



State of the AONB Report March 2019

Evidence Base

This section contains the latest available statistics and information relating to the AONB. It is not comprehensive and only contains a selection of the data that is likely to be available for the area. Some of the information is also quite old, because resources haven't been available to re-run the analysis of datasets, so should be treated with caution.

For a wider discussion of some of the generic issues, or to track the evolution of policies, please refer to previous versions of the AONB Management Plan.

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N.B. The colours are used to indicate the trend in the Indicator, i.e. Red = deterioration, Green = improvement, irrespective of whether the number itself is positive or negative. Colour is not used where the data is purely factual or where a judgement of deterioration/improvement is not applicable. The percentage figures in the Trend column are percentage points, not proportions.

Attribute	Indicator	2018	Trend in comparison to 2014
1. Farmed Landscape	a) % of Agricultural Farmland managed under a Higher Tier-type Stewardship agreement (HLS & HT)	a) 26%	a) +25%
	b) % of Agricultural Farmland managed under a Mid Tier-type Stewardship agreement (MT)	b) 2%	b) -19%
	c) % of Agricultural Farmland managed under an Entry Level-type Stewardship agreement (ELS)	c) 4%	c) -48%
	d) Changes in farmland type (% of long-term grassland/temporary grassland/arable land)	d) 21% / 6% / 67%	d) -3% / -1% / +4%
2. Woodland Landscape	a) % of woodland cover	a) 16.3%	a) No change
	b) % of woodland under management	b) 78%	b) +7%
3. Biodiversity	a) Condition of SSSIs	a) Favourable – 40% Unfavourable Recovering – 68% Unfavourable no change – 2% Unfavourable Declining – 0%	a) -1% +16% No change -5%
	b) Delivery of LBAP habitat targets for AONB – Condition of SINCS	b) Basic assessment: 80-100% Favourable – 26% 40-80% Favourable – 23% <40% Favourable – 7% Unknown – 44%	b) -17% -12% +3% +26%

Attribute	Indicator	2018	Trend in comparison to 2014
4. Historic and Built Environment	a) Number of Archaeological features in the At Risk, Vulnerable and Low/Not at Risk categories	a) 31; 26; 22	a) +4; +1; -5
	b) Condition of Registered Parks & Gardens and historic landscapes	b) RPG At Risk – 0; Non-RPG Parkland – Condition not assessed	b) -1; N/A
	c) Number of Buildings and Structures on ‘at Risk’ registers	c) Grade I & II* – 3; Grade II – 10	c) -1; No change
	d) Number of Conservation Areas on the ‘At Risk’ Register	d) 0	d) No change
	e) Number of Places of Worship on the ‘At Risk’ Register	e) 0	e) No change
	f) Condition of non-designated Historic Environment Priority Sites	f) Basic assessment: 80-100% Favourable – 37% 40-80% Favourable – 15% <40% Favourable – 13% Unknown – 35%	f) +6% -23% +6% +22%
5. Water Quality (Rivers)	Length of rivers (%) with ‘High’ or ‘Good’ Ecological Status (Water Framework Directive).	High – 0% Good – 7.66%	No change No change
6. Tranquillity	a) Maximum and minimum Tranquillity scores (CPRE/NE study).	a) +48; -19.9	No new data
	b) % of AONB in the relative High or Very High categories (CPRE/NE study).	b) 55%	N/A
7. Enjoying the Countryside	‘Ease of Use’ (%) of PRoW	No data	N/A
8. Village Services/ Amenities	% of AONB villages that have a shop, pub, Post Office service or community building	Shop – 18% Pub – 36% Post Office service – 18% Community building/space – 73% Daily bus service – 51% Some bus service – 18%	-9% -3% +3% +3% +6% -34%
9. Awareness of the AONB designation	% of survey respondents aware of the Howardian Hills AONB designation	67%	No new data

Natural Environment

2014 – 2019 Facts and Figures

- Participated annually in the newly established Biodiversity Action Partnership for the Howardian Hills, Ryedale and Scarborough. (JAC)
- Carried out 70 workdays with volunteers on SINC/SSSIs. (JAC)
- Funded 73 new in-field/boundary trees and 2 copses. (JAC)
- Continued conservation grazing of up to 7 grassland SINC/SSSIs each year by Exmoor ponies. (JAC)
- Managed 45 Special Interest Road Verges each year. (JAC)
- Continued control of Himalayan balsam on approx. 5.8km of Wath Beck, at Jeffry Bog SINC and at Fairy Dell SINC. (JAC)
- Began Himalayan balsam control at Mugdale & Barker Woods SINC and River Derwent SSSI. (JAC)
- Carried out management works on a total of 14 grassland sites (all SSSI/SINC bar two). (JAC)
- Completed clearance of rhododendron in Park Wood adjacent to Yearsley Moor Woodlands SINC. Significant clearance was carried out by the FC and landowner under a Plant Health Notice, to remove rhododendron infested with *Phytophthora ramorum*. (JAC, FC)
- Carried out rotational scrub management at Terrington Carr SINC, as well as scrub removal at Nunnington Cutting & Quarries SSSI, Peel Wood & Grasslands SINC, Littledale SINC, Amotherby Lane SINC and Cawton Fens SINC. (JAC)
- Carried out clearance of rhododendron on Grimston Moor SINC and Coulton Moor.
- Contributed significantly to the development of the National Lottery Heritage Fund-supported Ryevitalise Project. The project will tackle Himalayan balsam, river quality and sedimentation on a catchment scale and foster community engagement. (JAC)
- Contributed significantly to the development of the National Lottery Heritage Fund-supported Turtle Doves Project within the AONB, with site visits arranged, schools involved and volunteers trained for Spring 2018 and 2019 surveying. (JAC, NYMNPA)
- Provided funding and advice for the creation of nature areas at Amotherby churchyard, Slingsby school and Westow sports ground (JAC)
- Provided funding for bird, owl and bat boxes at The Yorkshire Arboretum and Terrington. (JAC)
- Became involved with the North Yorkshire Local Geological Sites Partnership for the first time in 2015 with subsequent commissioning of a Geodiversity Audit to survey and map the AONB's most important geodiversity sites. 85 site surveys completed, with 16 sites identified and subsequently ratified as Local Geological Sites. (JAC)

- Entered work carried out in the AONB in 2013/14, 2014/15 and 2015/16 into the Government’s Biodiversity Action Recording System, although it has subsequently been discontinued. (JAC)
- Attended meetings of the North Yorkshire & York Local Nature Partnership, following the appointment of a part-time co-ordinator in 2017, and agreed a contribution to a continuation funding package in 2018. (JAC)
- Contributed funding and advice to the Carstairs Countryside Trust Cornfield Flowers Project. (JAC)
- Contributed to the production of a strategy for the River Derwent catchment project and continued attendance at steering group meetings. (JAC)
- Put forward Gilling East and Hovingham villages for inclusion in a Defra-funded Natural Flood Management project. (JAC)
- See also the Condition Indicators on p.3-4 for other relevant statistics.

Land Cover

A Phase 1 survey in 1992 categorised the habitats of the AONB and Land Cover Map statistics from 2007 are also available. Whilst not a direct comparison, they do provide a time-series of data.

Phase 1 Habitat Types	Area within HHAONB (ha (1992))
Arable , Improved Grassland, Urban and Amenity	15,912
Plantation Woodland	2,424
Semi-natural Woodland and Scrub	360
Unimproved Grassland	360
Semi-improved Grassland	1,167
Tall herb/fern, Rock and Waste	90
Open water, Mire and Swamp	90
Total	20,403

Southern Ryedale and Howardian Hills AONB Phase I survey 1992.

Land Cover Map Broad Habitat Class	Area within HHAONB (ha) – 2007
Acid Grassland	9
Arable & Horticulture	11,480
Broad leaved, mixed & yew woodland	2,196
Built up area and gardens	94
Calcareous grassland	3
Coniferous woodland	1,019
Dwarf shrub heath	96
Fen, marsh and swamp	1
Freshwater	62
Improved grassland	4,349
Inland rock	5
Neutral grassland	380
Rough low-productivity grassland	726
Total	20,420

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Morton, D., Rowland, C., Wood, C., Meek, L., Marston, C., Smith, G., Simpson, I.C. 2011. Final report for LCM2007 – the new UK land cover map. CS Technical Report No 11/07 NERC/Centre for Ecology & Hydrology 112pp. (CEH project number: C03259).

