

## 6. Farmed landscape

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### Summary record of changes

#### **Note of changes following final comments from the Kent Downs AONB Joint Advisory Committee/ Jan/ Feb 2021**

*The viticulture studies are better referenced*

*Reference is made to the rare and threatened arable plants found in the Kent Downs*

### Our vision for the farmed landscape of the Kent Downs AONB

In 2031... the Kent Downs AONB is a place where agriculture takes and is appreciated for a pivotal role in the conservation of natural beauty and landscape qualities and character of the Kent Downs. Sustainable farming is the predominant land-use of the AONB and the heritage of mixed farming is retained in a contemporary context, supporting and enhancing landscape character, soils health, nature and is an important part of the Kent Downs contribution to achieving net zero carbon emissions. There is a greater public understanding of the roles of farming and more opportunities to gain carefully managed access to farmed landscape and to understand farming systems. Despite the changing context a broad range of crops are sustainably produced and are suited to the increasing extremes of climate, local conditions and market forces as well as the landscape. Naturally diverse permanent grasslands are well managed and orchards, plats and hop gardens retain an important place in the landscape. The flourishing number of vineyards are managed in a way that conserves

the characteristics and qualities of the AONB. The high-quality products of the Kent Downs are commercially successful and high environmental quality is a market advantage.

## 6.1 Overview and context

The Kent Downs AONB is principally a farmed landscape, with around 64% of its land classed as agricultural. Centuries of changing farming practices have shaped the landscape to create an important part of the natural beauty which is celebrated today. Historically the range of soil types of the Kent Downs has supported mixed farming practices where arable crop production has co-existed with livestock grazing and horticulture. The patchwork of land-use created by mixed farming is also vital for many valued plant and animal species associated with farmland. The farmed landscape is much valued for the access afforded along public rights of way, permissive paths and open access land.

Departure from the European Union is expected to be the most significant change to the context for farmers and land managers in the Kent Downs, since the UK joined the European Community in 1972. This management plan will operate during a period of substantial change in the farming economy. The intended direction of travel has been signalled in the Government's 25 Year Environment Plan the Agriculture Act (2020) and Environment Bill but agriculture is operating in an increasingly uncertain and volatile environment.

### Farm tenure and farming type in the Kent Downs

Figure 6.1 indicates that the Kent Downs AONB continues to be a landscape of mixed agricultural use. There has been a reduction in overall farmland area as well as a rationalisation of farming practice. *This data originates from Defra, Geographical breakdowns are only available in the years that correspond to the EU Farm Structure Survey, next updates expected early 2021 which will be inserted if available.*

% of Farmed Land cover	1961	1972	1990	1999	2007	2008	2009	2010	2013	2016
Arable	53	64	58	55	50	54	55	54	52	54
Grassland	37	27	35	30	34	35	34	34	35	32
Grassland with scrub	0	0	1	9	Data not available					
Orchards and hops	7	6	4	4	2	3	2	2	2	2
Parkland	3	3	2	3	Data not available					
Area of Farmed Land (ha)	64,227	64,925	64,141	64,546	60,836	57,833	57,213	55,797	55,477	58,132

Figure 6.1 Farm Cover in the Kent Downs AONB

Figure 6.2 shows an increase in the changing nature of farm holdings in the Kent Downs, this picture is expected to change still further in the plan period. There has been a move to larger 'contract' farming and cooperative farming ventures, especially on the most productive land in order to achieve economies of scale, this can lead to larger fields to accommodate larger machinery and to crop rotations on a whole farm rather than field scale. The move to larger scale farming shown in Figure 6.2, can also lead to monocultures over large areas which

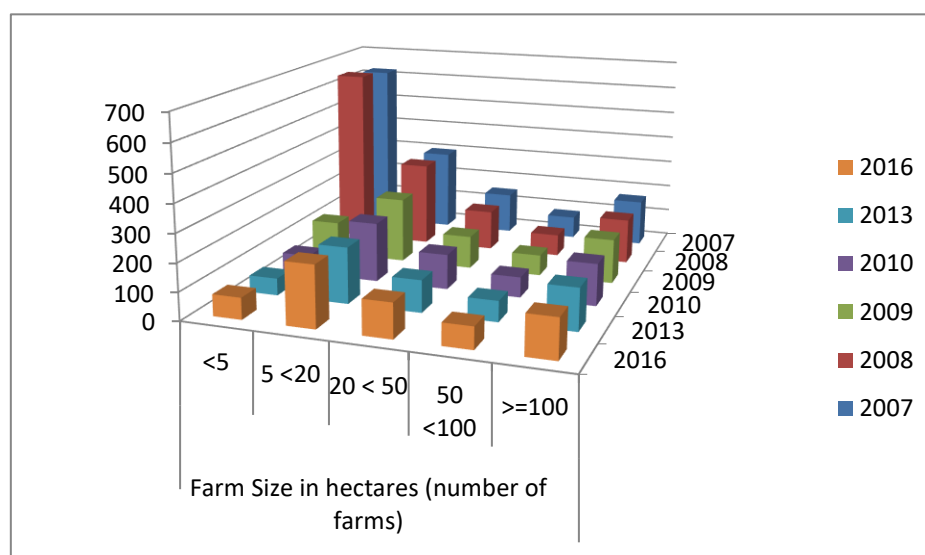


Figure 6.2 Farm Size in the Kent Downs AONB

consequently leads to lack of mosaic and therefore reduced opportunity for natural biodiversity, and increasing fragmentation of natural biodiverse pathways.

