Action Plan and clearly numbered so that you can follow references to the project throughout the plan document.





Outcomes One & Two

The landscape character of the National Park, its special qualities and local distinctiveness have been conserved and enhanced by effectively managing land and the negative impacts of development and cumulative change. There is increased capacity within the landscape for its natural resources, habitats and species to adapt to the impacts of climate change and other pressures.

- Continued commitment to tenant farms and to diversified farming structure
- Ongoing commitment to positive environmental management of farmland and woodland beyond Brexit / CAP
- Maintain extent and proportion [of whole] of woodland and chalk grassland
- Secure net additional biodiversity and habitat by estate based “Environmental Bank plus” from any development on the estate

Outcome Three

A well-managed and better connected network of habitats and increased population and distribution of priority species now exist in the National Park.

- Continued commitment to landscape scale management and to integrated land management initiatives with neighbours via membership of and support for Arun to Adur Farm Partnership
- Positive management to maintain and enhance priority species in key areas of the Estate including SDS, Frieslands Chalk pits, north face of Chanctonbury Ring and to support and enhance farmland birds
- Ongoing actions to exclude or remove non-native invasive species
- Play lead part in creating a Water Quality Strategy and implement relevant actions to improve the condition of Honeybridge stream and Northover and Black sewer from poor / moderate towards good; focus on best practice in the area of watershed between the Arun & Western Streams and the Adur Ouse rivers catchments
- Sustainable management and restoration of the estates minerals sites

Outcome Four

The condition and status of cultural heritage assets and their settings is significantly enhanced, many more have been discovered and they contribute positively to local distinctiveness and sense of place.

- Continued commitment to the maintenance and management of Wiston House, its gardens and parkland
- Continued care in the refurbishment of listed buildings and to enable any EPC regulations to be met with appropriate aesthetic measures
- Investment in a portfolio of new assets and revenue generating enterprises (Rock Common, North Farm and others) to generate increased surplus to support this expenditure and ongoing maintenance and improvement of historic houses and buildings
- Increase estate trading activity to improve protection from capital taxation on inter-generational transfer
- Landmark of Chanctonbury Ring is well maintained and there is improved communication on its history and importance



Outcome Five

Outstanding visitor experiences are underpinned by a high quality access and sustainable transport network providing benefits such as improved health and wellbeing.

- Maintain investment and management of visitor infrastructure (car parks, access roads, tracks and trails, footpath equipment)
- Create new visitor infrastructure, offer and access points to South Downs Way and PROW network from key estate sites with enhanced connectivity such as North Farm, Steyning Downland Scheme and Rock Common to relieve visitor pressure from minor routes
- Investigate the potential to create an off-road cycle route from Washington to North Farm and then to connect to SD Way and wider trail network



Outcome Six

There is widespread understanding of the special qualities of the National Park and the benefits it provides.

- Continue investment in Steyning Downland Scheme and associated educational programme
- Consider opportunities to develop a local programme with Wilton Park to incorporate landscape and understanding of integrated and sustainable land management over time into conflict resolution
- Use Wiston Winery tours, direct sales and story to enhance connectivity between enjoyment and countryside and the importance of water quality
- Feature landscape setting and quality in the provision of iconic workspace at North Farm
- Focus on connecting people and place in the development of visitor accommodation and activities at Rock Common



Outcome Seven

The range and diversity of traditional culture and skills has been protected and there is an increase in contemporary arts and crafts that are inspired by the special qualities of the National Park.

- Provide new housing for occupation by the outgoing current generation and incoming next generation of skilled workers on the land and on local physical and cultural heritage
- Support the Society of St Columba in their development and operation at Great Barn
- Support continuity of local farming families via a commitment to tenanted farming and agricultural diversity
- Work with providers like Miscellaneous Adventures (who currently use Wiston Estate woodlands) to develop woodland and countryside skills courses on the estate
- Expand access to and scope of the Roots to Growth charity and activity

Outcome Eight

More responsibility and action is taken by visitors, residents and businesses to conserve and enhance the special qualities and use resources more wisely.