Priority Habitats

The extent of Priority Habitat types within the AONB is shown below:

Priority Habitats	Area within HHAONB (ha) (2017)
Lowland Calcareous Grassland	11
Good quality semi-improved grassland	93
Lowland Meadows	27
Purple Moor Grass & Rush Pastures	1
Reedbeds	1
Lowland Fens	68
Traditional Orchard	8
Deciduous Woodland	1,511
Floodplain Grazing Marsh	159
All Priority Habitats	1,786
In SSSI or HLS Agreement	232

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The targets for BAP Priority Habitat creation for National Character Area 29 (Howardian Hills) contained in the Government's Biodiversity 2020 strategy are shown in the table below:

Priority BAP Habitats	Area to be created within NCA29 (ha)
Lowland Wood Pasture and Parkland	50
Traditional Orchards	15
Ponds	5 (0.05ha each)
Arable Field Margins	150
Lowland Meadows	10
Purple Moorgrass and Rush Pastures	25
Upland Flushes, Fens and Swamps	20
Total	275
NCA Size Class	1 (Small)
NCA Habitat Fragmentation Class	4 (High)

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Biodiversity Action Plan (BAP) Species

Hambleton and Ryedale Local BAP Priority species, for which the Howardian Hills is important:

Lapwing
 Tree Sparrow
 Redshank
 Spotted Flycatcher
 Song Thrush
 Bullfinch
 Farmland birds
 Wetland birds
 Black Poplar
 Baneberry
 Knapweed Broomrape
 Cowslip
 Orchids
 Arable flowers
 Otter
 Water Vole
 Brown Hare
 Bat species
 White-clawed Crayfish

Great Crested Newt
 Bumblebees
 Giant Bellflower Gall-fly
 Other UK BAP Priority species also present in the AONB:
 Skylark
 Linnet
 Eel
 Brown Trout
 Salmon

Biodiversity 2020 Priority Species status (NCA29)

Tree Sparrow – Within Top 10 NCAs in Country
 Grey Partridge – Present (outside Top 10 NCAs)
 Dunnock – Present (outside Top 10 NCAs)
 Bullfinch – Present (outside Top 10 NCAs)
 Song Thrush – Present (outside Top 10 NCAs)
 Spotted Flycatcher – Present (outside Top 10 NCAs)
 Wood Warbler – Present (outside Top 10 NCAs)
 Willow Tit – Present (outside Top 10 NCAs)
 Marsh Tit – Present (outside Top 10 NCAs)

Turtle Dove – Present (outside Top 10 NCAs)
 Starling – Present (outside Top 10 NCAs)
 Yellow Wagtail – Present (outside Top 10 NCAs)
 Nightjar – Present (outside Top 10 NCAs)
 Linnet – Present (outside Top 10 NCAs)
 Lapwing – Present (outside Top 10 NCAs)
 House Sparrow – Present (outside Top 10 NCAs)

Sites of Special Scientific Interest (SSSI)

SSSI Condition	Area within HHAONB (ha) (2017)
Favourable	40.37
Unfavourable Recovering	68.43
Unfavourable No Change	2.10
Unfavourable Declining	0
Total area of SSSI within HHAONB	110.9

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SSSIs - UK Biodiversity Action Plan (BAP) Broad Habitat Condition (2017)	Favourable (ha)	Unfavourable Recovering (ha)	Unfavourable No Change (ha)
Broadleaved, mixed & yew woodland - Lowland	16	9	0
Broadleaved, mixed & yew woodland - Upland	2	0	0
Earth Heritage	1	5	0
Fen, marsh & swamp - Lowland	15	0	0
Neutral grassland - Lowland	6	11	2
Rivers & Streams	0	43	0
Total	40	68	2

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Agri-environment Scheme coverage

Agreement Type	No. of Agreements (2017)	Area under Agreement (ha)	Annual cost of Agreement (2017)
Entry Level plus Higher Level Stewardship	29	4,105	£330,640
Entry Level Stewardship	9	512	£7,158
Higher Level Stewardship	4	60	£1,862
Organic Entry Level plus Higher Level Stewardship	1	1	£136
Organic Entry Level Stewardship	1	122	£3,902
Countryside Stewardship (Higher Tier)	12	54	£520,033
Countryside Stewardship (Mid Tier)		171	
Hedgerows & Boundaries		18	
NELMS (Higher Tier)		50	

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Percentage of HHAONB under Agri-Environment Scheme Agreement	25%
Percentage of Utilisable Agricultural Area (UAA) within HHAONB under Agri-Environment Scheme Agreement	32%

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Environmental Stewardship Grassland Management options:

ESS Option	ESS Option Code	Area under Management (ha) (2017)
Management of permanent grassland	EK2 & EK3 HK2 & HK3 OK2	248.7
Reversion to unfertilised grassland	HJ3	2.9
Maintenance, restoration & creation of species-rich grassland	HK6, HK7 HK8	72.7

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Water Framework Directive Ecological Status of Water Bodies

The current status of the water bodies in the AONB is shown in the table below:

WFD RIVER WBs (rivers, canals and surface water transfers) within HHAONB						
Length (km) with each status (2014)						% Length with 'High' or 'Good' Status
High	Good	Moderate	Poor	Bad	Total Length within (Km)	
0	7	65	24	0	96	7.6%

WFD GROUNDWATER WBs within HHAONB						
Number of water bodies with each status (2014)						% WBs with 'High' or 'Good' Status
High	Good	Moderate	Poor	Bad	Total counts within	
0	2	0	2	0	4	50.0%

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Notes for Interpretation

Ecological Status (Environment Agency):

Ecological status applies to surface water bodies and is based on the following quality elements: biological quality, general chemical and physico-chemical quality, water quality with respect to specific pollutants (synthetic and non-synthetic), and hydromorphological quality.

The objective for a surface water body to have biological, structural and chemical characteristics similar to those expected under nearly undisturbed conditions.

The targets for the water bodies in the AONB are shown in the tables below:

WFD RIVER WBs (rivers, canals and surface water transfers) within HHAONB										
Length (km) with each status (2016)										
Good by 2015	Good by 2021	Good by 2027	Moderate by 2015	Moderate by 2021	Moderate by 2027	Poor by 2015	Poor by 2027	Bad by 2015	Total Length within (Km)	% Length aiming for 'High' or 'Good' Status
7	0	72	17	0	0	0	0	0	96	83%

WFD RIVER WBs (rivers, canals and surface water transfers) within HHAONB										
Length (km) with each status (2014)										
Good by 2015	Good by 2021	Good by 2027	Moderate by 2015	Moderate by 2021	Moderate by 2027	Poor by 2015	Poor by 2027	Bad by 2015	Total counts within	% Length aiming for 'High' or 'Good' Status
2	0	2	0	0	0	0			4	100.0%

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Invasive non-native species

Present – grey squirrel, Himalayan balsam, Japanese knotweed, rhododendron, giant hogweed, mink.

Threatening – Signal crayfish, killer shrimp, muntjac deer.

Geodiversity

The AONB contains several important geological and geomorphological landscape-scale features:

- The glacial meltwater channel of Kirkham Gorge.
- The double-faulted ‘rift’ valley of the Coxwold/Gilling gap.
- The ridges of Jurassic limestone between Oswaldkirk and Malton.

It also contains nationally and regionally important sites:

- 3 of the 8 SSSIs in the AONB are designated on the basis of their geological interest (rock exposures in disused quarries or disused railway cuttings).
- 16 Local Geological Sites.

Historic Environment

2014 – 2019 Facts and Figures

- Completed work on a total of 49 Historic Environment Local Priority Sites or other historic features. The most significant of these were the works on Scheduled Monuments described below.
- Developed the Monument Management Scheme - a targeted programme of survey and management work for Scheduled Monuments, particularly those on the At Risk Register. Funding approved by Historic England for a 4-year programme. Utilising volunteers wherever possible, survey work started in May 2016 – 71 SMs surveyed. In Year 2 detailed surveys carried out on 2 SMs; management plans prepared for 7 SMs; bracken sprayed on 23 SMs; bramble/brash/scrub cleared on 27 SMs; water trough and feeder removed from 1 SM; 1 SM re-vegetated. In Year 3 bracken repeat sprayed on 14 SMs. In Year 4 bracken strimmed and/or repeat sprayed on 24 SMs; bramble/brash/scrub regrowth checked and re-treated on 13 SMs. (JAC)
- Restored 8 traditional direction signs. (JAC)
- Restored traditional village name signs in Crayke, Ganthorpe, Crambe, Cawton, Terrington, Yearsley, Oulston, Huttons Ambo, Kirkham, Coneysthorpe, Coulton, Welburn, Brandsby, Stearsby, Dalby, Skewsby, Slingsby, Barton-le-Street and Appleton-le-Street, with the refurbishment of 18 old signs and the casting of 21 new replicas. (JAC)
- Carried out regular maintenance and re-cutting/gravelling of the City of Troy Maze at Dalby. (JAC)
- Provided funding towards restoration of the parkland lake at The Yorkshire Arboretum. (JAC)
- Supported the restoration of the Castle Howard Avenue, with a mixture of selective felling, replanting and tree surgery.
- See also Condition Indicators on p.3-4 for other relevant statistics.

Heritage Features

The AONB contains a number of structures and sites that are nationally designated for their heritage significance. Many of the villages within the AONB are designated as Conservation Areas by the Local Planning Authorities, in recognition of their vernacular architecture.

Designation	Number within HHAONB (2018)
Grade I Listed Buildings	32
Grade II* Listed Buildings	27
Grade II Listed Buildings	315
Scheduled Monuments	79
Registered Parks & Gardens	5
Conservation Areas (LPA-designated)	11

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Heritage Features at Risk

All designated heritage assets have been assessed for Condition and Risk. Apart from Grade II Listed Buildings, which are included on lists prepared by the Local Planning Authorities, Historic England's Heritage at Risk Register lists those heritage assets that are in the High Risk category.

Designation	Number at Risk within HHAONB (2018)
Grade I Listed Buildings	2
Grade II* Listed Buildings	1
Grade II Listed Buildings (LPA-designated)	10
Scheduled Monuments	31
Registered Parks & Gardens	0

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The breakdown of the number of Scheduled Monuments within each of Historic England's Risk categories is as follows:

Risk Category	Number within HHAONB (2018)
High	31
Medium	26
Low	22

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Management and Protection of Archaeological Features by the Environmental Stewardship Scheme (ESS)

Agri-environment Schemes are a significant source of assistance for managing both designated and non-designated heritage assets in a sympathetic manner.

