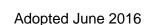
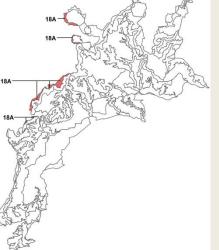
Character Areas

Key Features

- 18A Vale of Gloucester Fringe
- Soft rolling or gently undulating landform, with the Cotswolds Escarpment defining the eastern limit of the Vale and providing a dramatic backdrop to vale settlements and landscapes.
- Mixed arable and pasture land use with occasional orchards, indicates a productive agricultural landscape and varying growing conditions.
- Well maintained hedgerows forming a strong landscape pattern define fields and indicate different periods of enclosure.
- Limited woodland and ancient woodland cover indicative of widespread clearance for agriculture.
- Quiet winding lanes linking villages, hamlets and farms at the foot of the escarpment contrast to major transportation corridors running through the wider vale landscape. Many roads are dead-ends, terminating at the base of the scarp.
- Varied and complicated mix of building materials, with use of brick, timber and stone, and stone, Welsh slate, tile and thatch roofing, with Oolitic Limestone still prevalent within the vale villages in closer proximity to the Cotswolds escarpment, the latter providing a link to the Cotswolds where quarries have provided a locally available source of the building stone.
- Proliferation of modern 'suburban' building styles and materials indicating close proximity of large urban centres.

- Major transport corridors through vale with effects of noise, traffic movement, and light pollution at night.
- Rural areas bordered by large urban and suburban areas and interspersed with commercial and industrial uses indicating the close proximity of large urban centres and major transportation links.
- Widespread network of pylons and transmission lines are a significant feature on the fringes of urban areas and form prominent vertical elements in otherwise flat or gently undulating landscapes.









Summary description

Fragments of this character type, which extends westwards to the vale landscape of the River Severn, occur along the central western fringe of the AONB below the escarpment, and the southern edges of the Bredon and Oxenton Outliers. Mixed arable and pasture dominate the soft, rolling landform enclosed by well maintained hawthorn hedges There are limited area of deciduous woodland, although field and hedgerow trees give the overall impression of a wooded area. The landscape is influenced by neighbouring large settlements such as Gloucester and Cheltenham, which has lead to a noticeable amount of 'suburbanisation'. Industry and major transport routes also exert a strong influence on the character of the area, although no such development occurs within the bounds of the AONB. Villages, hamlets and farms within the Vale at the foot of the Escarpment are linked by a network of quiet, winding lanes.

Landscape Sensitivity

The rural areas that provide a setting to the Cotswolds escarpment areas are highly sensitive to development, particularly those which are, as yet, only marginally influenced by neighbouring towns, transport routes and infrastructure. Of particular sensitivity are those areas of the agricultural landscape that provide a landscape setting to urban areas.

Despite this, even in rural areas, the screening effects of landform, occasional woodlands, hedgerows and shelterbelts provide a strong framework in which some opportunities for small scale development may exist. However, care must be taken to ensure that a cumulative effect of such development does not occur, or have an adverse effect on the more rural character of the area.

Vale landscapes prominent in views from upland areas with wide vantage points such as the Escarpment and Escarpment Outliers landscape types are particularly sensitive to the effects of large scale built development such as light industrial units, out of town trading estates and housing developments as these are often difficult to screen from elevated vantage points. The landscape bordering these upland vantage points is also highly sensitive to development that may disturb the strong field patterns created by hedgerows as these are best perceived from higher ground.



