

### 9.3 Policies

The proposed CP policies set out below help to meet the objectives as well as address and mitigate the issues and vulnerabilities identified in Section 9 of this report. They fit within existing planning policy and guidance and seek to further initiatives currently promoted by key organisations such as the National Union of Farmers, English Heritage, Hinckley and Bosworth Borough Council, Leicestershire County Council, Natural England and the Leicestershire and Rutland Wildlife Trust. These are brought together with the proposed Action Plan outlined in Section 10.

#### Theme 1 Partnership and Communication

##### Objective 1

***To foster complementary partnerships with national, regional and local organisations and build trust between parties through clear, transparent and regular communication***

- Policy 1.1 Establish a database of potential partners/supporters of the proposed objectives in this CP
- Policy 1.2 Establish a database of up to date e-mail and postal addresses for all relevant landowners to ensure rapid and effective communication
- Policy 1.3 Establish a Bosworth Battlefield Partnership or Forum comprising representatives of the farming community, tourism businesses, National Farmers Union, English Heritage, Natural England, Leicestershire County Council, Hinckley and Bosworth Borough Council, relevant Parish Councils, The Wildlife Trust, British Waterways, and the local constabulary in order to take forward the proposed recommendations in this document
- Policy 1.4 Develop a schedule of regular meetings for the Partnership/Forum and an annual general meeting

##### Objective 2

***Establish clear responsibilities between parties and agree initiatives for cooperative action***

- Policy 2.1 Ensure that the Bosworth Battlefield Partnership or Forum takes on the role of a Local Heritage Crime Partnership to address, through collective action, matters to do with rural and heritage crime
- Policy 2.2 Ensure that the Bosworth Battlefield Partnership or Forum reviews, implements and develops the proposed action plan included in this report, delegating responsibilities to key organisations / individuals, setting up sub-groups where necessary to take initiatives forward and sourcing resources

#### Theme 2 Living Landscape and Local Economy

##### Objective 3

***To support a buoyant local economy which contributes to the sensitive management of the landscape's natural and cultural heritage***

- Policy 3.1 Promote sustainable and appropriate farming diversification by access to business guidance and intelligence on tourism trends and opportunities

- Policy 3.2 Explore the opportunities for collective marketing of attractions and offers within the Bosworth Battlefield area and the collective branding of local produce in order to drive up footfall at existing key visitor sites and improve opportunities for spending in the area, benefiting local businesses

#### **Objective 4**

##### ***To ensure sustainable visitor offers at the Bosworth Battlefield Heritage Centre and other sites across the Battlefield area***

- Policy 4.1 Foster complementary, carefully managed, appealing low key recreation and enjoyment of the wider Battlefield area; encourage the development of 'hubs' for visitor activity, consistent with the area's special qualities which physically link, via trails, to the wider area beyond the battlefield



A panel from the extended Battle Trail on Ambion Hill

- Policy 4.2 Clarify and improve the efficiency and effectiveness of the Heritage Centre and Country Park visitor offer, management and communication
- Policy 4.3 Review the current sense of arrival, orientation and signage at the Bosworth Battlefield Heritage Centre both on Ambion Hill and Shenton Station sites

#### **Theme 3 Protection of the Archaeological Resource**

#### **Objective 5**

##### ***To ensure adequate protection/recognition of all sites and areas associated with the Bosworth Battlefield and its setting in partnership with Leicestershire and Rutland Historic Environment Record (HER)***

- Policy 5.1 In line with current national policy, ensure that planning policy within the local development plan documents seeks to protect land within the revised Registered boundary<sup>38</sup>, including key sites and their settings known to have been associated with the Battle
- Policy 5.2 In liaison with the Historic and Natural Environment (HER) team to ensure stewardship schemes consider and, where feasible, reflect any new understanding e.g. research into decay of artefacts or location of former wetland areas
- Policy 5.3 Ensure that the Registered Battlefield boundary reflects current research and understanding of the Battle in partnership with English Heritage
- Policy 5.4 In line with current national policy, in liaison with the Historic and Natural Environment team (LCC) ensure that any new development within the area and its setting does not have an adverse visual or landscape impact on the special qualities of the area, and that existing development which detracts from the area, where appropriate, is mitigated

<sup>38</sup> The revised Registered Battlefield Boundary was confirmed by English Heritage in June 2013

**Objective 6**

***To ensure clear procedures for the collation and stewardship of archives and artefacts relating to the Bosworth Battlefield***

- Policy 6.1 Establish a clear understanding of artefact identification, research and collections management between all parties
- Policy 6.2 Develop a protocol for data exchange with the Historic and Natural Environment team (LCC) as the primary repository for archaeological / heritage data in Leicestershire
- Policy 6.3 Communicate the opportunities for public access to the diversity of materials and information related to the Battlefield area

**Objective 7**

***To ensure a full and comprehensive understanding of the Battlefield through a programme of research working closely with Historic and Natural Environment team (LCC)***