ESS Option	ESS /CS Option Code	Area under management (ha)
Archaeological features taken out of cultivation	ED2 & OD2/ HS2	0
Management of features on arable land	ED3 & OD3 & HD6/ HS3 & HS9	0
Management of features on grassland	ED5 & OD5/ HS5	7

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Local Communities

2014 – 2019 Facts and Figures

- Completed a successful LEADER Programme, which funded 8 projects within the AONB with a total value of £130,910 (up to June 2018). (LEADER LAG)
- Provided grant support for Rural Action Yorkshire (RAY) project (RAY renamed Community First Yorkshire (CFY) in 2017) to support Parish Planning and community development. (JAC)
- Completion of Ward Mapping/ Planning Project with Amotherby, Hovingham, Ampleforth and Sheriff Hutton Wards. (RAY)
- Organised funding advice and other workshops. (RAY)
- Organised a Business Pop-up Café in partnership with the Local Enterprise Partnership. (RAY)
- Worked with communities to find funding for village defibrillators around the AONB. (RAY)
- Developed/refreshed 7 Parish Plans; completed asset mapping in 6 villages. (RAY)
- Funded 11 community projects in villages, including 1 Village Hall renovation project. Advice provided to 3 other projects. (JAC)
- Provided funding support to Howsham Mill for the development of educational facilities including minibeast hotel, Forest Schools area and sustainable power resources. (JAC)
- Supported an AONB Photographic competition and prize-giving event, principally organised by RAY.
- Continued liaison with the principal organisations involved in community work in the AONB, via the regular Community Development Officers' meetings.
- Initiated the establishment of a Rural Watch scheme for the Howardian Hills, in conjunction with North Yorkshire Police and the local farming community.
- See also Condition Indicators on p.3-4 for other relevant statistics.

VILLAGE SERVICES 2019														
Village	Village Shop	Pub	Post Office/ Mobile PO	Mobile Super Library	Community Building/ space	Daily Bus Service	Some Bus Service	Defib	Sports Facilities	Play ground	Local Market	Café	GP Surgery	Green Space
Ampleforth	1	2	1		1	1		1	1	1	1	1	1	1
Bulmer					1	1		1						
Cawton														
Coneysthorpe					1		1							
Coulton														
Crambe														
Gilling East		1			1					1				
Hovingham	1	2	1	1	1	1		1	1	1	1	2	1	
Howsham					1		1							
Huttons Ambo	1		1		1	1		1						
Nunnington			1		1			1				1		
Oswaldkirk					1	1				1				
Scackleton								1						
Sproxton					1									
Stonegrave								1						
Terrington	1		1		1		1		1	1		1	1	
Welburn		1			1		1					1		
Whitwell on the Hill					Use back of Church	1								
Slingsby	1		1	1	1	1		1	1	1				
Barton-le-St					1	1		1						
Appleton-le-St		1			At Amotherby	1								

VILLAGE SERVICES 2019														
Village	Village Shop	Pub	Post Office/ Mobile PO	Mobile Super Library	Community Building/ space	Daily Bus Service	Some Bus Service	Defib	Sports Facilities	Play ground	Local Markts	Café	GP Surgery	Green Space
Swinton	1	1			1	1		1	1	2				
Westow		1			1	1	1		1					
Broughton						1								
Brandsby cum Stearsby					1		1	1			1			
Coxwold		1			1	1			1		1	1		
Crayke		1			1	1		1	1					
Dalby cum Skewsby														
Oulston					1	1								
Yearsley														
Whenby														
Husthwaite		1			1	1		1			1			
Villages	6	12	6	2	24	17	6	14	8	8	5	7	3	1
Settlements:														
33														

CFY & AONB Unit 2019.

Agriculture

2014 – 2019 Facts and Figures

- Funded 27 landscape enhancement schemes, including 3,718m of hedge planting/gapping-up, 100m of hedge laying and 856m of field wall restoration. (JAC)
- Submitted responses to planning consultations for 91 new agricultural buildings or items of infrastructure. (JAC)
- Circulated the New Farm Buildings & Infrastructure Design Guidance to local farm building construction companies.
- Participated in the local NELMS verification process, to ensure that all information on species, habitats, heritage assets, etc. was correctly identified.
- Monitored emerging thoughts on the future development of agricultural support, agri-environment schemes and rural development following the Brexit vote.
- Input to NAAONB discussions on Brexit issues, as well as evaluating reports, news and opinions from other organisations. Involvement also in NAAONB/ Defra working groups and promoting our Management Plan as a potential foundation document for a new agri-environment scheme tailored to the AONB.

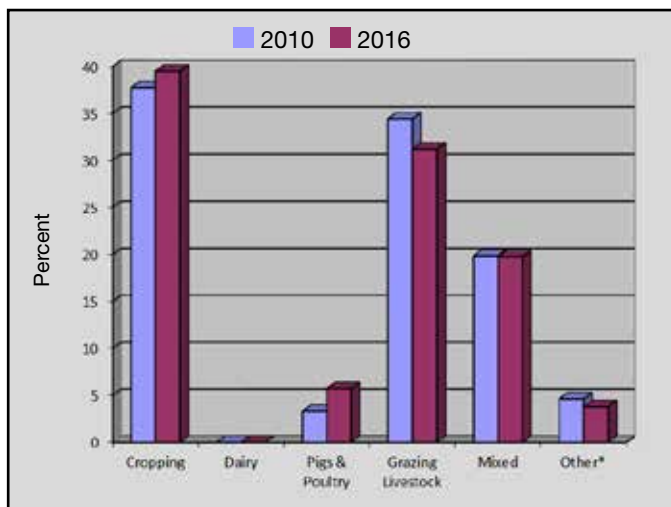
- Held a Farmers' Update event in Helmsley in Spring 2017. Presentations were given on Catchment Sensitive Farming and the Ryevitalise Project; also by the NFU and Farm Advisory Service. 85 attendees; 30% of them Young Farmers; c.30% from the AONB.
- See also Condition Indicators on p.3-4 for other relevant statistics.

Farm types

In the Howardian Hills the soils are variable but mainly of good quality. 83% of the land is categorised as Grade 3, with much of the remainder being equally split between Grade 2 and non-agricultural/urban land.

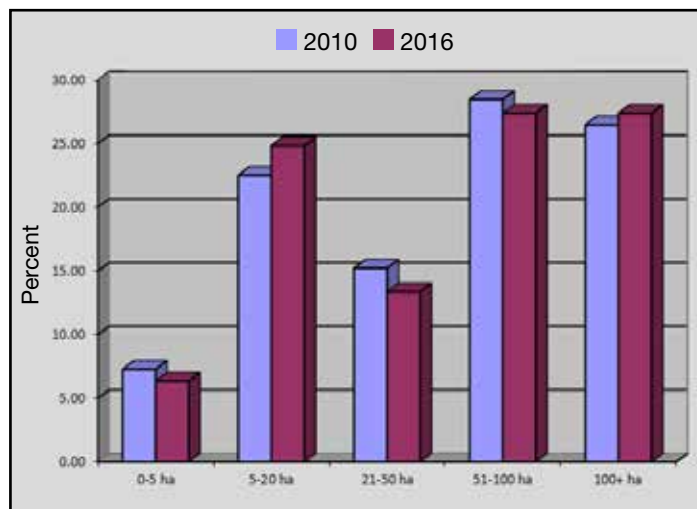
Only 1.1% of the land area is categorised as Grade 4. The best farmland occurs on the deeper soils over limestone along the North Ridge, where nearly 70% of the land is devoted to arable cropping. In contrast, grass pasture dominates the steep ground on the southern flank of the Howardian Hills.

Percentage of farms of different types in the Howardian Hills AONB



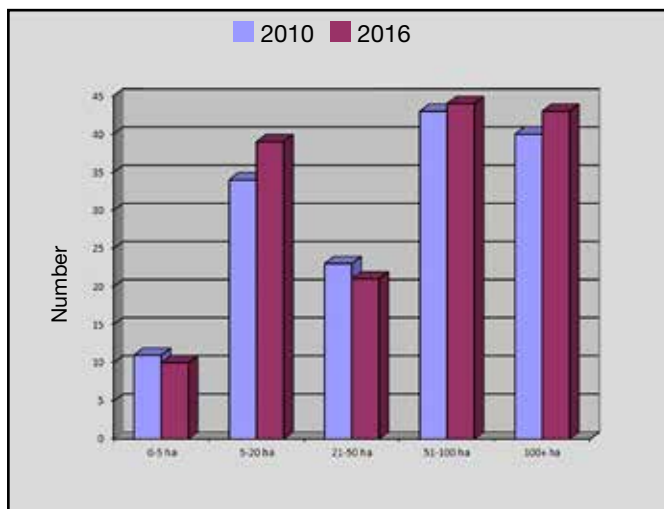
Defra June Census statistics * Data has been suppressed to avoid disclosure of information where the number of observations is low.

Percentage of farms by size in the Howardian Hills AONB



Defra June Census statistics

Number of farms by size in the Howardian Hills AONB



Defra June Census statistics

	2010	2016	% change 2010-2016		2010	2016	% change 2010-2016
Agricultural land use (ha)				Livestock (No.)			
All cereals	5,447	6,376	17.06	Dairy herd	564	559	-0.89
Other arable crops	2,059	2,326	12.97	Beef herd	741	874	17.95
Horticulture	8	N/A	N/A	Other Cattle and Calves	4,633	3,744	-19.19
Bare fallow	975	N/A	N/A	Sheep and Lambs	21,382	26,556	24.20
All Crops and Fallow	8,489	9,553	12.53	Pigs	44,647	24,803	-44.45
Short-term grassland	899	908	1.00	Fowls	125,374	119,652	-4.56
Long-term grassland	3,161	2,975	-5.88				
Rough Grazing	62	57	-8.06				
All Grassland	4,122	3,940	-4.42				
Farm Woodland	447	511	14.32				
Set-aside	N/A	N/A	N/A				
Other land on farms	311	189	-39.23				
All Agricultural Land	13,369	14,194	6.17				

Defra June Census statistics

Net farm income per hectare 2010/11-2016/17, Yorkshire & Humber

Type of Farm	2010/11 £/ha	2016/17 £/ha	% Change 2010/11 – 2016/17
Cereals	356	147	-58.71
General Cropping	347	321	-7.49
Dairy	470	279	-40.64
Lowland Grazing Livestock	56	85	51.79
Mixed	344	124	-63.95
Pigs	918	795	-13.40
Poultry	1,388	1,181	-14.91