- Offer education and awareness through engagement and experience via SDS, events, Wilton Park, the Wiston Wine story, North Farm, Rock Common, Estate woodland tours etc.
- Interpretation boards at key access points to the estate (car parks, PROW etc.)
- Add to the 900 volunteer days currently spent on the estate
- Support the SWAB and Storrington & Washington Neighbourhood Plans to adoption and help deliver their outcomes via estate sites

Outcome Nine

Communities and businesses in the National Park are more sustainable with an appropriate provision of housing to meet local needs and improved access to essential services and facilities.

- Maintain commitment to management of estate housing stock to support sustainable communities and enhance vitality
- Provide new housing (open market and affordable) and community facilities
- Take opportunities to integrate the provision of housing and workspace and to support home-based working and businesses in estate properties



Outcome Ten

A diverse and sustainable economy has developed which provides a range of business and employment opportunities, many of which are positively linked with the special qualities of the National Park.

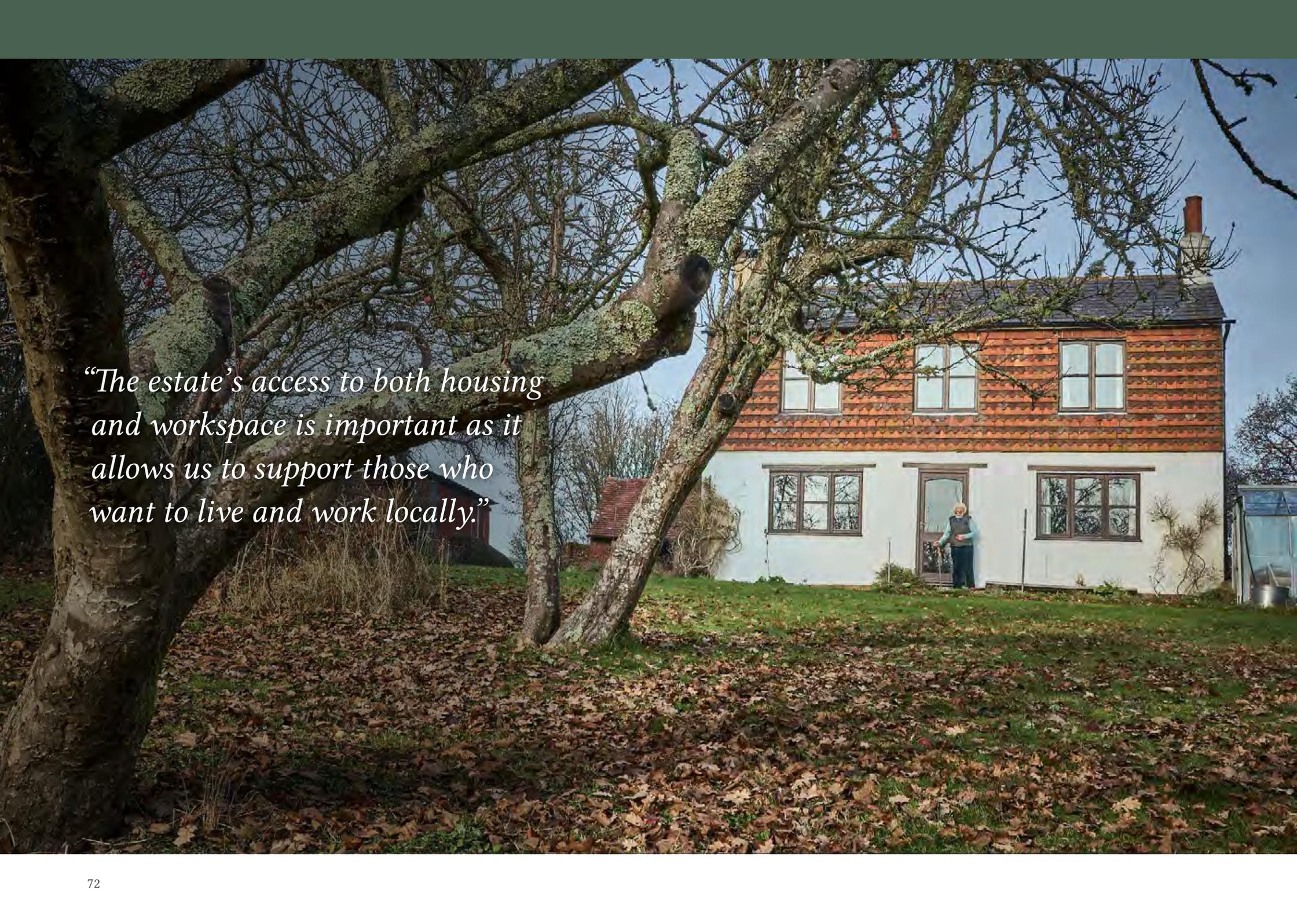
- Continue the sustainable growth of the Wiston Estate Winery; introduce winery tours, direct sales and wine tourism to bring the customer closer to the “terroir”
- Create a vibrant mixed employment site for the National Park at North Farm (emulate Staveley Mill Yard on the Lake District NP)
- Create an innovative place and countryside focused visitor destination and activity hub in the former sand quarry at Rock Common
- Develop new overnight accommodation offers of various types across Estate sites including Rock Common, North Farm, glamping, Great Barn etc.