	Local Forces For Change	Potential Landscape Implications	Landscape Strategies and Guidelines
	New Development		
18.1	Development and expansion of urban/suburban areas including residential, industrial. Leisure etc;	 Erosion of the rural setting of the AONB. Loss of landscapes that contribute to the setting of towns and villages. Loss of characteristic landscape features such as hedgerows. Increased recreational use of scarp and adjacent areas. Intrusion of expanded settlement fringes including urban fringe into the landscape including within the setting of the AONB Degradation of views from and to the Cotswolds Scarp and Bredon Hill Erosion or loss of settlement identity due to settlement growth and coalescence. Loss/dilution of organic growth patterns of settlements including the relationship between the historic core and adjacent historic fields, paddocks and closes Proliferation of suburban building styles, housing estate layout and materials and the introduction of orumental garden plants and boundary features. Upgrading of minor roads and lanes associated with new development and the introduction of suburbanising features such as mini roundabouts, street lighting, Highway fencing, kerbs and traffic calming measures Increased traffic leading to increased damage to road verges and roadside hedges and walls and the creation of informal passing places Urban fringe impacts such as fly tipping and dumping of cars Potential loss of archaeological remains and historic features. Loss of archaeological and historic character of settlements and the historic context in how they have expanded, especially the importance of the relationship between the historic core of the settlement and surviving historic features such as churchyards, manor houses, burgage plots, historic farms, pre-enclosure paddocks and closes 	 Maintain the open, sparsely settled character of the Unwooded Vale by limiting new development to existing settlements and avoiding development between existing villages. Avoid development that will intrude negatively into the landscape and cannot be successfully mitgated, for example, extensions to settlements in areas of open landscape Initiate capacity assessments for landscapes fringing large urban areas. Ensure that new development does not adversely affect the wider rural landscape and views to and from the AONB. Ensure new development is proportionate and does not overwhelm the existing settlement Avoid ribbon development along major access or through routes Ensure that new development does not adversely affect settlement character and form or impact on views of key features such as church towers/spires Avoid development si noroporating standardised development layout, suburban style lighting, construction details and materials that cumulatively can lead to the erosion of peaceful landscape character. Layout of development should respect local built character and avoid cramming up to boundaries resulting in hard suburban style edge to the settlement. Control the proliferation of suburban building styles and materials Promote the use of traditional materials, including local stone, and building styles in the construction of new buildings and extensions to existing traditional buildings in preference to new built development particularly in rural areas. Where restored or converted to new uses buildings must retain their historic integrity and functional character. Sound conservation advice and principles must be sought and implemented Adopt measures to minimise and where possible reduce light pollution Retain existing trees, dry stone walls, hedges et as part of the scheme for green infrastructure and to reflect the former land



	Local Forces For Change	Potential Landscape Implications	Landscape Strategies and Guidelines
			 Introduce vehicle weight restrictions to prevent damage to verges and roadside boundaries Promote advice and guidance on road verge management Preserve archaeological and historical features and deposits and promote initiatives that remove heritage assets from at risk' status in the Heritage at Risk Register. Avoid proposals that result in the loss of archaeological and historical features or that impact on the relationship of the settlement and its links with surviving historical features. Ensure the historic character and context are included in Neighbourhood Plans Consider the impact on local Public Rights of Way as settlements expand and take into account any required improvements Ensure development proposals safeguard and provide new links and enhancements to the Public Rights of Way network
18.2	Isolated development such as new single dwellings and conversion of farm buildings that might compromise open farmed character, dispersed settlement patterns and views across the vale or to the scarp or outliers including farm buildings converted to residential use.	 Visual intrusions introduced to the landscape Erosion of the sparse settlement pattern of the Settled Unwooded Vale Loss of open countryside between settlements Loss of characteristic open landscape Upgrading of minor roads and lanes in areas of new development and introduction of suburbanising features such as gateways, kerbs, and lighting. Loss of tranquility. Suburbanisation and domestication of agricultural landscape by the introduction of gardens e.g ornamental garden plants and boundary features, parking areas, lighting, and conversion of tracks to manicured drives and ornamental gateways Appearance or extension of stables and 'white tape' field boundaries for horses and ponies (see 18.6 below) Damage to road verges and roadside hedges and walls and the creation of informal passing places 	 Avoid isolated development, that will intrude negatively into the landscape and cannot be successfully mitigated. Oppose new housing in the Settled Unwooded Vale (unless special circumstances apply in accordance with Paragraph 55 of the NPPF and development conserves and enhances the AONB as required by the CRoW Act 2000 Avoid conversion of isolated farm buildings Conserve the distinctive rural and dispersed settlement pattern. Restore existing stone farm buildings and structures in preference to new built development. When restored or converted to new uses, buildings must retain their historic integrity and functional character. Sound conservation advice and principles must be sought and implemented Maintain the sense of openness and consider the impact of development, including cumulative development on views to and from the adjacent scarp and on the setting of the AONB Control the proliferation of suburban building styles and materials. Landscaping schemes accompanying development should encourage the planting of appropriately sized native trees, shrubs and traditional fruit varieties, whilst discouraging large alien tree species such as eucalypts and conifers and inappropriate cultivars of native species, particularly on fringes of open countryside. Respect traditional position of agricultural buildings and their relationship to the surrounding land Introduce vehicle weight restrictions to prevent damage to verges and