<http://www.farmbusinesssurvey.co.uk/regional/index.asp>

Agricultural employment 2010-2016

	2010	2016	% Change 2010-2016
Full-time Workforce	140	165	17.86
Part-time Workforce	151	157	3.97
Seasonal or Casual	14	20	42.86
Total Workforce	305	342	12.13

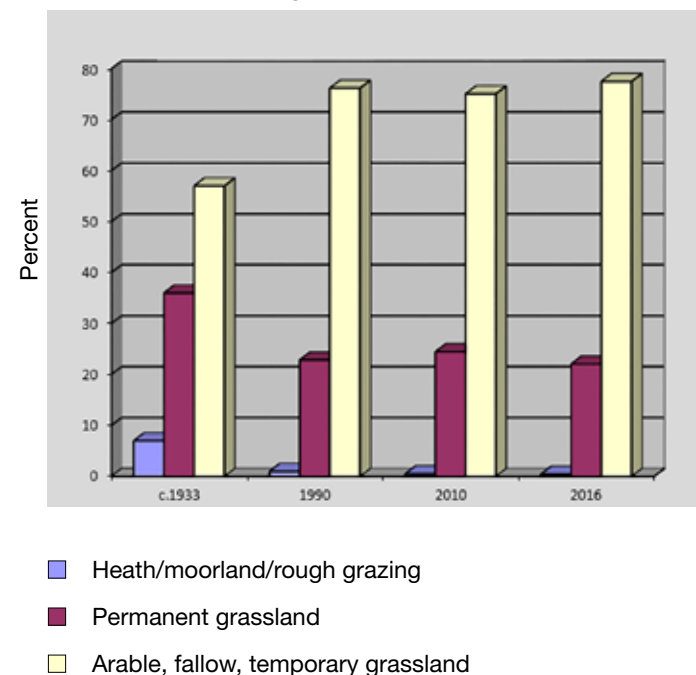
Defra June Census statistics

Land tenure 2010-2016

Land Tenure (in hectares)	2010	2016	% Change 2010-2016
Owned land	8,974	10,071	12.22
Rented land	4,600	4,576	-0.52

Defra June Census statistics

Balance between rough grazing, permanent grassland and arable land



Defra June Census statistics; L Dudley Stamp Land Use Utilisation Survey, c.1933. © Natural England 2018.

Alternative farm enterprises

Some of the more popular alternative enterprises for farmers within the AONB are:

- **Tourism-related ventures** – Holiday cottage and B&B accommodation is relatively widespread in the AONB; several caravan sites lie within or on the perimeter of the area; there is one complex of fishing lakes.
- **Contract farming** – Contract/collaborative farming arrangements are common in the AONB.
- **Adding value to farm produce** – Several farm shops have opened in recent years, whilst village shop outlets now increasingly stock local-grown food. A number of new village monthly markets also offer alternative outlets.
- **Horse-related ventures** – There are several livery yards in the AONB, but at present the impact of horse-related developments on the AONB landscape is relatively minor.
- **Co-operatives** – The AONB has no large co-operative ventures such as dairies, but there are a number of marketing and buying groups operating locally.
- **Higher Level Stewardship (HLS)** – 20% of the AONB is currently covered by an HLS Agreement.
- **Development of offices/workshops** – Developments to date in the AONB have concentrated on high-quality office accommodation, with most of the best locations having already been converted. Maintaining occupancy of existing conversions is now of more importance than developing new sites.
- **Game shooting** – There are many farm shoots in the AONB, as well as larger enterprises on some of the Estates. Commercial let shooting forms an important part of the rural economy in the AONB.
- **Woodland planting** – With 83% of the farmland in the AONB being Grade 3, new woodland planting on agricultural land is generally limited to the poorer areas of fields. The rate of new planting is very low at present, but climate change, the commercial potential for carbon off-setting and the change in farm support payments resulting from Brexit may change this in the future.
- **Crops for non-food uses** – At present only very small areas of miscanthus and short rotation coppice willow are being grown in the AONB. The extent to which standard agricultural crops such as wheat and oilseed rape are currently being sold into the biofuels market is unknown.
- **Specialist crops/livestock and organic farming** – The area of horticultural crops in the AONB has remained stable in the last few years, but organic farming is believed to be relatively uncommon. Outdoor pig rearing has declined significantly in recent years, but other alternative livestock enterprises (e.g. free-range hens) are beginning to be seen.
- **Renewable energy generation** – Renewable energy generation in the AONB is currently relatively minimal, with several small domestic/farm wind turbines and a hydro-electric generator at Howsham Mill. There is a good local market for domestic firewood, and Ampleforth College has a large biomass boiler heating one of its boarding houses.
- **Climate change mitigation and adaptation schemes** – These schemes are in the early stages of development and there are no known examples in the AONB.

Forestry and Woodland

2014 – 2019 Facts and Figures

- Continued to support the North York Moors Native Woodland Partnership. (JAC/NYMNPA)
- Scrutinised 16 Forestry Commission Woodland Grant Scheme or Felling Licence proposals. (JAC)
- Illegal felling works at Whenby reported to the Forestry Commission for action. (JAC)
- Scrutinised 20 Forestry Commission Countryside Stewardship Scheme proposals and 5 Woodland Management Plan consultations, including a significant 10-yr plan for the Castle Howard Estate’s woodland re-structuring in response to the threat of Phytophthora ramorum. (JAC)
- Continued monitoring the situation with tree diseases, particularly after some follow-up Plant Health felling in Yearsley Woods. (JAC)
- See also Condition Indicators on p.3-4 for other relevant statistics.

Woodland cover

The percentage of woodland cover is one of the defining features of the Howardian Hills landscape. The National Forest Inventory categorises all parcels of woodland larger than 2ha, giving a woodland cover in the AONB of 16.3%. When areas of woodland under 2ha are also included the figure for total woodland cover is estimated to be in the region of 18%.

Woodland Type	Area (ha) (2002)	% of woodland area (2002)	Area (ha) (2015)	% of woodland area (2015)
Total area of woodland	3,369	-	3,330	-
Broadleaved	1,348	40%	1,520	46%
Conifer	1,314	39%	1,181	35%
Mixed	438	13%	158	5%
Coppice	-	-	7	(0.2%)
Other (young trees/ shrub land/felled)	269	8%	462	14%

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© Crown copyright and database right 2016. National Inventory of Woodland and Trees 2002.

Ancient Woodland

Woodland Type	Area (ha) (2017)	% of Ancient Woodland area (2017)
Area of Ancient & Semi-Natural Woodland (ASNW)	174	11%
Area of Plantations on Ancient Woodland Sites (PAWS)	1,395	89%
Area of HHAONB under Ancient Woodland	1,569	-
Percentage of HHAONB under Ancient Woodland	8%	-

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Woodland management activity

Woodland Type	Area (ha) (2017)	% of woodland area (2017)
Total area of woodland	3,330	~
Area of woodland being actively managed within HHAONB*	2,608	78%

* 'Actively managed' refers to woodlands supported by FC incentives or with a Felling Licence or which are part of Public Forest Estate Land owned and/or managed by the FC.

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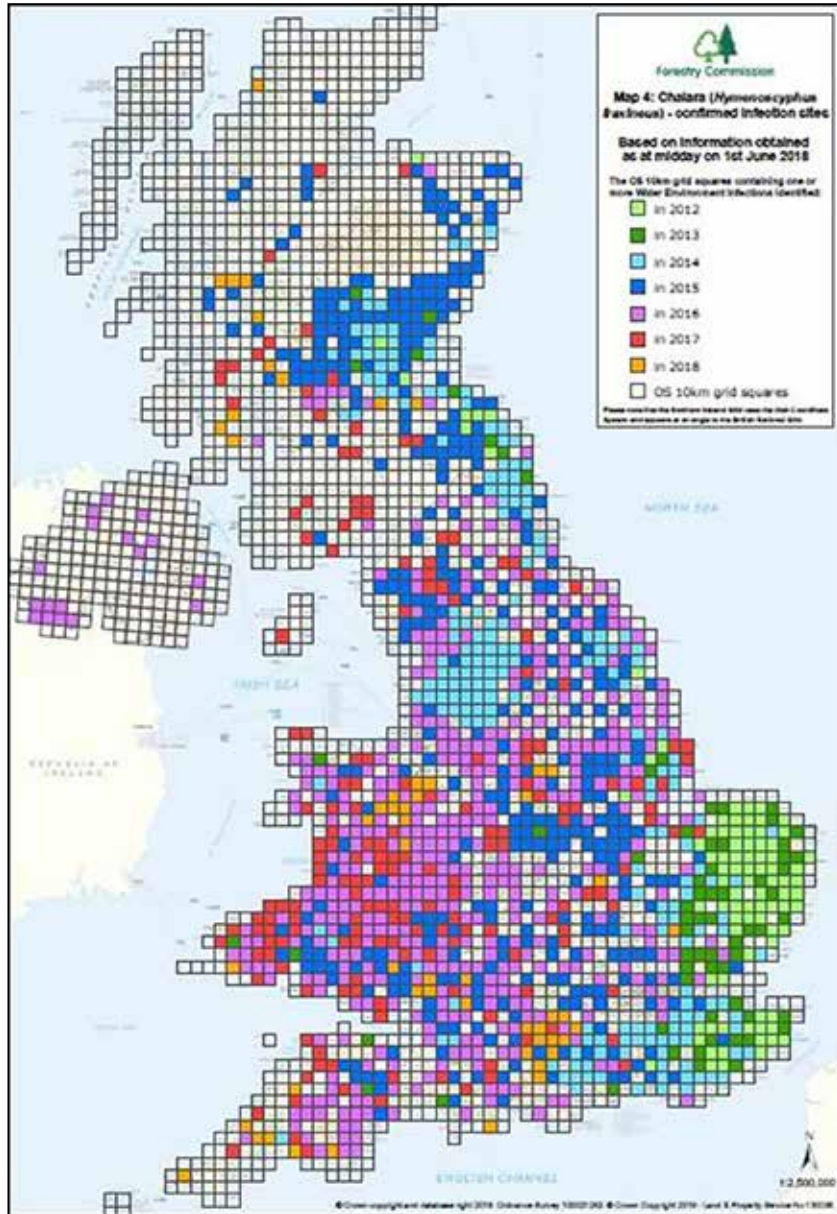
Woodland management under the Environmental Stewardship Scheme