Outcome Eleven

Local people have access to skilled employment and training opportunities.

- Increase the volume of employment and business hosted on the estate
- Maintain and extend connections with Steyning Grammar School
- Maintain and extend connections with Sussex and Brighton University and local wild life trusts.
- Utilise the new housing and community spaces to share and pass on skills from generation to generation
- Continue with our current apprenticeship schemes for land-based skilled work





“The estate’s access to both housing and workspace is important as it allows us to support those who want to live and work locally.”

Appendices

Appendix 1. Project Summaries

Appendix 2. Maps 

Appendix 3. Environmental Report 

Appendix 4. Socio-Economic Report 

Appendix 5. Heritage Report 

Appendix 6. Community Engagement Report 

1



North Farm



A rural business park, anchored by the Wiston Estate Winery that also hosts an integrated blend of production, services, direct sales, visitor and event facilities.

Vision

An exemplar rural employment and tourism site, set in a backdrop of vineyards, that hosts and showcases skills, innovation, local products, culture and custom.

Objective

The restoration of a once thriving rural employment site to; increase the availability of fit for purpose workspace; to attract businesses that leverage the sense of place provided by the South Downs; to provide an opportunity for visitors and residents to access, experience and enjoy local products and services from the South Downs.

- A place for productivity

Outputs

- Improvements and enhancements to Wiston Winery including expanded storage, introduction of direct sales facilities and the addition of a function venue
- The creation of new employment space [production and office] together with ancillary infrastructure and car parking

National Park Outcomes

CORE / MAIN:

Ten; contributing to a diverse and sustainable economy by hosting businesses and creating employment opportunities, many of which are linked to the special qualities of the National Park.

Eleven; increasing access to skilled employment and training opportunities for local people.

ALSO, CONTRIBUTES TO:

Five; outstanding visitor experiences underpinned by high quality access and sustainable transport network

Six; understanding of the special qualities of the National Park and the benefits they provide.

Eight; responsibility and actions taken by visitors, residents and businesses to conserve and enhance the Park's special qualities.

- The creation of up to 10 hectares of new Vineyard
- The creation of new event and function [wedding] venue together with visitor facilities [including overnight accommodation] for wine tourism
- Links to the public right of way network including the South Downs Way



ECOSYSTEM SERVICES:

Provisioning services; creating food and foodstuffs, making use of water, timber and energy.

Cultural services; making use of sense of place, tranquillity; linking to visitors and connecting with recreation and tourism services.

2



COMMUNITY



VISITOR
ECONOMY



ECONOMY

Viabile Future for Redundant Barns



A programme to secure the viable future use and maintenance of redundant barns across the estate.

Vision

To maintain historic and heritage built environment assets by securing financially viable future uses that respect and link to the special qualities of the National Park.

Objective

To retain the fabric and setting of these historic agricultural buildings; to provide new visitor accommodation, workspace and associated facilities.