When medium sized farms are absorbed into larger holdings, farmhouses and buildings can be sold off with small holdings or to 'amenity' farmers and landowners who are not reliant on agriculture as a main income. The general setting and relationship between buildings in farmsteads and immediate landscape around farm buildings is becoming more 'suburbanised'. The separation of farm holdings and farm cottages and the increasing price of housing effectively prices agricultural workers out of the rural housing market.

An increasing focus for farm business is to enhance the skill base or human resource so that farm enterprises can remain viable, resilient and effective; operating sustainably with a strong knowledge base that encompasses the wide context that farming now operates within. At the same time the automation of elements farming means that low skilled work is less likely to be available.

### Changing financial signals to farmers.

Since WWII early government policy and incentives encouraged increased food production. Farm businesses responded by adopting new crops, technologies and practices, which have seen a marked increase in crop production and efficiency of scale. In some cases, the cost has been the loss of landscape quality, biodiversity and historic features that have been part of the mixed farming landscape for centuries; elsewhere farmers have chosen to conserve and enhance the landscape at the same time as increasing productivity.

Where there has been removal of hedgerows, woodlands and field margins, deep ploughing

of grassland and drainage of wetlands, as well as the intensive use of pesticides and inorganic fertilisers the result is sometimes sterile farmscapes with little wildlife or reduced landscape interest, and damaged soils, albeit this form of agriculture is highly productive.

More recently the agricultural economy has been subject both to the removal of production-based subsidy and to increasing volatility driven by global markets and climatic fluctuations affecting both produce value and production costs. These pressures require farmers to make increasingly market led decisions and to use up to date methods to retain competitive advantage, reduce risk and add financial and environmental resilience. At the same time public opinion and Government policy has strengthened in favour of environmentally sensitive farming that produces high-quality food with less cost on the public purse.

The departure of the UK from the EU brings with it potentially significant changes and challenges and substantial amounts of uncertainty. The signals from Government through the Agriculture Act and Environment Bill indicate that future public financial support for agriculture will be focused on 'the public good'; this will include new access opportunities; enhancement of water, soil and air, investments in nature recovery and in landscape beauty, so called ecosystems services. The details of the new Environmental Land Management systems will be piloted and implemented during the plan period and the Kent Downs AONB Unit will be delivering a 'Farming in Protected Landscapes' programme.

### **Livestock farming in the Kent Downs**

Sheep and beef cattle play an important part in the AONB land-based economy and form an important part of the mixed farming landscape. There has been a continued decline in livestock numbers (particularly sheep which have nearly halved in number since 1990). Grazing is important to retain the special character of the AONB particularly in permanent semi natural grasslands. Grazing animals are linked to greenhouse gas emissions and there is a focus on reducing meat consumption as part of the response to climate change; in this context it is important to note that low intensity grazing on natural sites has a much lower greenhouse gas footprint than many other sources of beef and lamb. The decline in livestock numbers is expected to continue following the UK exit from the EU the High Weald AONB has researched opportunities to redress the change (Restocking the High Weald report) – many of the proposals are applicable to the Kent Downs.

There are multiple pressures faced by livestock enterprises. The loss of grazing livestock and skilled graziers due to the poor economics of grazing, has led to areas of grassland that were previously grazed, falling out of use only to be ploughed up for crops, planted with trees, converted to leisure use or scrubbed over through abandonment, indeed research by the [University of Sheffield \(2020\)](#) shows that tree planting may become more financially viable than sheep farming. At the same time the role of sustainably managed livestock in improving soil quality is increasingly understood and there is a potential that rotational agriculture may increase in response to soil degradation.