ESS Option	ESS/CS Option Code	Amount under management (ha) (2017)
Ancient trees in arable fields	EC1 & HC5/ BE1	9
Ancient trees in grassland fields	EC2 & HC6/ BE2	42
Woodland Management	EC4 & HC7/ WD2	5.8
Woodland Restoration	HC8/ WD2	42
Woodland Creation	HC10/ WD1	1
Maintenance of wood pasture & parkland	HC12/ WD6	55
Restoration of wood pasture & parkland	HC13/ WD5	7

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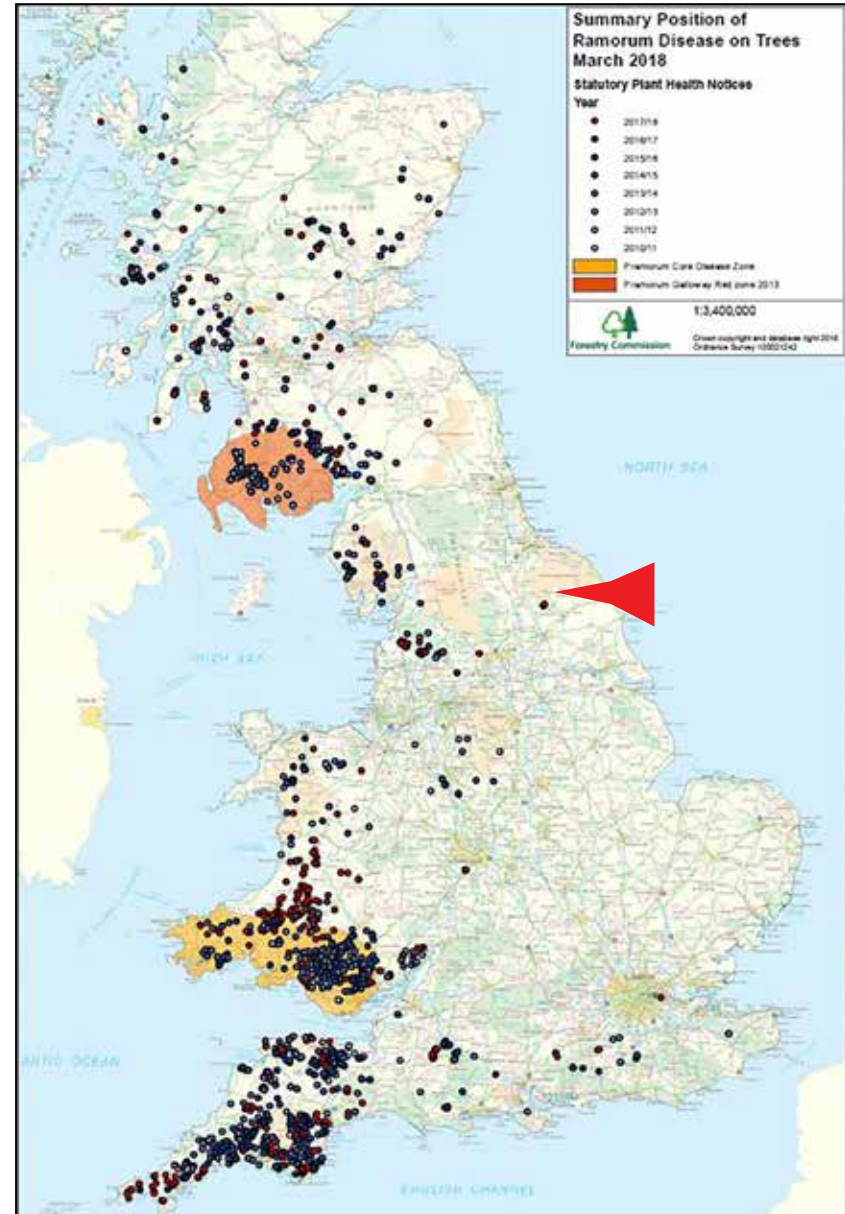
Pests and Diseases

Incidence of Ash Dieback (*Chalara fraxinea*), June 2014

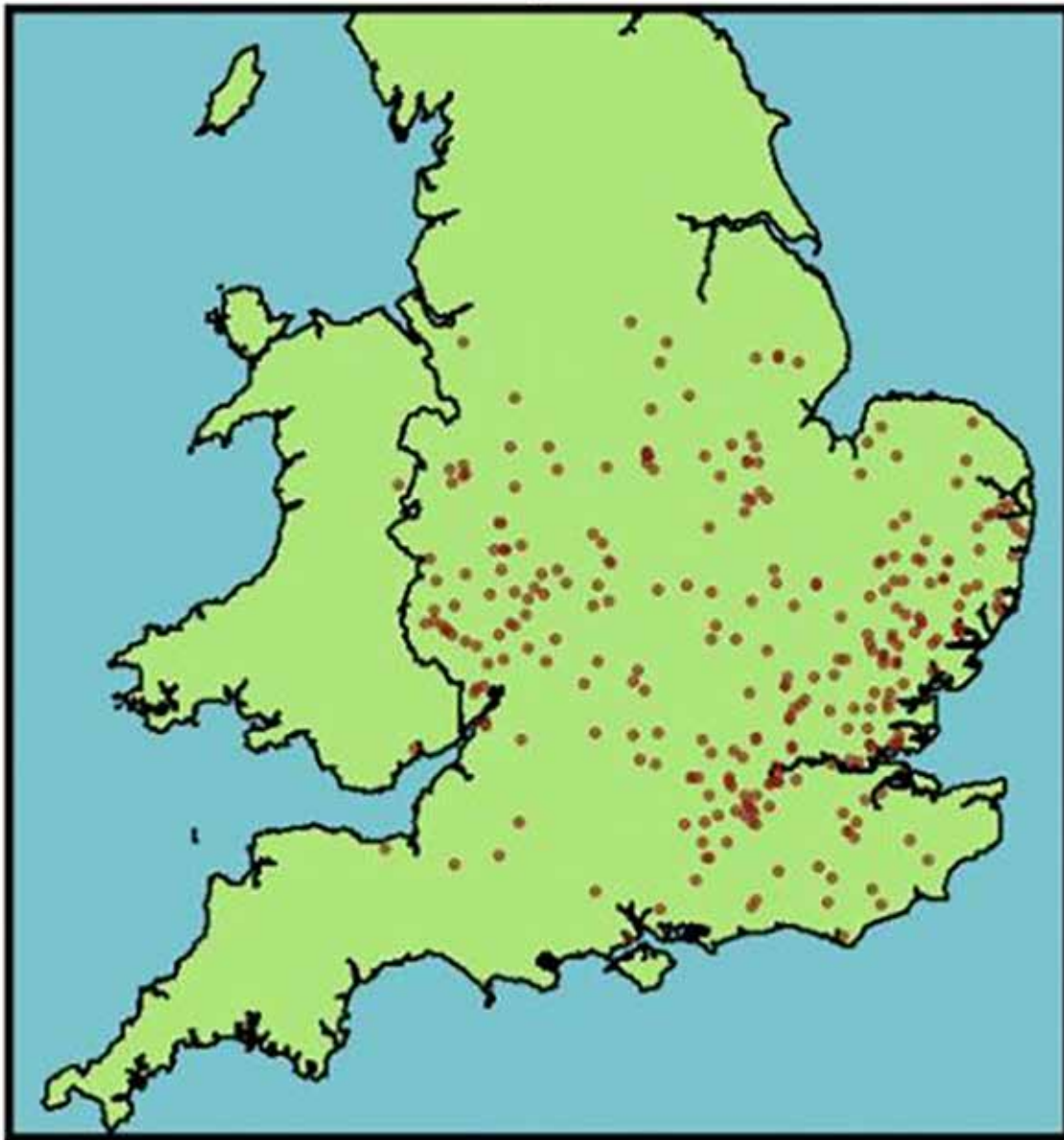


Incidence of Phytophthora ramorum disease on Larch, March 2018

(Arrow indicates outbreaks in Yearsley Moor woodlands within the AONB)



Incidence of Acute Oak Decline, March 2018



Forestry Commission. © Crown copyright and database right [2017] Ordnance Survey [100021242].

Forestry Commission 2018.

Interactive map sourced from <https://www.forestresearch.gov.uk/tools-and-resources/pest-and-disease-resources/acute-oak-decline/acute-oak-decline-aod-incidence-and-distribution/>

Development and the Rural Economy

2014 – 2019 Facts and Figures

- Scrutinised 575 development control cases. (JAC)
- Continued liaison with Northern Powergrid on overhead electricity cable undergrounding, with the surveying and submission of 11 potential schemes for funding under the next 8-year programme. Undergrounding schemes completed at Cawton, Crambe, Nunnington (West), Easthorpe and Ganthorpe. (NPg/JAC)
- Negotiated participation in a joint study organised and funded by the NYMNP to assess the scope for drawing down funds from the National Grid's Landscape Enhancement Initiative. (JAC)
- Initiated a partial undergrounding scheme for BT overhead lines for Nunnington (West). BT also looked retrospectively at the Cawton and Crambe schemes and initiated a removal scheme at Cawton. (JAC/BT)
- Attended meetings and debates to learn more about fracking. (JAC)
- Carried out site visits with the contractors during the seismic survey in autumn 2014, to understand the process. (JAC)

- Monitored and input as necessary to national policy consultations received by the NAAONB and took the lead on a national response to proposed regulations covering hydraulic fracturing (fracking). (JAC)
- Input to the various development phases of the Ryedale Local Plan; Hambleton Local Plan; North Yorkshire Minerals & Waste Joint Plan. (JAC)
- Participated in the Dales & Moors Farmer Innovation Project, with at least 1 farmer from the AONB participating. (JAC)
- Continued to explore options to support jobs, skills and sustainable economic growth locally, as part of the joint Protected Landscapes Growth Plan submitted to the Local Enterprise Partnership. (JAC)
- Supported new mobile phone masts proposed to tackle 'not spots' under the Government's Mobile Infrastructure Programme. (JAC)
- Attended the first meeting of the Ryevitalise Lowland Farmer Cluster, looking at training needs for local farm businesses. (JAC)
- See also Condition Indicators on p.3-4 for other relevant statistics.