- A place for people; a place without waste

Outputs

- Restoration and secured future use for historic and heritage buildings
- Creation of new visitor accommodation and related facilities
- Creation of new workspace and related facilities

National Park Outcomes

CORE / MAIN:

Four; condition and status of cultural heritage assets and their setting is significantly enhanced and they contribute positively to local distinctiveness and sense of place.

Ten; a diverse and sustainable economy which provides for employment opportunities which are positively linked to the special qualities of the National Park.

ADDITIONAL / ANCILLARY:

Seven; range and diversity of traditional culture and skills has been protected.

ECOSYSTEM SERVICES:

Cultural; cultural heritage values, recreation and tourism services.





HOUSING



COMMUNITY

3

Local Housing Needs



Working alongside local Neighbourhood Planning groups to enable future housing for the future sustainability of a diverse community.

Vision

Creating high quality homes for estate workers [former, current and new], local people and those wishing to join the community with a strong sense of place supported by the provision and shared maintenance of community buildings and open space.

Objective

To increase the availability of housing suitable for those engaged in stewardship, landscape and estate management; to add to the stock of affordable housing available locally and to provide new homes for 'down-sizers' and young families to enable the sustainable growth of this important local service centre.

- A place for people; a place for learning and exploration

Outputs

NEW HOMES INCLUDING:

- The creation of a new and dedicated land & estate worker 'neighbourhood' where former and new / current young members of staff can live side by side
- New affordable housing for local people
- New homes for 'down-sizers' and young families

National Park Outcomes

CORE / MAIN:

Nine; communities are more sustainable with provision of housing to meet local needs and to improve access to essential services and facilities.

ADDITIONAL / ANCILLARY:

Six; widespread understanding of the special qualities of the National Park and the benefits it provides.

Seven; the range and diversity of traditional culture and skills have been protected.

Eight; more responsibility and action is taken by residents to conserve and enhance the special qualities and use resources more wisely.

Eleven; local people have access to training opportunities.

NEW COMMUNITY INFRASTRUCTURE INCLUDING:

- A new community building incorporating an office space for the Steyning Downland Scheme and National Park ranger[s]
- Shared public spaces and green areas / orchards which can be managed collaboratively and as part of / alongside the Steyning Downland Scheme
- Resolving local issues by releasing capital for design and engineering works

ECOSYSTEM SERVICES:

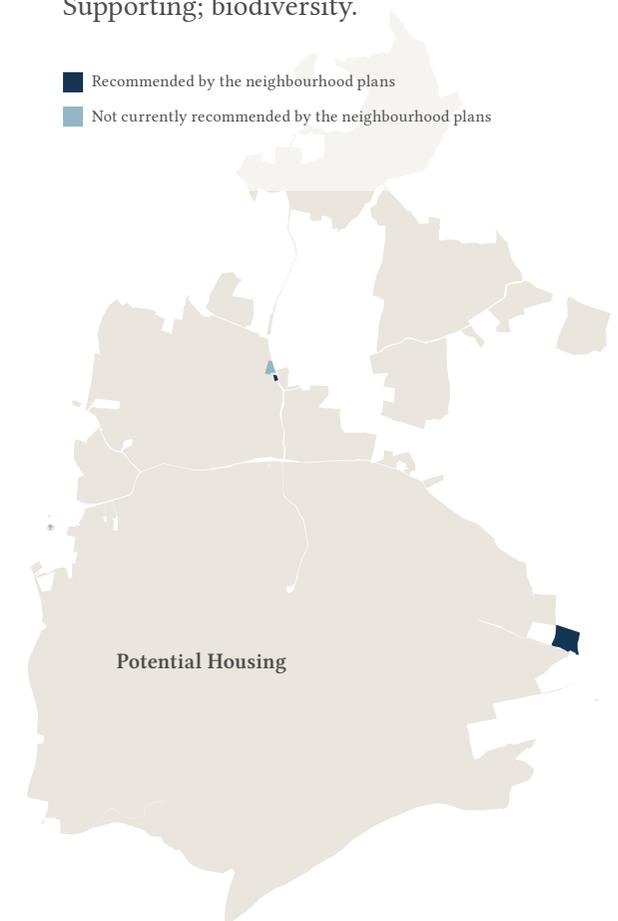
Regulating; water flow and flood.

