

High Weald AONB Unit Report

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# Communication Plan and Audience Profiles

Field Systems in the High Weald

March 2017



The High Weald: an outstanding medieval landscape



Historic England

## **Introduction**

The development of an audience and communication plan has informed production of the High Weald Field Systems Character Statement (P5) and A Landscape Approach to Field System Assessment (P6). It will also guide further testing and delivery of the guidance to High Weald AONB local planning partners following the completion of Stage 1 of the Field Systems in the High Weald project, September 2016.

Sections 1 of the report covers a description of target audiences and the decisions they take in relation to fields, and summarises the conclusions from outreach events that have informed production of the guidance. The communication plan is set out in Section 2. A background assessment of a wide range of audiences was carried out at the start of the project to assess the current lexicon of communications relating to fields. A summary is included in Appendix A.

### **1. Key audiences**

- Local authority planning and landscape officers who are involved in making strategic planning or development control decisions about fields.
- Planning agents, developers and landscape/ design consultancies who are advising clients about the potential for development on fields, the capacity and economics of development on fields, and site design.
- Neighbourhood planning committees looking at the potential of green fields to provide sites for housing development or economic uses;
- Land owners or land managers who manage fields and/ or seek alternative uses for them;
- Government bodies and other organisations that provide advice and/ or grants for field management or change of use. For example, the Forestry Commission and Woodland Trust who provide grants for tree planting.

Discussions with audiences were used to identify where opportunities exist to promote the field character statement and assessment method:

Audience	Opportunities for promoting fields character statement and assessment method
Local authority planning committee members	When scrutinising local plan documents or planning applications
Planning officers – strategic planning	<p>At an early stage in local plan production:</p> <ul style="list-style-type: none"> <li>• Site allocation documents and Sustainability appraisals – to enable landscape and environmental criteria used to test policies to be properly evidenced and justified.</li> <li>• Positive planning for new settlements or settlement extensions – to enable early screening and removal of the most significant fields/ to narrow areas of search</li> <li>• Strategic housing and land availability assessments – to enable early screening of sites coming forward for development</li> <li>• ‘Major developments’ – to demonstrate compliance with NPPF, para. 116</li> <li>• Landscape and ecological evaluations – to inform site descriptions and character assessments</li> <li>• Design briefs and masterplan production – to inform settlement character statements and guide site character principles</li> </ul> <p>When the need for further evidence is considered - to enable targeting of experts to the most significant areas and inform contracts for additional research and evidence.</p>
Planning officers – development control	At the desk top assessment stage of planning applications to identify features to look out for during site visits; to identify where and when further input from experts is needed; to inform planning conditions and assist scrutiny of LVIAs (Landscape and Visual Impact Assessments)
Parish councils and neighbourhood plan committees	At an early stage in neighbourhood plan production to enable early screening of sites coming forward for development and to inform settlement character descriptions and site design briefs

Landscape officers and landscape design consultants	During the production of LVIAs (Landscape and Visual Impact Assessments) to inform landscape character assessment and define landscape receptors
Landowners and land managers	When considering changes to land management practices or applying for countryside stewardship grants
Government agencies and environmental organisations	When promoting land use changes that impact on fields such as tree planting; subsidy programmes that encourage field amalgamation or gateway widening; provision of soil management advice

Conclusions from audience engagement and outreach events (Product Report P 8 & P16) suggest the following considerations may assist the development of usable guidance on fields:

- Information on fields needs to be concise, clear and in plain English with technical terms used minimally and in a consistent manner;
- Aerial photos and obliques are more helpful for describing field systems – size, shape and character of fields – than maps;
- In terms of non-designated assets, the wildlife benefits of fields are more often recognised than their historic or cultural value (except for landowners whose personal history is interwoven with their land);
- The importance of ‘second tier’ grassland sites and non-designated historic assets need clear articulation based on evidence;
- HER evidence is coming into play mostly after a decision has been made and in order to inform planning conditions;
- HLC is only available from East Sussex HER and its purpose and terminology is not well understood;
- Where HLC is considered it is seen as a static layer and the possibilities for querying it for period of origin or boundary loss is not well understood;
- Enclosure terminology is not consistent and can be confusing;
- The role of hedges and the concept of visual enclosure play a major role in decision making about fields;
- Any assessment framework proposed needs to be simple, usable and prescriptive, adding value to other guidance and identifying where expert input is needed;