Development pressure

In comparison with other AONBs, the Howardian Hills has not been under major pressure for new development. However, some of the more significant proposals and issues over time have included:

- **Minerals** – review of old mineral permissions, gravel quarries, rock quarry extensions and proposals for oil and gas exploration, including the potential for hydraulic fracturing (fracking).
- **Telecommunications** – new mobile phone transmitter masts.
- **Recreation and tourism** – golf course construction, caravan site extension, car park construction.
- **Schools** – new buildings and all-weather sports pitches (with floodlighting).
- **Roads** – possible major upgrading or dualling of the A64 trunk road.
- **Power lines** – re-alignment of overhead cables.
- **Office development** – conversion of old farm buildings to new office complexes.
- **Residential development** – construction of large new dwellings on in-fill sites in villages and new 'country houses' in open-country locations.

- **Agriculture** – construction of new general-purpose, livestock and feed mill buildings.

Clearly not all of the projects identified above have solely negative impacts on the AONB – new telecommunications

infrastructure benefits the local economy and residents, farm building conversion and work-space creation benefits the local economy, and new farm buildings are required to maintain a flexible and profitable agricultural industry.

In 2012 Defra produced an Economic Profile of the Howardian Hills AONB. The selected statistics below are drawn from that report (unless stated otherwise) and the full report is available from the AONB Unit.

Business activity - total employment, split by industry

Industry	Howardian Hills AONB			Yorkshire and Humber		
	Total	Urban	Rural	Total	Urban	Rural
Agriculture, forestry & fishing	500	-	500	32,435	3,970	28,460
Mining & quarrying; utilities supply	~	-	~	11,870	9,040	2,830
Manufacturing	~	-	~	237,755	188,320	49,440
Construction	105	-	105	108,265	80,700	27,565
Wholesale & retail trade, repair of motor vehicles	140	-	140	588,960	541,560	47,400
Transport & storage	~	-	~	59,635	47,210	12,425
Accommodation & food service activities	~	-	~	101,010	75,320	25,690
Information & communication	~	-	~	35,825	30,860	4,965
Financial & insurance activities	~	-	~	81,320	79,475	1,845
Real estate activities	~	-	~	30,770	26,635	4,135
Professional, scientific & technical services	95	-	95	101,505	85,820	15,685
Administrative & support service activities	80	-	80	123,720	106,795	16,920
Public administration & defence, compulsory social services	~	-	~	37,840	34,515	3,325
Education	~	-	~	326,870	320,350	6,520
Human health & social work activities	~	-	~	286,550	262,480	24,070
Arts, entertainment & recreation	~	-	~	34,870	26,020	8,850
Other service activities	~	-	~	31,485	26,750	4,735
Total for all industries	2,115	-	2,115	2,230,675	1,945,825	284,850

Inter-Departmental Business Register 2010/11, Enterprise level.

~ Data has been suppressed to avoid disclosure of information where the number of observations is low. Figures have been rounded to the nearest five; totals are based on unrounded figures. Employment numbers cannot be shown for sectors with a business count of 20 or less.

Micro Businesses

	Howardian Hills AONB	Yorkshire and Humber		
	All	All	Urban	Rural
Number of Micro Businesses	245	101,585	71,075	30,515
Percentage of businesses that are micro	59%	69%	71%	65%
Total employment in Micro Businesses	760	305,255	214,695	90,560
Percentage of employment in Micro Businesses	36%	14%	11%	32%

Inter-Departmental Business Register 2010/11, Enterprise level.

~ Data has been suppressed to avoid disclosure of information where the number of observations is low. Percentages are based on unrounded figures. These are businesses that are included in the IDBR, which have 1 – 9 employees. Employment numbers cannot be shown for sectors with a business count of 20 or less.

Economic activity and unemployment

	Howardian Hills AONB	Yorkshire and Humber		
	All	All	Urban	Rural
Employed	4,600	2,401,200	1,889,100	512,100
Unemployed	~	231,900	205,600	26,200
Retired	~	875,600	661,300	214,300
Other Economically Inactive	800	732,700	629,900	102,800
Total Working Age Population	7,000	4,241,400	3,385,900	855,500

Labour Force Survey 2010, Office for National Statistics

~ Data has been suppressed to avoid disclosure of information where the number of observations is low. Percentages are based on unrounded figures.

Employment numbers cannot be shown for sectors with a business count of 20 or less.

Economic activity and unemployment - percentage of population aged 16 and over

	Howardian Hills AONB	Yorkshire and Humber		
	All	All	Urban	Rural
Employed	66%	57%	56%	64%
Unemployed	~	5%	6%	3%
Retired	~	21%	20%	25%
Other Economically Inactive	12%	17%	19%	12%
Total Working Age Population	100%	100%	100%	100%

Labour Force Survey 2010, Office for National Statistics ~ Data has been suppressed to avoid disclosure of information where the number of observations is low. Percentages are based on unrounded figures.

Percentage of working age population claiming unemployment-related benefits

	Qtr 2 - 2007	Qtr 2 - 2008	Qtr 2 - 2009	Qtr 2 - 2010	Qtr 2 - 2011	Qtr 2 - 2012
Howardian Hills AONB	0.8%	0.6%	1.6%	1.3%	1.3%	1.3%
Howardian Hills AONB - Urban	1.6%	0.8%	3.0%	2.6%	2.7%	2.8%
Howardian Hills AONB - Rural	0.7%	0.6%	1.4%	1.2%	1.2%	1.2%
Yorkshire and Humber	2.1%	1.5%	2.4%	2.2%	4.3%	4.2%
Yorkshire and Humber - Urban	2.5%	2.9%	2.8%	2.7%	4.9%	4.9%
Yorkshire and Humber - Rural	1.1%	1.4%	1.2%	1.0%	2.4%	2.2%

Office for National Statistics/Defra's Rural Statistics Unit.

House prices - average

House Type	Howardian Hills AONB	Yorkshire and Humber		
	All	All	Urban	Rural
Overall	£315,700	£154,800	£142,200	£199,200
Detached	£356,100	£251,700	£234,200	£279,000
Semi-detached	£252,800	£141,200	£137,200	£157,900
Terraced	~	£113,600	£108,600	£138,500

Land Registry sales data 2011.

The 'Overall' category includes sales of properties classified as 'Flats'

All figures have been rounded to the nearest hundred.

Average House Price/Average Household Income Ratio

Howardian Hills AONB	8.8
Yorkshire and Humber	5.0
Yorkshire and Humber - Urban	4.7
Yorkshire and Humber - Rural	5.7

Land Registry sales data 2011/CACI Paycheck data, mid-year estimates 2010-11.

This table shows the ratio of household income to house prices. A rate of 7.0 means the average house price is 7.0 times the average annual income.

Tranquillity

The tranquillity mapping methodology used by Northumbria and Newcastle Universities in 2006 gave each 500m x 500m grid square of England a tranquillity score, based on 44 different factors which add or detract from people's feelings of tranquillity. Positive factors included seeing a 'natural' landscape, hearing birdsong and seeing the stars at night; and detracting factors included hearing constant traffic noise, seeing lots of people and urban development.

Natural England used the 2006 base data to show the distribution of relative tranquillity within each protected landscape, and where the protected landscape fits into the national tranquillity spectrum. The following data relates to the HHAONB.

The small table below shows the HHAONB's maximum and minimum values, plus its range of tranquillity scores together with the National maximum and minimum values.

	Max	Min	Range
HHAONB Values	48.0	-19.9	67.95
National Values	148.7	-140.5	289.20

The scores that fall within the AONB were listed in order from the lowest value to the highest value and then divided into ten% bands ('0-10' being the lowest, and '91-100' the highest).

Summarised in the table below is the % of the AONB that has different levels of relative tranquillity for its area, from 'very low', 'low', and 'moderate' to 'high' and 'very high'. The red graph at the bottom shows where the protected landscape fits into the national tranquillity spectrum.