Provisioning; energy.

Cultural; cultural heritage values.

Supporting; biodiversity.

- Recommended by the neighbourhood plans
- Not currently recommended by the neighbourhood plans





Great Barn



Conversion of existing listed barns and upgrading of modern farm buildings to create new retreat accommodation, refectory, chapel, market garden and 'trailside' café and to improve the facilities of this rare breed organic beef Farm.

Vision

A spiritual retreat and hub for the Community of St Columba incorporating spaces for prayer, contemplation, working with the land, shelter and refreshment.

To equip a heritage organic farm for the future.

Objective

To create a viable future for the heritage buildings; to provide a home and heart for the Community of St Columba; to enable a mutually beneficial partnership between the Estate and the Community and to add to the facilities available to visitors along the South Downs Way.

To enable a vibrant future for the Great Barn Sussex beef herd [one of the few pure Sussex cattle bloodlines remaining in the county].

- A place for people; a place for learning and exploration; a place without waste

Outputs

- Restoration and secured future use for Grade 2 listed barn and related buildings
- Significant enhancement of the setting of the heritage asset
- Creation of new spiritual facility
- Creation of new visitor accommodation and related facilities
- Creation of new livestock handling facilities, storage for fodder and accommodation

National Park Outcomes

CORE / MAIN:

One; local distinctiveness conserved by effectively managing land

Four; condition and status of cultural heritage assets and their setting is significantly enhanced and they contribute positively to local distinctiveness and sense of place.

Five; outstanding visitor experiences

Seven; range and diversity of traditional culture and skills has been protected

ADDITIONAL / ANCILLARY:

Ten; a diverse and sustainable economy which provides for employment opportunities which are positively linked to the special qualities of the National Park.

ECOSYSTEM SERVICES:

Provisioning; food and foodstuffs, genetic heritage, water, energy and timber as resources.

Regulating; soil quality

Cultural; landscape as spiritual setting; tranquillity and contemplation; recreation and learning



5



Access and Interpretation



A programme to deliver enhanced access to the estate by connecting existing parts of the PROW network; and improving car park infrastructure; a programme to improve understanding of the natural environment, the management and stewardship of land.

Vision

An enhanced network of permissive and public paths which provides an opportunity for people to enjoy and better understand the natural environment and the impacts that we can have upon it.

Objective

To improve access to the estate; to inspire visitors with a greater sense of understanding of our environment, our responsibility towards it and why some areas should be for wildlife only.

- A place for nature; a place for learning and exploration; a place for people

Outputs

- New permissive paths connecting Steyning to Washington
- New permissive paths connecting North Farm to Washington and to the South Downs Way
- New interpretation boards

National Park Outcomes

CORE / MAIN:

Five; outstanding visitor experiences are underpinned by a high-quality access and sustainable transport network providing benefits such as health and well-being.

Six; a wide spread understanding of the special qualities of the National Park and the benefits it provides.

Eight; more responsibility and action is taken by visitors, residents and businesses to conserve and enhance the special qualities and use resources more widely.

ECOSYSTEM SERVICES:

Cultural; inspiration values; recreation and tourism.

- Improving and safeguarding car parking facilities and their ongoing maintenance
- Continued partnership with the Steyning Downland Scheme to enable the objectives of the charity in engaging the local community (and young people in particular) with the neighbouring landscape



6

Environment Bank



ECOLOGY



LANDSCAPE



ECONOMIC



A programme to attract investment arising from development [on and beyond the estate] and to offset its environmental impact through the creation of additional habitat and positive environmental management of designated areas of estate land to improve the conditions for bio-diversity with a focus on specific priority species.

Vision

The establishment of a long-term investment programme for habitat improvement and maintenance on Wiston Estate funded by development activity [internal and external].

Objective

To enhance bio-diversity and the conditions for priority species on the Estate and provide a means to offset the environmental impacts of important developments in the south-east region.