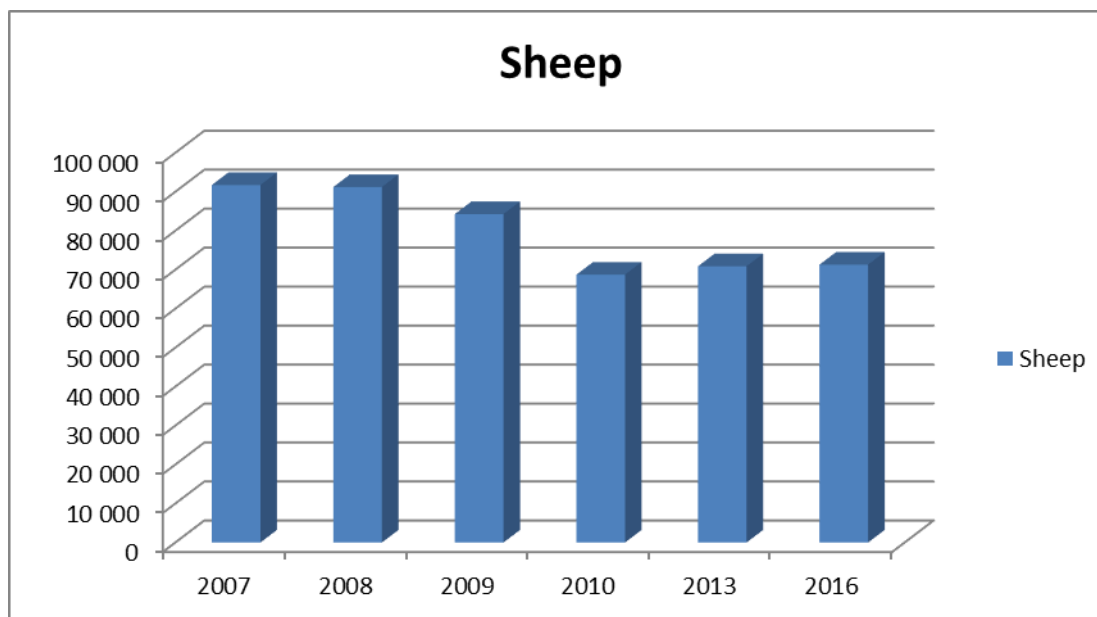


Figure 6.3 Sheep numbers in the Kent Downs AONB

Horses are an increasingly common grazing animal in the AONB; equine management is classed as leisure rather than agricultural use. Equine activities play an important role in the AONB land-based economy and can provide a market for local farm produce for feed and bedding for instance. If managed in a sustainable and sympathetic manner, horse grazing can make a positive contribution to the management of the pastoral quality of the AONB's natural beauty. However examples of good practice can be difficult to find and the impacts of growth in equine enterprises have tended to detract from the Kent Downs landscape character, creating subdivided paddocks, new structures, overgrazing, lighting and ménages. Good practice guidance has been published for the management of land for horses in the Kent Downs AONB.

### Arable agriculture

Part of the mixed farm picture of the Kent Downs landscape arable agriculture is an important economic component of the Kent Downs. Key crops include wheat, oil seed rape and barley. There is an unusually high amount of grade 2 and 3 agricultural soils in the AONB, when compared with other Protected Landscapes, making arable agriculture viable with parts of the AONB being a focus for production based agriculture. Arable crops are undifferentiated commodities with generally little opportunity to add value in the farm enterprise and local economy. Like many types of agriculture, arable farming is increasingly driven by technological innovation which can lead to the simplification of crop rotations and field patterns but can also drive greater precision and efficiency. At the same time the role of minimal or no tillage farming in improving soil quality is increasingly understood and there is a potential that this form of cultivation as well as other regenerative agricultural practice may increase in response to soil degradation and climate change mitigation and resilience.

Arable field wild-flowers are amongst the most threatened groups of plants in the UK. Some of the arable farmland of the Kent Downs include some of the most valuable sites for these

plants in Britain, notably Ranscombe Farm nature reserve. The Kent Downs offers the potential to enhance the abundance of these most threatened plants