- Policy 7.1 Consider the opportunities for supporting PhD scientific research into the condition and decay of metal artefacts as a result of farming activity and soil conditions, and make accessible to landowners to inform future management decisions if requested
- Policy 7.2 Work with partners such as the Battlefields Trust to undertake further detailed research and survey to increase understanding of the Bosworth Battle
- Policy 7.3 As required, support research into the historic evolution of other areas within the Battlefield landscape

**Theme 4 Landscape Management****Objective 8**

***To retain and enhance the varied landscape character and special landscape qualities of the Bosworth Battlefield area***

- Policy 8.1 Ensure sensitive management of the landscape, conserving its varied character and local sense of place whilst utilising the Hinckley and Bosworth landscape assessment and the assessment within the CP
- Policy 8.2 In line with current national policy, ensure that topographic views across the Battlefield and within its setting are conserved and managed in order to protect significance enabling understanding and interpretation
- Policy 8.3 In line with current national policy, protect the area from activity and development which undermines tranquillity – in particular noise, visual intrusion and night light spill
- Policy 8.4 Encourage the retention and enhancement of the open character of the Redemore Plain area

**Objective 9**

***To conserve and enhance wildlife habitats seeking a balance with heritage conservation and historic authenticity, with the agreement of local landowners***

- Policy 9.1 Seek to develop a rolling programme of habitat survey and recording in order to increase awareness of ecological value, encourage appropriate sensitive management of areas of wildlife value and identify opportunities for habitat creation
- Policy 9.2 Identify opportunities for wetland and meadow creation / restoration enhancing the existing landscape character and ecological value, following careful consideration of the archaeological impacts and opportunities
- Policy 9.3 Encourage collaborative working between landowners to deliver landscape scale ecological benefits
- Policy 9.4 Ensure the sensitive management of verges along rural lanes within the Battlefield area particularly those designated as Local Wildlife Sites
- Policy 9.5 Encourage the uptake of stewardship in land not currently within schemes particularly within the Registered Battlefield area

**Theme 5 Appreciation and Understanding****Objective 10**

***To improve understanding of and intellectual access to the area's natural and cultural heritage through the development of appropriate interpretation which helps explain the area's special qualities***

- Policy 10.1 Develop and distinguish between the visitor offer at the Heritage Centre and other complementary offers within the wider Battlefield area, ensuring that the Bosworth Battlefield Heritage Centre remains the focus of visitor activity for Battlefield heritage
- Policy 10.2 Maintain the interpretation focus of the Bosworth Battlefield Heritage Centre on the Battle and place this within the wider landscape context of the Battlefield area
- Policy 10.3 Enable the visitor to have a deeper appreciation of other significant periods of history within the Battlefield Area, including enclosure patterns, settlement and parkland, Roman features, Civil War skirmish and industrial heritage
- Policy 10.4 Enable the visitor to have a deeper appreciation of nature conservation within the Battlefield area
- Policy 10.5 Within the wider Battlefield area tell the story of the Battlefield through the landscape including the use of topography, land use, views and landmarks and interpreting those sites/locations known to have an association with the Battle
- Policy 10.6 Ensure that interpretation at the Heritage Centre and within the wider area is regularly updated and remains true to current thinking and research, and other developments

**Objective 11**

***To enable safe and respectful recreational enjoyment of the Bosworth Battlefield area which conserves the area's special qualities***

- Policy 11.1 Foster carefully managed, appealing low-key recreation and enjoyment of the wider Battlefield area
- Policy 11.2 Encourage a culture of respect for the landscape as a place of commemoration

**Theme 6 Access and Enjoyment****Objective 12**

***To reduce reliance on the car and to address traffic issues on the lanes within the area***

- Policy 12.1 Encourage the use of sustainable modes of transport to the area and reduce reliance on the car
- Policy 12.2 Ensure safe access and use of rural country lanes within the Battlefield area (through traffic calming, speed restrictions – remove) and designation of 'quiet lanes' appropriate to the rural setting, whilst recognising the access needs of landowners and farmers
- Policy 12.3 Review all parking opportunities and issues within the area and develop a parking strategy which supports long term recreational use of the area

**Objective 13**

***To maintain and where possible enhance the accessibility of the Battlefield area for walkers, cyclists and horse riders, while safeguarding the valued characteristics of the area and needs of landowners and farmers***

- Policy 13.1 Create opportunities for horse riding and cycling within the Battlefield area for local residents and visitors to the area and consider 'rewarding' off-road visitors with added or unique interpretation opportunities
- Policy 13.2 Taking a whole area approach, seek to develop an access strategy which improves footpath and bridleway access to the Battlefield area compatible with farming activity, including where feasible, the implementation of initiatives within the Green Infrastructure Strategy and new access to sites associated with the Battle. This would need to consider trading new routes for old, unused or cul-de-sac paths.

**Objective 14**

***To promote the area as an icon of history – with the past 'bloody' conflict contrasting with the rural idyll***

- Policy 14.1 Develop an integrated marketing and branding strategy for promoting the historical, cultural, natural and aesthetic values of the Battlefield area