- A place for nature; a place for learning and exploration; a place without waste

Outputs

- A net enhancement in the extent and quality of habitat suitable for priority species on the estate [measured against the WEP baseline]
- An increase in net inward investment into the estate for positive environmental land management [over and above the monies paid via CAP [up to 2020]
- Enhanced understanding of the opportunities available from bio-diversity off-set amongst land managers and farmers

National Park Outcomes

CORE / MAIN:

Two; increased capacity within the landscape for its natural resources, habitats and species to adapt to the impacts of climate change and other pressures.

Three; a well-managed and better connected network of habitats and increased population and distribution of priority species.

ADDITIONAL / ANCILLARY:

Seven; range and diversity of traditional culture and skills has been protected.

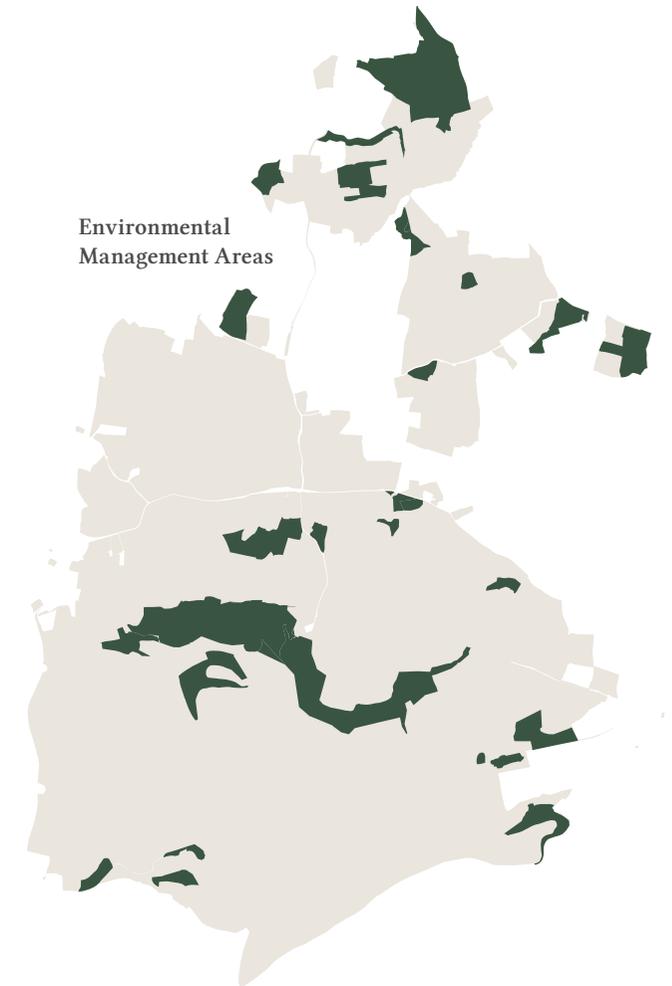
ECOSYSTEM SERVICES:

Supporting; biodiversity, water cycling.

Provisioning; genetic diversity,

Cultural; tranquillity

Regulating; pollination, disease and pest regulation, erosion, soil quality, water flow and flood.



7

Rock Common Quarry



ECOLOGY



VISITOR
ECONOMY



ECONOMY



A new ecology focused visitor destination incorporating an eco-lodge development set within the restored sand quarry.

Vision

An integrated ecological resource and National Park visitor destination co-located with eco-tourism accommodation forming a gateway to explore woodland and downland centred experiences.

Objective

To secure the positive re-use of the worked-out sand quarry; add to the stock of visitor accommodation available in the local area and create a visitor hub for the National Park.

- A place for nature; a place without waste, a place for learning and exploration

Outputs

- Fully restored former sand quarry with new habitat and enhanced biodiversity
- New National Park visitor destination and educational resource
- An access point to a network of neighbouring estate experiences across the National Park
- New visitor accommodation and recreational infrastructure
- Jobs and local spending

National Park Outcomes

CORE / MAIN:

Six; widespread understanding of special qualities of the National Park and the benefits it provides.

Eight; more responsibility and action by visitors, residents and businesses to conserve and enhance the special qualities and use resources more widely.

Ten; a diverse and sustainable economy which provides a range of business and employment opportunities, many of which are positively linked to the special qualities of the National Park.