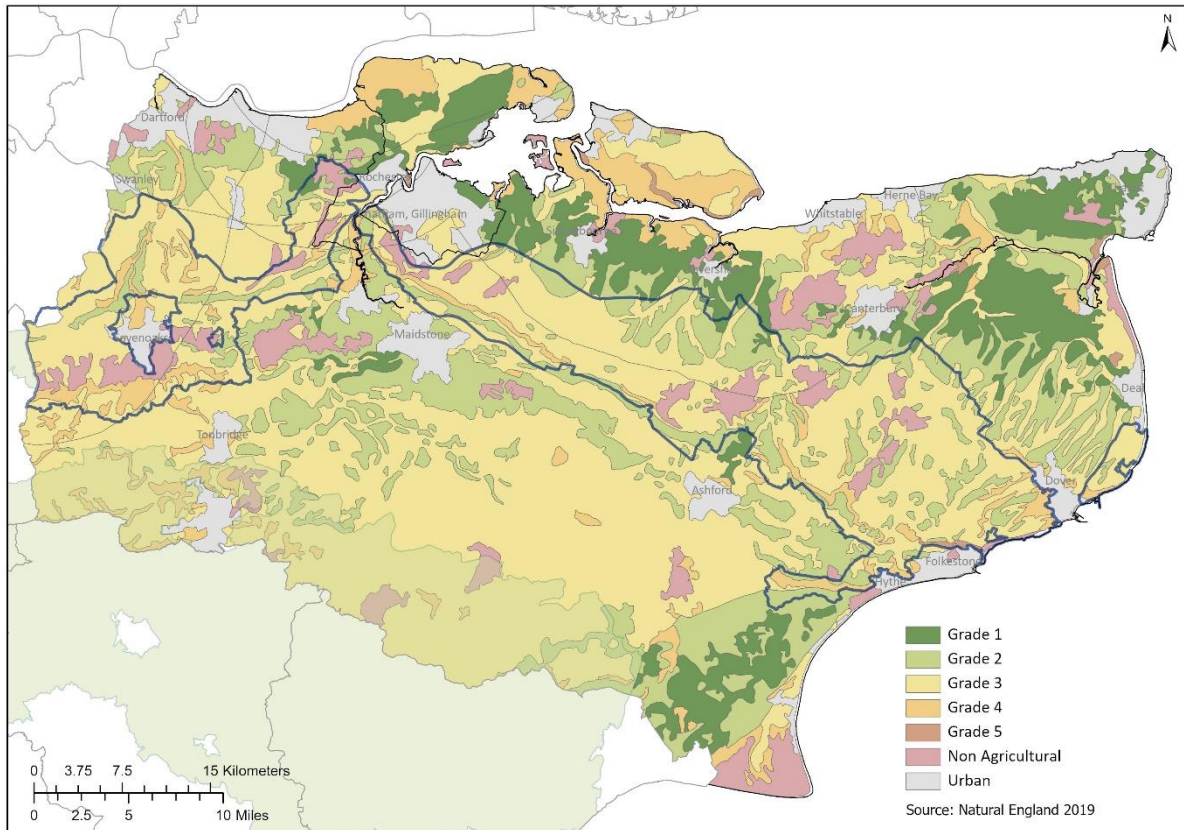


Figure 6.1 Agricultural land classification in Kent

### Orchards and Fruit

Traditional orchards of large trees with understorey grazing are much valued in the landscape and rich in wildlife however they are difficult and uneconomic to manage and many have been grubbed or replaced by more productive and labour-efficient, safer, smaller fruit trees grown in closely spaced rows. Their greater uniformity and more intensive management have reduced the associated wildlife and landscape value of these orchards. They do, however, provide a modern and important link to a valued historic landscape; orchards can be important for biodiversity, carbon storage and the local economy.

Other horticultural activities add variety and interest to the AONB landscape. For example, lavender, as a crop for essential oils has replaced a number of hop gardens, and a rapidly increasing number of vineyards have been planted adding a new hue to the AONB scenery. A further locally distinct landscape feature is the production of cobnuts in the south east corner of the Greensand Ridge, centred around Platt and Plaxtol (a cobnut orchard being called a plat)

The area of orchards and hop gardens in the AONB has decreased by nearly 50% since 1961 (70% nationally). There has however been a recent upturn in orchard planting including walnuts and new fruit varieties such as apricots which could increase significantly if the predicted climate changes take place. Additionally, the use of polytunnels has increased slightly.

Vineyards are a rapidly increasing component of fruit growing in the Kent Downs Vineyards are often located in prominent positions in the landscape and by their nature tend to be highly visible. Viticulture is a high value, high profile activity, generating relatively high levels of employment when compared with other agricultural uses. Careful vineyard management can present opportunities to create new areas of flower-rich grasslands and species rich hedgerows, however there are often development pressures associated with viticulture, including the establishment of wineries, visitor centres, wire works and provision for workers which can be landscape detractors. The Kent Downs AONB Unit has led a Test and Trial researching best practice in vineyards for Defra's Environmental Land Management scheme; the recommendations will be promoted in the AONB and amongst other National Landscapes.