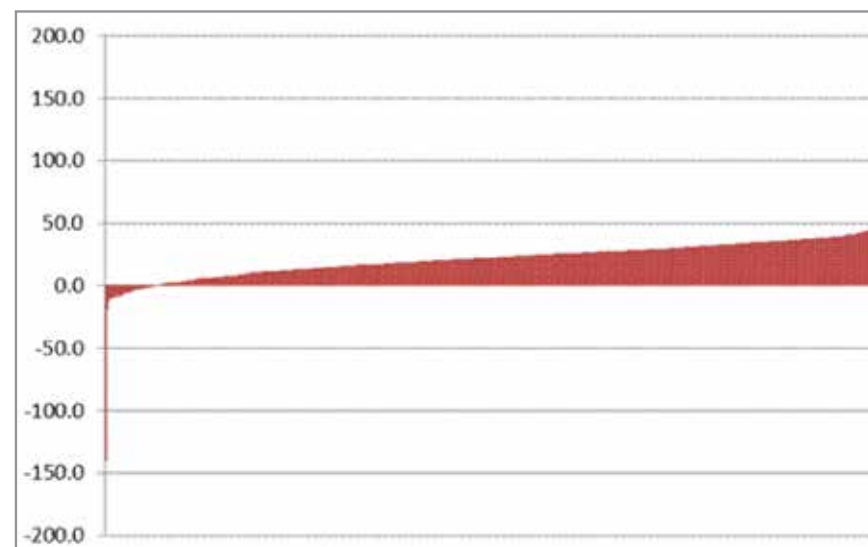
10% Percentile of value range		cell count	total cell count in 'band'	Band description: Relative tranquillity for its area	% area
Value	% Range				
0.0	lowest	1			
0.0	0 - 10	1	18	Very low	2.20%
0.0	11 - 20	17			
0.0	21 - 30	35	106	Low	12.94%
0.0	31 - 40	71			
0.0	41 - 50	98	243	Moderate	29.67%
0.0	51 - 60	145			
0.0	61 - 70	170	320	High	39.07%
0.0	71 - 80	150			
0.0	81 - 90	109	132	Very high	16.12%
0.0	91 - 100	23			
Total count of cells		819			100.00%

Notes for Interpretation

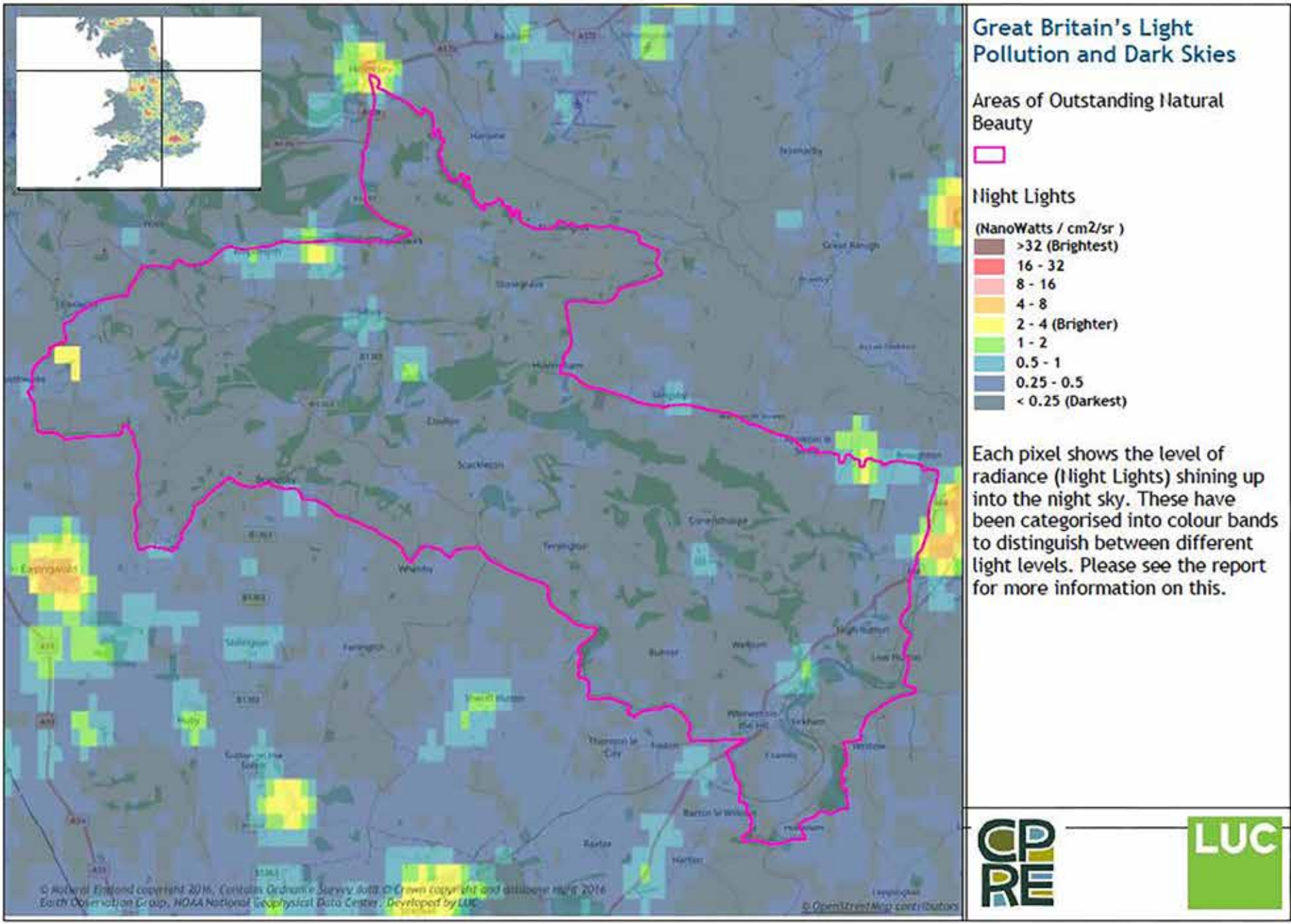
The statistics calculated in the table above show the distribution of relative tranquillity within the protected landscape. The term 'relative' relates just to that particular landscape, so the distribution is not comparable with other protected landscapes. There are various factors which affect this analysis and it is for this reason that the table should be viewed with reference to the red graph.

The red graph indicates where the protected landscape fits into the national tranquillity spectrum. The graph for the HHAONB shows it is not particularly tranquil in national terms as its 'top score' is 48.0 out of a possible national range of 148.7. However, this makes those parts of the HHAONB that do have relatively high tranquillity for its area especially important to protect.

Value range (within national range)



National Tranquillity Mapping Data 2006 developed for the Campaign to Protect Rural England and Natural England by the University of Northumbria. OS Licence number 100018881



Roads, Transport and Traffic Management

2014 – 2019 Facts and Figures

- Scrutinised 19 development control consultations relating to work in the highway. (JAC)
- Restored 8 traditional direction signs and repaired one. (JAC, NYCC, RDC)
- Promoted the AONB Design Guidance for Highways Works and presented it to the NYCC Highways Asset Management Heads of Service meeting for discussion and adoption.
- Input to the preparation of NYCC’s Local Transport Plan 4.
- Involvement in the NYCC/RDC study to identify improvements to the A64.

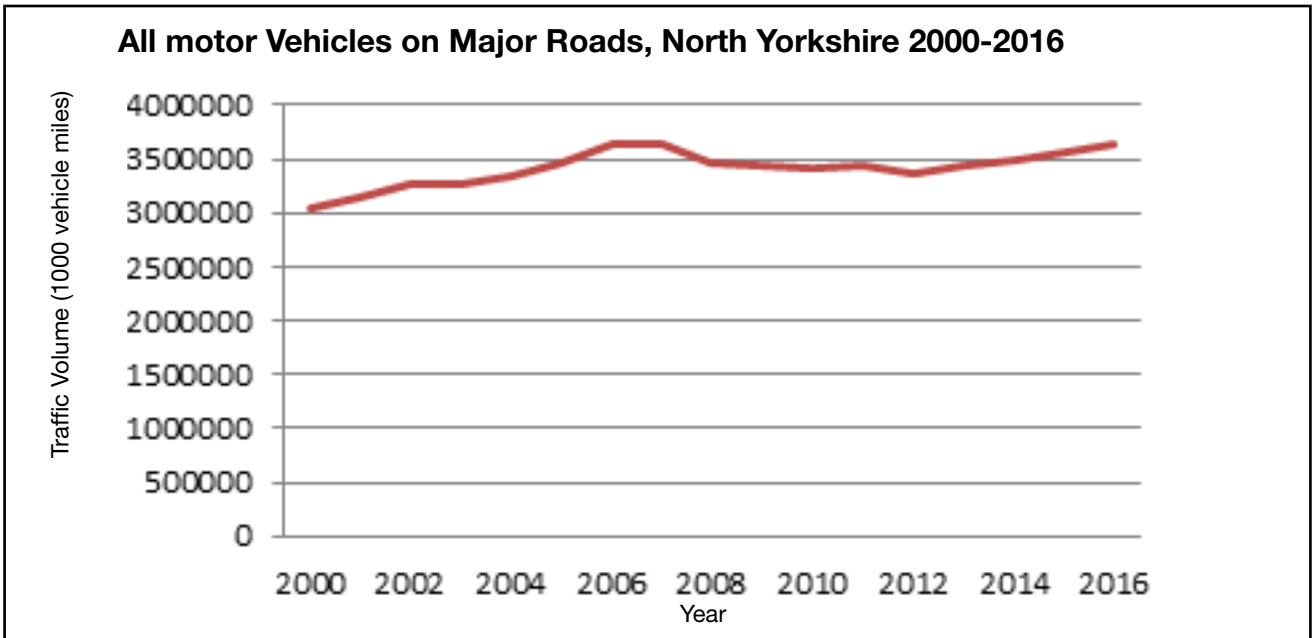
Vehicle traffic

The statistics below indicate a 5.84% increase in vehicle miles between 2013 and 2016 for North Yorkshire. This includes a 14.12% increase in miles by Light Goods Vehicles, a 4.8% increase in pedal cycles and a reduction of 6.20% in buses and coaches. It should be noted that changes are not linear as can be seen in the chart below. Traffic volumes in 2016 are still below their peak (recorded in 2006).