- The belief that any and all impacts can be made less severe (mitigated) may need to be challenged;

## 2. Audience development plan for the High Weald Field character statement and assessment framework

Audience	Objective	Historic environment messages	How could these be communicated?
Local Planning Authorities (LPAs) plan making teams – preparation of local plans and core strategies	<ul style="list-style-type: none"> <li>• To raise awareness of the role of fields in understanding the character of a place</li> <li>• To raise awareness of the potential for fields adjoining AONB settlements, whatever their current use and appearance, to contain features of historic environment importance</li> </ul>	<ul style="list-style-type: none"> <li>• Fields and their relationship to farms and villages, roads and woods determine the character and local identity of places.</li> <li>• Small medieval field systems are typical of the High Weald AONB and their protection is critical to conserving its natural beauty</li> <li>• Large open fields with a high degree of boundary loss even if they are under arable or used for horticulture may contain evidence of the oldest field systems in the Weald.</li> <li>• Not all boundary banks and ditches are the same or have the same significance. Hedges with banks and ditches tend to be very old whatever their species composition. Linear features which align with administrative boundaries or estate boundaries may be particularly significant.</li> </ul>	<ul style="list-style-type: none"> <li>• Publicity – prepare articles for ‘Planning’ and other technical journals; blogposts for opinion formers such as Andrew Lainton</li> <li>• Training – practical hands-on CPD training for existing networks of LPA officers; individual LPAs, and on-line courses/ webinars for individuals</li> <li>• Peer pressure – support lead LPA to produce Fields SPD</li> <li>• Integrated events – providing a historic environment dimension to events and seminars focused on natural environment issues,</li> </ul>

Audience	Objective	Historic environment messages	How could these be communicated?
		<ul style="list-style-type: none"> <li>• All fields have the potential to tell a story about the history of the Weald which could help shape the design of development in a way that helps conserve AONB character.</li> <li>• All groups of fields with less than 25% boundary loss compared with the 1830's tithe maps should be considered as heritage assets for the purposes of planning.</li> <li>• Groups of fields with substantially intact boundaries (little changed from the 1830's tithe maps) that are associated with historic routeways; medieval buildings or the historic core of villages are particularly significant; representative of the High Weald AONB and sensitive to development.</li> </ul>	<p>Green Infrastructure planning, urban design, climate adaptation etc.</p> <ul style="list-style-type: none"> <li>• Improved access to data and its interpretation - AONB component data and HLC derived layers for individual parishes</li> <li>• Sharing Relevant case studies</li> </ul>
	<ul style="list-style-type: none"> <li>• To persuade LPAs that there is a value in undertaking a rapid assessment of fields at an early stage in the preparation of SHLAA's and site allocation DPD's</li> </ul>	<ul style="list-style-type: none"> <li>• Rapid assessment can screen out fields which have the highest potential to contain features of historic environment value, therefore, meeting the requirements of the NPPF para. 157, 'Local Plans should identify where development would be inappropriate, for instance because of its environmental or historic significance'. These fields are also the most likely to be more costly and problematic to develop.</li> <li>• Rapid assessment will inform the Sustainability Appraisal process for site allocations helping sites to be scored in a rigorous and transparent manner for their impact on the</li> </ul>	