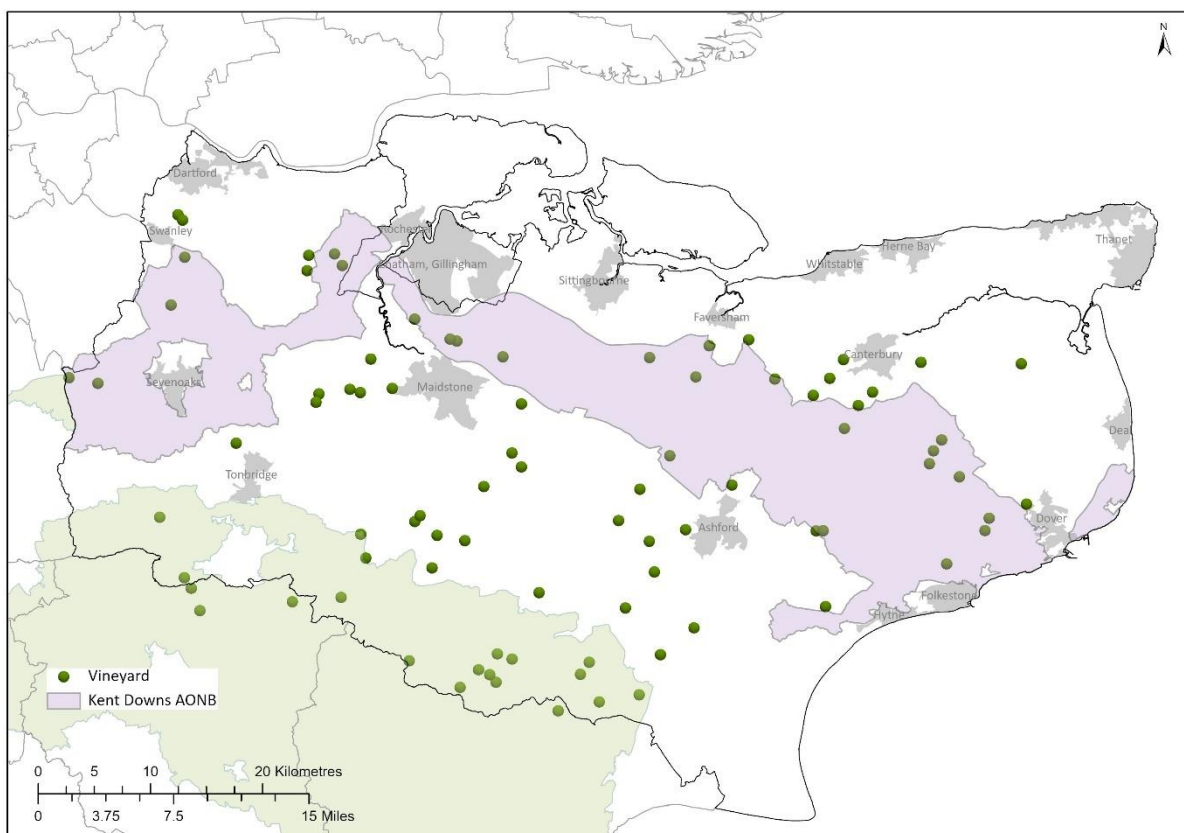


Figure 6.2 Vineyards in the Kent Downs AONB (will be updated in final plan)

While currently covering a small area of the AONB the use of polytunnels and glass houses is anticipated to continue increasing (together with the associated transport and storage infrastructure) in order to meet the needs of post EU exit fresh food supply, quality standards and a longer season as required by customers. Polytunnels can be significant detractors from landscape character and qualities in the Kent Downs and in its setting, poly tunnels and glass houses can create high demands for water and create drainage problems. Poly tunnels are temporary developments and often now use hydroponics meaning that their location is no longer connected to soil type, meaning that less sensitive locations can be chosen. As temporary developments decommissioning strategies should be established and enforced. The horticultural sector is a small but often prominent feature in the AONB landscape and significant to the rural economy. [Link to guidance](#)

### *Agriculture and Climate Change*

Climate change adds a further powerful influence with agriculture having an important role both in adapting to the changes already in train and mitigating further impacts. The IPCC Special report on Climate Change and Land (2019) brings a special focus on the place land management and agriculture has in responding to climate change. Agriculture has been a significant net contributor to carbon, methane and nitrous oxide emissions globally, at the same time agriculture is extremely sensitive to climate change impacts, in particular changing weather patterns and increasing extremes in weather events.

The IPCC report emphasises that most land-related responses that contribute to climate change adaptation and mitigation also combat land degradation and enhance food security, as well as contributing to sustainable development and other societal goals, so called 'co-benefits'. The Committee on Climate Change report on land use (2020) promotes low carbon farming techniques, a reduction in the most carbon intensive products, more tree planting and increasing agro-forestry and further increases in bioenergy crops.

The National Farmer's Union (NFU) and Country Land and Business Association (CLA) have both recognised the important risks of climate change and role that farming has in response. The NFU have published a plan to meet net zero carbon from agriculture by 2040 which includes increasing efficiency, enhancing carbon storage in soils and woodlands and coupling bioenergy with carbon capture. Other approaches where agriculture can have an important mitigating effect as well as engendering adaptation include evolving agricultural systems including supporting nature-based solutions to climate change and carbon management, regenerative agriculture and agro-forestry.

There is an important role for agriculture in Kent Downs to adapt to and mitigate the urgent climate impacts.

### *Farmsteads and Historic farm buildings*

Historic farm buildings are an important cultural part of the landscape and are the category of historic building most at risk; farmstead guidance prepared by the Kent Downs AONB Unit in partnership with English Heritage and Kent County Council seeks to secure this important special characteristic in the Kent Downs.

### *Agri-environment schemes and Environmental Land Management*

The public farm payment arrangements are critical to the management of the Kent Downs landscape with agri-environment and cross compliance schemes having made an important contribution to landscape conservation.

Since its inception in 1991, the Countryside Stewardship Scheme (CSS) which was followed by the Environmental Stewardship Scheme (ESS) and subsequently the current Countryside Stewardship (CS) have brought positive changes to the landscape, wildlife and historic features of the AONB and continue to do so. Such schemes have achieved significant enhancements to the landscapes of the Kent Downs, 39,699ha (45%) of the AONB (this equates to 74% of the utilisable agricultural area) is managed under agri-environment schemes, 262 agreements are in place. This includes 5,538ha of managed grassland with 487ha with public access payments. 734ha of unimproved chalk grassland and 250ha of semi improved chalk grassland.

The eastern part of the Kent Downs AONB has been the focus of a 20-year programme



which has applied Countryside Stewardship payments to deliver landscape scale conservation in the farmed environment. A consistent 1:1 approach of advice and support in five focused areas of 50-80km<sup>2</sup> and to groups of 12 to 20 farmers has created large areas of restored and recreated grassland. The figures and outcomes are impressive with over 900Ha of arable and species poor grassland now converted to wild-flower rich meadows 300Ha of which have been sown with native, local wildflower mixes.