ADDITIONAL / ANCILLARY:

One & Two; increased capacity within the landscape for habitats and species.

Three; better connected networks and an increased population and distribution of priority species.

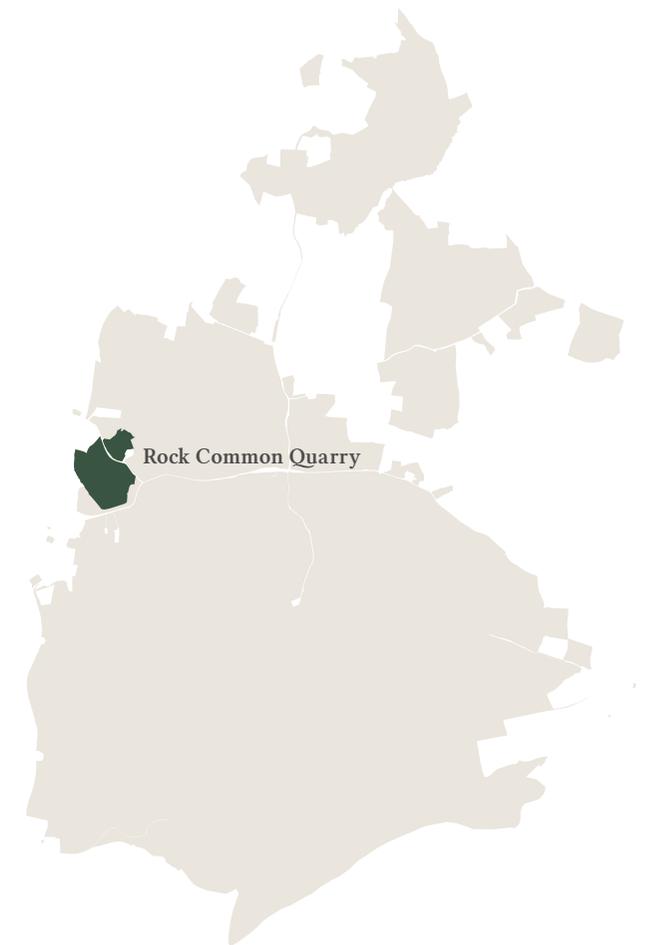
ECOSYSTEM SERVICES:

Supporting; the creation of new habitat to enable biodiversity, soil formation

Provisioning; clean water, energy

Regulating; erosion, pollination

Cultural; tranquillity, inspiration, recreation and tourism services.



8



ECOLOGY



VISITOR
ECONOMY



LANDSCAPE

Water Quality Strategy



A landscape scale investigation into the condition and quality of water bodies across the estate leading to a strategy for improvement.

Vision

An evidence based study that can be used as a prompt for wider collaborative action with partners such as the Adur to Arun Farmer's Group, neighbouring estates, the EA, Southern Water and Brighton University to monitor and improve water quality in the catchment.

Objective

Shared understanding and commitment to water quality at landscape scale; greater awareness of the full benefits of water quality including a link to water based products [e.g. beer, food etc.] and promotional opportunities in the visitor economy.

- A place for nature; a place for learning and exploration; a place without waste

Outputs

- Knowledge and evidence on water quality and influences on water quality across the estate particularly in relation to land management
- A plan to monitor and improve water quality over time
- Enhanced understanding of the full benefits that can arise from clean water
- A shared commitment to water quality on a landscape scale

National Park Outcomes

CORE / MAIN:

Two; increased capacity within the landscape for its natural resources, habitats and species to adapt to the impacts of climate change and other pressures.

Three; well managed and better connected network of habitats and increased population and distribution of priority species.

Six; wide spread understanding of the special qualities of the National Park and the benefits it provides.

ADDITIONAL / ANCILLARY:

Eight; more responsibility and action is taken by visitors, residents and businesses to conserve and enhance the special qualities and use resources more wisely.

ECOSYSTEM SERVICES:

Supporting; water cycling, nutrient cycling, biodiversity.

Provisioning; water supply,

Cultural; recreation and tourism services.

Regulating; water flow and flood, water quality, disease and pest.