	Local Forces For Change	Potential Landscape Implications	Landscape Strategies and Guidelines
			roadside boundaries
18.3	Conversion of traditional farm buildings to new uses Deterioration in condition of vernacular farm buildings	 Erosion of distinctive features and loss of Cotswold character. Domestication or industrialisation of existing agricultural vernacular and character Suburbanisation of the agricultural landscape by the introduction of gardens e.g. ornamental garden plants and boundary features, parking areas, lighting and conversion of tracks to manicured drives and ornamental gateways Loss of locally historic features and erosion of the integrity of the historic landscape Loss of historic features/character of distinctive buildings if converted to uses requiring inappropriate interventions to historic fabric and form. Loss and erosion of Farmstead Character and how the buildings relate to the surrounding agricultural landuse and landscape Decline in quality of landscape 	 Conserve vernacular farm buildings for their own sake and/or by developing other options for their use whilst retaining their agricultural character Where converted to new uses buildings must retain their historic integrity and functional character. Sound conservation advice and principles must be sought and implemented New uses should not prejudice the effective operation of the farm enterprise Avoid inappropriate new uses that necessitate excessive loss of original historic features or introduce elements that expand domestication or industrialisation Discourage the conversion of farm buildings to a function with a limited life span and seek to prevent follow-on conversions e.g. for housing. Respect traditional position of agricultural buildings and their relationship to the surrounding land. Stabilise historic buildings and undertake localised scrub and overgrowth clearance to enhance their landscape setting and increase the contribution they make to landscape character Ensure best practice is followed for the protection of species associated with farm buildings e.g. bats Promote examples of good practice
18.4	Solar Farms	 Industrialisation of the rural landscape Change of character due to colour and texture and heliographic glint Loss of seasonal change in the landscape Loss of characteristic agricultural landscape Damage to and loss of landscape features such as Ridge and Furrow, Strip Lynchets, trees and dry stone walls Impact of supporting infrastructure such as buildings, cables, roadways, security fencing, CCTV masts and lighting. Concealment of geomorphological or archaeological features Decline in quality of landscape 	 Prevent proposals for solar farms that will impact negatively on landscape character and/or intrude into views to and from the adjacent scarp. Ensure a comprehensive LVIA is undertaken (including potential cumulative effects) Avoid proposals that will result in the loss or harm to landscape features such as ridge and furrow, hedgerows and walls Ensure a glint/glare assessment is undertaken to determine the heliographic impact on receptors. Reduce landscape impact with appropriate screening Bury cables underground and seek opportunities to bury existing overhead cables Keep supporting infrastructure to a minimum and ensure it is in keeping with landscape character. Ensure removal and restoration on temporary construction access. Avoid the inclusion of any security lighting proposals Seek appropriate landscape enhancement to field boundaries and margins within solar farm development proposals.