The exit of the UK from the EU brings with it an opportunity to look again at how public funding supports farming and land management to enhance landscapes, improve access and respond to the climate emergency and take part in nature recovery. The Environmental Land Management systems are being tested and co-designed with farmers and land managers and pilots of a new scheme which will use public money for public good will run in the mid-term of the plan period and the Farming in Protected Landscapes Scheme will be established. Much remains to be defined but the 'public goods' have been clearly signalled by the 25 Year Environment Plan and the AONB Unit has run three tests and trials for Defra.

#### *Collaborative approaches to farming and the landscape*

Research and pilots in various Nature Improvement Areas, such as the Marlborough and South Downs add to the east Kent work led by Natural England and show the greater potential for landscape and biodiversity gain from wide collaborative management across farm holdings (clusters) rather than at a single farm holding level. This approach can address the issues of managing ecosystem services and seeking payment for them. Given future natural resource management issues and the importance of the farmed landscape to the natural beauty of the Kent Downs, a wide collaborative approach to farming and landscape could form an innovative future approach to landscape management in the Kent Downs. Farmer cooperation is an important theme in the developing Environmental Land Management approach.

#### *Nitrate Vulnerable Zones and catchment sensitive farming*

An important part of the AONB is covered by Nitrate Vulnerable Zones (NVZ). The NVZ programme aims to reduce nitrate pollution in water through regulation of how and when nitrogen is applied to land, the management and storage of manure and the use of cover crops. Farmers in a Nitrate Vulnerable Zone are required to follow mandatory rules to tackle nitrate loss from agriculture, Countryside Stewardship schemes target areas of the Kent Downs AONB to assist with the management of the water environment.

Catchment Sensitive farming advice (provided by Natural England and Commercial Water Companies) looks to address the diffuse water pollution from agriculture at source, pathway and receptor sites. It provides both 1-2-1 advice and farm cluster workshop and training events for farmers and looks to collaborate, negotiate and influence in a well-informed way to achieve pragmatic outcomes. Relevant to this is the ban on Metaldehyde for outdoor use in agriculture and the recent Farming Rules for Water legislation which protects water from runoff (soil, fertiliser and manures); this has 8 rules based around assessing risk and taking the appropriate steps to avoid or mitigate.