Total annual traffic on the North Yorkshire major road network (Units: 1000s of vehicle miles)

Year	2013	2014	2015	2016	% change 2013-2016
Count points	224	224	224	224	
Pedal Cycles	3,915	3,626	3,652	4,104	+4.83
Motorcycles	24,575	25,894	25,379	24,344	-0.93
Cars	2,559,518	2,590,105	2,613,055	2,677,967	+4.63
Buses & Coaches	24,952	25,256	25,582	23,406	-6.20
Light Goods Vehicles	471,655	487,686	521,457	538,230	+14.12
All HGVs	363,499	367,540	382,687	381,474	+4.94
All Motor Vehicles	3,444,205	3,496,482	3,568,164	3,645,423	+5.84

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Recreation, Access and Tourism

2014 – 2019 Facts and Figures

- Scrutinised 17 development control consultations relating to tourism/recreational development. (JAC)
- Picked litter at ‘hot-spots’ throughout the AONB. (JAC)
- Published a Rides and Rambles leaflet promoting routes in the wider Castle Howard area. (JAC)
- Re-printed the Great Outdoors leaflet with the North York Moors National Park and Welcome to Yorkshire, featuring some more of our walking and cycling routes. (JAC/NYMNPA/WtY)
- Digitised the remaining 3 walks routes around Terrington, to make a uniform package of 12 electronic leaflets for the whole AONB available via the AONB website. (JAC)
- Prepared an off-road cycling route leaflet for the Coneysthorpe area in pdf format. (JAC)
- Contracted iFootpath to prepare 6 Easy Countryside Trails, available on the iFootpath website and app. PDF versions available via a newly created ‘Accessible Routes’ page on the AONB website. (JAC)
- Continued participation in the LEADER area Local Distinctiveness project ‘Moors and More’ and other similar tourism business initiatives with Ryedale DC, Welcome to Yorkshire and Visit York. (JAC/LEADER)
- Implemented an initiative with Visit York, via Ryedale DC and Welcome to Yorkshire, resulting in the preparation of 7 ‘Theme/Route itineraries’. (JAC)
- Maintained a neat appearance around the AONB gateway signs. (JAC)
- Published AONB News and an Annual Report each year. (JAC)
- Maintained the AONB website. (JAC)
- Attended the Ryedale Show each year. (JAC)
- Gave 6 evening talks, attended by 170 people. (JAC)
- Held 20 Junior Ranger Club sessions, attended by 416 children. (JAC)
- Participated in a successful Local Growth Fund bid for the development of Tourism Business Networks for the Yorkshire Dales and North York Moors areas (including the Howardian Hills and Nidderdale AONBs).
- Started a major project to assist NYCC with resolving Public Rights of Way issues in the AONB: all roadside fingerposts have been photographed, to record the distance and destination information. 39 new/replacement fingerposts made and installed. Packages of work completed by the NYMNPA Modern Apprentices Team at Bulmer, Welburn, Kirkham/Crambe, Hovingham and Gilling. (JAC/NYCC/NYMNPA)
- Collated an up-to-date list of 61 accommodation providers, cafes and restaurants within or close to the AONB and distributed batches of the Rides and Rambles leaflet to them.
- See also Condition Indicators on p.3-4 for other relevant statistics.

Public Access

Linear Access within HHAONB	Length (metres) (2013)
Bridleways	93,291
Footpaths	202,687
Permissive access routes within ESS	1,413

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Publicly Accessible Land within the HHAONB

Land type	Area of land (ha) (2013)
Registered Common Land (RCL)	4
Wildlife Reserves	3
Millennium Greens	2
Area of Forestry Commission/Woods for People	125
Area of Woodland Trust/Woods for People	168
Cemeteries & Churchyards	5
Village Greens	7
Total area of Accessible Natural Environment (ANE) within HHAONB	176
Area of ANE as percentage of HHAONB	0.86%

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Notes on interpretation

- These statistics do not include all parks and gardens, access under current agri-environment agreements or other permissive paths.
- The different layers have been calculated in such a way as to avoid double-counting for the total area figure, even if areas occur in more than one category.

Visitor attractions

The area is rich in heritage and the five main historic houses open to the public attract large numbers of visitors. Castle Howard is the main draw, with around 250,000 visitors per year. Nunnington Hall attracts around 65,000 and the ruined Kirkham Priory around 6,000. Other popular historic houses include Newburgh Priory (c.1,100 visitors) and Hovingham Hall (c.1,800), although these have limited opening times. A number of other visitor attractions (e.g. Yorkshire Lavender, The Yorkshire Arboretum, the Dutch House Art Gallery & Café) are dotted around the AONB and there is a 9-hole golf course at Gilling Castle.

Facilities for staying visitors are varied and widespread. Serviced accommodation is available in village hotels/pubs, with bed-and-breakfast in farmhouses and village properties. Self-catering holiday cottages are available in most villages and there are a number of small farm-based caravan and camping sites. There are also several larger sites for camping and both static and touring caravans at Coneysthorpe, Slingsby, Sproxtun and Welburn. More up-market facilities such as camping pods and glamping sites are starting to be developed.

	Number	Percentage
All Tourism Industries: Accommodation; Food and beverage; transport; Culture and Leisure	430	21.9%

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Percentage of Tourism Businesses out of All Businesses

Total Tourism Industries	8.4%
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STEAM Analysis

A STEAM analysis report was commissioned in June 2018, to compare 2017 data with 2016 data. The details are shown in the infographic below:



Visitors & Users Surveys

Surveys were carried out in 2002 and 2012 and the results are summarised below:

The key findings of the 2002 research were as follows:

- 63% of visitors were on a day trip from home and 37% were staying.
- A fifth of the staying visitors were using accommodation within the AONB; most of the remainder were staying elsewhere in Ryedale, in York or in Scarborough District.
- The average length of stay was 4.41 nights.
- Visits were relatively evenly distributed through the year with a June to November 'high season'.
- Most came to visit a particular attraction or place (most commonly Castle Howard or Nunnington), for a drive in the country or for a walk.
- Economic impact was significant; visitors spent on average £15.39 per person. Residents spent the least (£4.94) and staying visitors spent the most (£40.42) – day visitors spent £10.01.
- The landscape, peace and tranquillity, lack of traffic, easy accessibility

and attractive villages were what brought people to the AONB.

- Awareness of the AONB was low, with only a fifth of visitors able to identify it correctly.

Comparing the 2012 survey results with the 2002 results, it was possible to draw the following conclusions for 2012:

- The age profile remained the same; under 16 year-olds continued to be under-represented amongst visitors to the AONB.
- The type of trip had not changed, with most visitors coming on day trips followed by holiday/VFR trips and residents making up in the region of 20% of trips.
- Higher proportions of people interviewed in 2012 had stayed in self-catering and camping/caravan accommodation. However, this could be down to sampling differences; also, the 2002 survey took place over a longer period of shoulder and low season, which is likely to show a higher proportion of stays in serviced accommodation.

- Length of stay for tourists was 4.4 nights in 2002 and 6 nights in 2012. Again, this was likely to be a reflection of the survey period.
- Party composition was similar, with 2 adults being the most common in both surveys.
- There were slightly more first-time visits in 2012. This was likely to be a result of the survey period.
- Frequency of visit was similar in both surveys.
- The summer period was the most common for visits in both surveys.
- Fewer people in the 2012 survey were visiting an attraction, and walking with a dog was significantly more common. This difference was likely to be a result of the locations chosen for conducting interviews in the two surveys.
- The proportion of people aware that they were in an AONB increased from 25% in 2002 to 67% in 2012, partly because of the AONB threshold road signs.

Resources/Implementation

2014 – 2019 Facts and Figures

- Achieved volunteer assistance for 107 tasks or projects, worth at least 829 days or £50,395.
- Utilised the Defra Single Pot funding arrangements to ensure maximum leverage of funds into the AONB. This was assisted by a 4-year Protected Settlement from 2016/17 until 31st March 2020.
- Utilised secondment from the North York Moors National Park Authority and part-time contracts to bolster staff resources for time-limited periods.
- Completed a Unit re-structure, which came into effect on 1st May 2016.
- Reviewed the AONB grant processes in order to maintain effectiveness and efficiency.
- Continued to participate in Ryevitalise, the partnership preparing an application for a Heritage Lottery Fund Landscape Partnership focussing on the River Rye. Assisted with development of the main Ryevitalise Project programme documents (ecological surveys, data mapping, LCAP) and individual projects. The Stage 2 application received approval of funding for the delivery phase in March 2019.
- Secured funding of £44,000 over 4 years to implement a Monument Management Scheme, improving the condition of Scheduled Monuments to remove them from Historic England's Heritage At Risk Register.
- Successfully applied for funding for tree planting schemes from the EA Mitigation Fund.
- Continued to explore options to support jobs, skills and sustainable economic growth locally, as part of the joint Protected Landscapes Growth Plan submitted to the Local Enterprise Partnership. Dales & Moors Farmer Innovation Project established.
- Worked jointly with the North York Moors National Park on a variety of projects: Native Woodland Partnership; scoping study of NP/AONB western fringe for National Grid LEI funding; NLHF Turtle Doves Project and Cornfield Flowers Project; Dark Skies Week; developing the Ryevitalise project for Stage 1 and Stage 2 NLHF Landscape Partnership funding; post-Brexit agri-environment scheme development; technical help with the AONB Monument Management Scheme; Destination Partnership project; article in National Park Out & About Guide.
- Successful out-sourcing of work to: carry out a Geodiversity Audit; prepare Easy Access routes; scope possibilities for accessing National Grid funding to screen the impact of major power lines; prepare site management plans for Scheduled Monuments.
- £3k secured from HDC & RDC as a contribution to the Geodiversity Audit; £50k secured from Defra by River Derwent Partnership for Natural Flood Management project, with 2 of the 4 villages involved being in the AONB; successful application written for LNP funding, to enable Moorswork to buy a fen mower.

Activity at a National level

- Attended the national AONB Conference each year.
- Attended 2 Northern AONBs Group meetings each year, and hosted the meeting in October 2018.
- Attended 6 seminars and 2 Funding Sub-Group meetings (to advise on the move to Defra sponsorship).
- Attended the AONB Chairmen's conference, NAAONB AGM and a national Lead Officers' meeting annually.
- Input to NAAONB discussions on Brexit issues, the Agriculture Bill, Environment Bill and Glover Review of Protected Landscapes (including hosting a Review Panel visit).
- Participated in peer-to-peer and on-line collaborative working initiatives, to share and receive knowledge around the AONB Network.

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