	Local Forces For Change	Potential Landscape Implications	Landscape Strategies and Guidelines
			farm buildings
18.5	Introduction of vertical elements such as communication masts, wind turbines, electricity pylons and large road signs, particularly in locations that impact long views and panoramas.	 Introduction of visually intrusive 'urban' or industrial features to the open character of the Settled Unwooded Vale and views across it to and from the Cotswolds scarp. Introduction of unnatural movement and loss of tranquillity and sense of remoteness. Introduction lit elements to a characteristically dark landscape Intrusion on the setting of scheduled monuments, listed buildings and designed landscapes Loss of open character 	 Conserve the open, agricultural character of the Settled Unwooded Vale by objecting to the development of vertical elements where these would adversely affect views Ensure the development of vertical elements in areas beyond the AONB do not adversely affect views to and from the Settled Unwooded Vale Ensure alternative options have been fully considered Minimise impact by locating new communication masts on existing structures or by using existing masts. Set masts etc against trees Bury cables underground and seek opportunities to bury existing overhead cables. Avoid use of visually prominent urban security fencing and CCTV masts. Consider other renewable energy and communications technologies Ensure full assessment of heritage setting impacts and appropriate measures undertaken Seek to minimise the size and number of road signs Undertake road clutter audits Double up roadsigns where possible and remove unnecessary road signs.
18.6	Proliferation and concentration of equestrian establishments.	 Proliferation of stables and other visual clutter such as ribbon fences, jumps, horse boxes, shelters manège and lighting associated with 'horsiculture' Creation of paddocks by sub-dividing fields using non-characteristic field boundary treatments such as post and rail fence or ribbon fences Erosion of the rural landscape Deterioration in pasture quality and over grazing Pressure to provide new housing for staff and owners Creation of surfaced tracks, new and enlarged field entrances and parking areas for cars and horse boxes etc. Excessive use of local roads and paths by horses due in part to no direct or close connections to bridleways Increase in vehicle movements and roadside parking Damage to road verges 	 The creation of horse paddocks in visually prominent locations, including in views from the Scarp should be avoided. Take into account proximity to bridleways etc. Where possible, existing buildings should be utilised and new stables and other structures kept to a minimum. Ensure all new ventures provide accommodation within new stable buildings and proposals for separate isolated housing should be resisted New structures should be carefully sited and designed to minimize their impact on the landscape. Wherever possible they should be located close to existing buildings. They should be constructed from appropriate vernacular materials and should follow the form of the landscape, avoiding prominent locations Jumps, temporary fences and other equipment should be well maintained and removed when not in use. Any lighting should be designed to minimise light pollution, e.g. low level and directed downwards and fitted with timers. Oppose change of use for the 'keeping of horses' in visually prominent locations. A concentration of horse paddocks and associated structures in any one area can have a cumulative harmful impact on landscape character and



	Local Forces For Change	Potential Landscape Implications	Landscape Strategies and Guidelines
			 Earlies cape Strategies and Guidelines should be avoided Where pastures need to be subdivided into smaller paddocks, temporary electric fencing is better than more permanent structures and offers greater flexibility in pasture management. Post and rail should be avoided. Encourage the use of olive green tape, wider spacing of fence posts etc Historic field boundaries, such as hedges, walls and fences should be maintained or extended, and new boundaries should match the local vernacular wherever possible. Retain existing hedgerow trees and seek opportunities to plant or tag new hedgerow trees. Ensure authorisation is obtained from the highway authority for new gates or stiles on public rights of way In some instances, hedges and dry stone walls may need protection by fencing to prevent damage Jumps, temporary fences and other equipment should be well maintained and removed when not in use. Existing gates and access points should be retained if possible, and new gates should match the local vernacular. Historic features, including ridge and furrow pastures, stone troughs and stone stiles, should be protected from damage by equestrian uses. Promote Board guidance on good practice
18.7	Road upgrading and improvements, especially of minor country roads, as a result of development or general improvement schemes.	 Introduction of suburban features such as mini roundabouts, lighting, kerbs and traffic calming measures. Use of inappropriate materials (e.g.standard highway fences and barriers) Increased traffic movement Loss of roadside hedges Loss of verge/roadside habitat 	 Refer to DMRB Vol 10 for general environmental design guidance. Conserve the rural character of the local road network Resist the construction of 'village gateways', particularly those which are inappropriate and out of character. Minimise the use of road markings, permanent signage and lighting, siting them with care and ensuring that they are in keeping with their surroundings wherever possible whilst fulfilling road safety requirements. Avoid making over-large and inappropriate entrances and keep visibility splays to a minimum Promote use of design and materials appropriate to local character. Produce guidance on design and suitable materials. Seek opportunities to conserve and enhance roadside boundaries and habitats and secure their long-term management