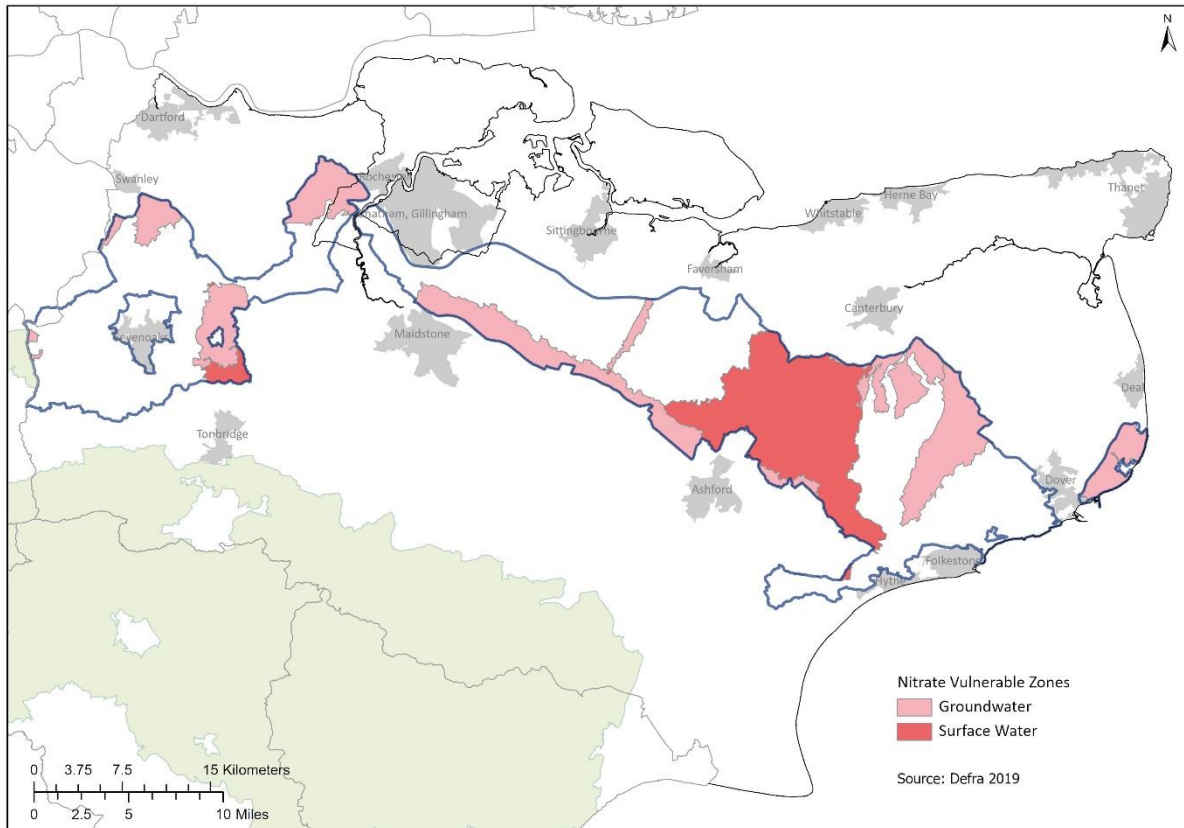


Figure 6.3 Nitrate Vulnerable Zones

### *Farm Diversification Activity*

Farms have been diversifying their businesses for many years; this provides a way to increase returns for the enterprise, stabilise incomes and utilise farm resources effectively. Farm diversification can be carried out in a way which supports the wide objectives of the Kent Downs AONB Management Plan. Equally diversification, for instance to some renewable energy technologies or intrusive leisure activities can run counter to the characteristics and qualities which are valued. The Kent Downs AONB partnership promotes an integrated approach to farm diversification, balancing business, planning and environmental issues when considering diversification proposals.

### *Access and Understanding*

Access to the farmed landscape is much valued and important for health and well-being; at the same time the negative impact of access on farm enterprises is an increasing concern of farmers and farm managers. In the context of new arrangements for farm payments carefully managed access could form a diversification opportunity at the same time as providing public good and managing and mitigating impacts on the farm enterprise. The findings of the Kent Downs access Test and Trial clearly set out exciting opportunities to overcome the barriers to access for more and more diverse people in a way that can benefit farmers and land managers.

## 6.2 Farmed landscape - special characteristics and qualities

## A mixed farm landscape

Kent Downs farmland is characterised by a tradition of mixed farming, with arable crops and grasslands, occasional orchards and platts set among a lattice of ancient woodland, hedgerows, copses and individual in field and hedgerow trees.

A key part of this mixed farm landscape, arable agriculture has always been an important part of the character of this landscape. The area of arable land has fluctuated only slightly over the 50 years since designation. The seasonally changing colours and hues of arable agriculture and grassland typify the rich heritage of mixed farming. The Kent Downs are particularly notable for rare species associated with arable agriculture particularly the rare wildflowers found on reserves such as Ranscombe Farm and farmland birds.

Pastoral landscapes are a particularly valued component of the Kent Downs; permanent, flower rich grassland, including neutral grassland in some valley bottoms, grazed flood meadows but most notably chalk grassland found often on the dramatic chalk scarps and on 'shaves' in the dry valleys. In many cases the chalk grassland is of International importance for its wildlife. More productive grasslands, sometimes form part of farm rotations.

Orchards and horticulture play an important part in the special character of the AONB landscape, the regular striate form enhancing the rise and fall of the land. Teynham (just north of the AONB) became the site of the first 'mother' nursery for commercial fruit orchards in England in the days of Henry VIII, and there is still a concentration of top and stone fruit (tree fruit) and hop growing along the northern fringes of the Mid Kent Downs. In the Kent Downs it is the traditional cherry orchards which are particularly distinctive.

The Kent Downs AONB has, along with the South Downs National Park and Surrey Hills AONB, has become the target for increasingly confident and capable English wine growing and production. There has been a rapid expansion of vineyard areas in the AONB have been planted with vineyards since the publication of the last AONB Management Plan; subject to market conditions this is expected to continue to grow at a rapid rate and is creating a new character. Studies (2020, 2021) prepared by the Kent Downs AONB Unit and South Downs National Park Authority into the impacts and opportunities arising from viticulture conducted in the Kent Downs, Surrey Hills AONBs and the South Downs National Park clearly demonstrate both the potential impacts of viticulture on the landscape and how to draw public good benefits from viticulture as well as other row fruit growing.

### 6.3 Farmed landscape - main issues, opportunities and threats

- a. Need to balance viable, resilient and competitive farming enterprises with the need for sensitive environmental management in a landscape of national importance.
- b. Decline in farmland area of the Kent Downs, grazing livestock enterprises and loss of skilled graziers.
- c. Substantial uncertainty about the farming and land management economy and its wider context driven by volatility in agricultural commodity prices (both scale and speed), the impact of trade negotiations and future public payment arrangements post EU exit.
- d. Uncertainty and limited funding for agri-environment (Environmental Land