	Local Forces For Change	Potential Landscape Implications	Landscape Strategies and Guidelines
18.8	Excessive traffic and/or speed on minor local roads and lanes.	 Pressure to improve roads by widening and straightening. Loss of tranquillity and danger to walkers/riders and other non-motorised users. Damage to verges and roadside boundaries by HGVs and agricultural vehicles 	 Promote traffic restriction measures such as lorry routing maps, speed limits and weight restrictions Maintain or reinstate rural character within towns and villages by promoting shared space and road design to slow and minimise traffic impact Apply national guidance on rural speed restrictions in sensitive areas (DfT Circular 01/2013 especially Para 128) Ensure traffic management measures reflect the character and materials of the area. Encourage use of public transport, car sharing etc Promote quiet lane initiatives Encourage cycling on safe routes Promote road verge protection and management
	Land use		Fromote road verge protection and management
18.9	Agricultural intensification, diversification and farm amalgamation.	 Field amalgamation and loss of hedgerows and stone walls leading to the loss of distinctive field patterns and a degraded landscape. Loss of habitat Removal of semi-natural vegetation cover and the poor maintenance and subsequent loss of field boundaries. Construction of large scale 'industrial style' agricultural sheds on the skyline or in prominent locations. Decline in maintenance of hedges and stone walls leading to a locally degraded or neglected landscape character. Increased use of non-characteristic field boundary treatments such as post and wire and post and rail fencing Conversion of permanent pasture and arable reversion to arable Loss of already limited areas of species rich grasslands Damage to and loss of archaeological sites and field monuments from conversion of pasture to arable and from intensification of grazing. Ongoing loss of archaeological sites and monuments from long-term cultivation and erosion. Conversion of farm outbuildings and field barns to recreational or business uses Increased damage to roads, road verges, dry stone walls and hedges from large machinery Increased risk of river pollution and flooding from agricultural run off. Loss of Farmstead character 	 Ensure new large scale farm buildings including silos and AD plants etc do not have an adverse visual impact on the wider landscape including on views to and from the Settled Unwooded Vale, and views from and to the neighbouring LCTs. Maintain the appearance and characteristic of isolated farmsteads and oppose proposals that will become dominant in the landscape. Encourage the mitigation of existing large sheds e.g. limited tree planting Encourage the installation of PV on the roofs of new agricultural buildings, avoiding risk of glint/glare. Provide advice to farmers on siting of new buildings, lighting, colour etc Seek to conserve traditional farm buildings where necessary through appropriate new uses that retain historic character and features. Respect traditional position of agricultural buildings and their relationship to the surrounding land. Retain and conserve areas of permanent pasture and semi-natural vegetation Protect remnant areas of species rich grassland. Monitor river nutrient levels Conserve and enhance riparian habitats Retain existing hedgerow trees and seek opportunities to plant or tag new hedgerow trees. Encourage low-intensity grazing or restrict access by livestock where archaeological sites may be lost or damaged.



	Local Forces For Change	Potential Landscape Implications	Landscape Strategies and Guidelines
			 Encourage the protection of traditional field patterns and encourage hedgerow and dry stone wall restoration. Retain and restore hedges particularly adjacent to roads and in the vicinity of settlements and farmsteads Encourage means and methods of reducing cultivation damage to archaeological sites and monuments (including reversion to grassland, mintillage, direct drilling and other damage reduction methods). Oppose proposals to convert pasture to arable particularly where archaeological sites/field monuments may be lost or damaged Ensure any woodland creation is in keeping with landscape character – see section 18.17
18.10	Illegal waste disposal/fly tipping	 Unsightly intrusion into the landscape Loss of biodiversity Blocking of gateways, laybys and areas of road verge by fly tipping Pollution of watercourses and aquifer Loose waste material blowing around and catching on hedges, trees etc. 	 Seek swift removal of fly tipping Prosecute landowners who allow or turn a 'blind eye' to unlicensed waste disposal Remove blown material from hedges, trees and road verges.
18.11	Damage to field monuments and archaeological sites and the historic environment from, farming operations, tree root damage, woodland management operations and tree planting and recreational activity.	 Damage to important archaeological sites and important landscape features. Loss of traditional field patterns Loss of traditional field boundaries, particularly dry stone walls and hedgerows. Loss of locally distinctive features such as ridge and furrow Damage caused by livestock Damage caused by recreational activity Encroachment of scrub onto archaeological features 	 Inform landowners of important archaeological sites Protect all upstanding archaeological sites and consider the impact of development on their landscape setting. Restore the wider setting of key monuments to ensure that they do not read as islands amidst a sea of arable farming. Raise awareness of the historic environment and of the HER as a source of information Provide guidance on managing the historic environment to farmers and land owners Retain traditional field patterns and field boundaries Ensure tree planting does not take place on archaeological features. Control scrub and manage existing trees on archaeological features to minimise damage for example by root damage or wind-blow. Minimise or prevent damage to the historic environment by recreational activity by working with landowners to prepare site management plans and if necessary limit access. Repair badly eroded features such as earthworks
18.12	Loss of and damage to geological features due to tree growth, erosion and change of land use.	 Loss of sites that provide an understanding of the Cotswold and Vale landscape. Loss of visible features such as landslips and vale hillocks. 	Identify important geological features and ensure they are conserved and appropriately managed.



	Local Forces For Change	Potential Landscape Implications	Landscape Strategies and Guidelines
18.13	Deterioration in condition of vernacular farm buildings.	 Erosion of distinctive features and loss of Cotswold character. Loss of locally historic features and erosion of the integrity of the historic landscape. Decline in quality of landscape. Loss of Farmstead character. 	 Conserve vernacular farm buildings for their own sake and/or by developing other options for their use whilst retaining their agricultural character. Raise awareness of grant availability for building restoration. Promote use of historic barns and agricultural buildings for new uses in preference to demolition or dereliction. Promote the use of traditional materials and building styles in barn conversions. Respect traditional position of agricultural buildings and their relationship to the surrounding land.
18.14	Planting of energy crops such as Miscanthus, short rotation coppice and short rotation forestry.	 Loss or seasonal interruption of views particularly from roads and public rights of way and views across the vale to the Scarp. Loss of permanent pasture Damage to archaeological sites and historic landscapes Loss of permanent pasture Damage to archaeological sites and historic landscapes Loss or seasonal interruption of views particularly from roads and public rights of way and views along and accross the vale Loss of permanent pasture Damage to archaeological sites and historic landscapes 	 Ensure energy crops are not planted where they would restrict or intrude into views, particularly open views across the landscape to the Scarp Do not plant on semi-natural habitats, permanent pasture or on sites with Section 41, CROW Act or local BAP species that could be affected in a negative way. Do not plant on sites where archaeological sites could be damaged or where significant historic landscapes would be adversely affected or on sites where features of geological or geomorphological importance would be obscured. Promote Cotswold Conservation Board guidance
18.15	Separation of farmhouse/agricultural housing from the working farm for sale with a plot of land. Sub-division of farmland for 'lifestyle' plots	 Loss of integrity, cohesion and character of historic farmsteads and associated farmland. Loss of agricultural context Suburbanisation of agricultural landscape by the introduction of gardens e.g ornamental garden plants and boundary features, parking areas, lighting and conversion of tracks to manicured drives and ornamental gateways Shelterbelt planting for privacy screening Appearance and proliferation of stables and 'white tape' field boundaries for horses and ponies Sub-division of fields using post and rail fences Pressure for housing on plots of land 	 Only permit new uses of traditional farm buildings that are appropriate to retain their historic character and features. Use planning conditions to restrict subdivision of fields, construction of stables etc. Consider use of Article 4 Direction. Ensure the separation of housing does not prejudice the effective operation of the farm enterprise Avoid isolated development. Respect traditional position of agricultural buildings and their relationship to the surrounding land
18.16	Loss of hedges characteristic of the Settled Unwooded Vale due to inappropriate management or 'abandonment'	 Loss of a key characteristic of the Settled Unwooded Vale Replacement with wire or post and rail fences Weakening/loss of field patterns, particularly those that reflect the pre- enclosure open field system 	 Encourage the retention and maintenance of hedges, using traditional methods such as hedge laying where possible. Where maintained by machine, ensure best practice cutting regimes Ensure hedgerow retention and management are included in agrient environment schemes



	Local Forces For Change	Potential Landscape Implications	Landscape Strategies and Guidelines
	Woodland and trees		
18.17	Inappropriate woodland creation and planting of shelterbelts and farm copses.	 Increased woodland cover diminishing the open character of the Settled Unwooded Vale limiting views and intruding on panoramas. Loss of Historic Landscape Character through inappropriate siting and/or species 	 Woodland creation is not appropriate in this landscape type to retain the open un-wooded character. The exception is tree planting in association with new development. Conserve, enhance and replant existing copses using native broadleaves or species that reflect local broadleaved woodland Seek EIA determination if necessary Establish a programme to plant or tag replacement single hedgerow and field trees
18.18	Loss of traditional orchards in recent years.	 Loss of characteristic feature of the vale landscape and associated habitats. 	 Conserve and enhance existing traditional orchards wherever possible. Create new traditional orchards. Priority should be given to re-establishment of former orchards and the use of traditional local fruit varieties. Ensure market is available for traditional apple varieties.