- Management) schemes and the incentives they offer, particularly in the face of rising farm gate prices, along with the ending of long run Stewardship schemes. This issue is counter balanced by the considerable opportunities to enhance farming's role in responding to climate change, delivering nature recovery and new access opportunities as well as other 'public goods' identified by ELMs.
- e. Ploughing of permanent grassland and previous stewardship land as a response to uncertainty about the future farm payment environment is an identified risk.
  - f. Changes in landholdings and land management practice. Loss or amalgamation of medium-sized mixed farms and growth of large units with 'share' or 'contract' farming often with an associated loss of crop diversity and establishment of small farming units/residential or leisure owners, where farming is not the main source of income and experience and continuity of land management are not guaranteed.
  - g. Rationalisation of the farming system and loss of the mixed farming landscape, diversity and distinctiveness and selling off of farmhouse and buildings/cottages from the farmland estate; separating land and accommodation changing the character and landscape setting of former farmhouses; estate cottages and farm buildings.
  - h. Given the relatively high proportion of grade 2 and 3 land there is a need to encourage investment in landscape character management in areas of 'productive' agriculture.
  - i. Farm diversification and development activities such as increased equine facilities, permitted rights afforded to farm building conversions, shooting and field sports, alternative crops (e.g. lavender, biomass energy crops, vineyards) and non-agricultural enterprises (e.g. self-catering cottages, glamping and new uses for traditional farm buildings) can have important detracting impacts as well as benefits to the characteristics, qualities, and rural economy of the Kent Downs.
  - j. Increasing use of polytunnels to provide high quality, low 'food mile' soft and stone fruit and other high value produce but can be important detractors from the landscape.
  - k. The need to manage adaptation and mitigation strategies for climate change in a way that supports landscape character and qualities; for instance promote low carbon farming, soil restoration, regenerative agriculture, agro-forestry, natural flood management, sensitive water storage sensitive design in new agricultural buildings.
  - l. The opportunity to develop a wide collaborative approach to farmland management in the Kent Downs and build on the long-term strategic approaches and to create a nature recovery network in the Kent Downs.
  - m. Lack of public awareness of the links between food and farming and land-based activities, environmental issues, landscape conservation and management is combined with an increasing wish for access to land and the opportunity presented by the development of the ELMs to radically change this position and manage the impacts of access in a positive way.
  - n. Historic farm buildings are the category of historic building identified as being most at risk and the historic character of farmsteads is being lost.

- o. Rural crime and antisocial behaviour are an important cost to farm economies making it harder for farmers and land managers to accept further access or manage land sensitively and can make the landscape feel unmanaged and unwelcoming to the public.

## 6.4 Farmed landscape – aims

The Kent Downs remains principally a farmed landscape where the character and qualities of the landscape are supported by strong, viable, resilient and sustainable farming enterprises and where:

1. Public payments support the objectives of the AONB management plan which forms the strategic framework for Environmental Land Management. The conservation of landscape character and diversity, the restoration and enhancement of wildlife habitats, the conservation of historic and cultural features, responses to climate change and the welcoming of people to enjoy the landscape, are all integrated and complementary activities to contemporary, competitive, sustainable and resilient farming.
2. The mixed farming landscape is promoted in a modern collaborative context and at a landscape scale; the benefits of previous public investment in agri-environment and former set aside schemes are retained and good and innovative land management practice which supports and enhances the ecosystem services of the AONB is encouraged to all agricultural enterprises, farm owners and managers.
3. Farm diversification and development activities conserve and strengthen landscape character, qualities and local distinctiveness.
4. Locally produced, high-quality and sustainably produced food is available and environmental quality is a market advantage.
5. There is heightened awareness and understanding by residents and AONB visitors of the importance and fundamental role played by farming, and the connection between landscape conservation, environmentally responsible farming and high-quality food are appreciated by all people.

## 6.5 Farmed landscape - principles

- FL1 The Kent Downs AONB will retain the mixed farming character for which it is valued.
- FL2 The targeting of public agricultural payments to make a positive, landscape scale contribution to conserving and enhancing the special characteristics, qualities and landscape character of the Kent Downs AONB and supporting ecosystems services and public wellbeing will be pursued using the AONB Management Plan as the strategic framework.
- FL3 Farming practices that improve the Kent Downs AONB landscape character and qualities, or mitigate damaging impacts, will be supported and pursued through guidance.

- FL4 The use of integrated whole farm and farm cluster planning which includes a business planning, landscape, heritage, biodiversity and habitat assessments and supports ecosystems services will be pursued.
- FL5 Farm diversification activities will be supported if they help achieve the vision, aims and principles of the Kent Downs AONB Management Plan.
- FL6 The production, supply and marketing of Kent Downs AONB produce derived from environmentally sensitive management will be encouraged and supported.
- FL7 Proposals for conversion from agricultural land to leisure use and the creation of both agricultural and non-agricultural structures must demonstrate that there will be no individual or cumulative negative impact on the landscape character and qualities of the Kent Downs AONB.
- FL8 A collaborative, long term 'cluster farm' approach to achieving the farmed landscape objectives of the Kent Downs AONB will be pursued.
- FL9 To meet the green house gas targets for the Kent Downs AONB the adoption of new and modified farming approaches to climate mitigation and adaptation and soil enhancement that produce co-benefits for landscape and biodiversity will be supported where they support the character and qualities of the Kent Downs.
- FL10 Activities will be supported that increase wider public understanding of farming and the benefits that the farmed landscape can bring for high quality food production, recreation, well-being, nature conservation, the historic environment, landscape and a buoyant rural economy will be supported.