Audience	Objective	Historic environment messages	How could these be communicated?
		<p>historic environment.</p> <ul style="list-style-type: none"> <li>• Understanding the character of fields will enable production of a site masterplan/ design brief that is based on and responds to local character, meeting the requirements of good design (NPPF paras. 56, 58 and 61)</li> <li>• Rapid assessment will help provide evidence that AONB purpose has been considered as required by Section 85 of CROW Act 2000.</li> <li>• Undertaking a rapid assessment demonstrates use of a proportionate evidence base (NPPF para. 158) in meeting the requirements of NPPF paras. 129 - 136 concerning the treatment of heritage assets and NPPF para. 115 'Great weight should be given to conserving landscape and scenic beauty in AONBs'. Also helping to ensure, for examination purposes, that a Plan is justified and 'sound' (NPPF para. 182).</li> <li>• Rapid assessment can be limited to the area of search only, minimising costs.</li> <li>• Planning officers can, after a basic familiarisation session, carry out most of the assessment themselves with support from experts focused on the most significant sites.</li> </ul>	
Local Planning Authorities	<ul style="list-style-type: none"> <li>• To provide a practical tool that can be used in decision making</li> </ul>	<ul style="list-style-type: none"> <li>• Applying the rapid assessment allows LPAs to work proactively with developers on an informed basis (NPPF</li> </ul>	<ul style="list-style-type: none"> <li>• Guidance documents and case studies available on line</li> </ul>

Audience	Objective	Historic environment messages	How could these be communicated?
(LPAs) - Development control (decision taking teams)		<p>para. 187) to ensure core planning principles requiring the character of different areas to be considered are met (NPPF para.17), and advice is provided in a timely manner to inform pre-applications discussions (NPPF para.190).</p> <ul style="list-style-type: none"> <li>• The rapid assessment tool can be used to check that applicants have understood the defining character of the site and responded to that character in the design (NPPF para. 56 and 61).</li> <li>• Using the rapid assessment tool helps reduce opportunities for decisions to be challenged at a later date.</li> <li>• A rapid assessment of fields can be carried out with maps and data easily available on the desk top with clear indications for when expert advice is needed.</li> </ul>	<ul style="list-style-type: none"> <li>• Sharing appeal decisions relevant to fields</li> <li>• Training – practical hands-on CPD training for existing networks of LPA officers; individual LPAs, and on-line courses/ webinars for individuals to access</li> <li>• Improved access to data and its interpretation - AONB component data and HLC derived layers for individual parishes</li> </ul>
Neighbourhood Planning Committees	<ul style="list-style-type: none"> <li>• To raise awareness of the role of fields in understanding the character of a place</li> <li>• To raise awareness of the potential for fields adjoining AONB settlements, whatever their current use and appearance, to contain features of historic</li> </ul>	<ul style="list-style-type: none"> <li>• The fields around your settlement, whatever their current use and appearance, contain unique evidence of the history of that settlement and its relationship with the surrounding landscape;</li> <li>• Groups of fields with substantially intact boundaries (little changed from the 1830's tithe maps) that are associated with historic tracks and routes; medieval buildings or the historic core of villages are particularly significant; representative of the High Weald and</li> </ul>	<ul style="list-style-type: none"> <li>• Practical support and access to a historic environment specialist to assist NPC's with Plan production</li> <li>• Events and practical hands-on training for individual NPC's or groups of volunteers with supporting information on-line such as guidance documents/</li> </ul>



Audience	Objective	Historic environment messages	How could these be communicated?
	environment significance	<p>sensitive to development.</p> <ul style="list-style-type: none"> <li>• Hedges with banks and ditches in the Weald tend to be very old whatever their species composition.</li> <li>• Lumps and bumps in fields can be substantially man-made and are worthy of further investigation.</li> </ul>	<p>powerpoint presentation/ webinars for individuals</p> <ul style="list-style-type: none"> <li>• Improved access to data and its interpretation for neighbourhood plans - AONB component data and HLC derived layers for individual parishes</li> </ul>
	<ul style="list-style-type: none"> <li>• To persuade NPCs that there is a value in undertaking a rapid assessment of fields at an early stage in the preparation of Neighbourhood Plans</li> </ul>	<ul style="list-style-type: none"> <li>• Rapid assessment can screen out fields which have the highest potential to contain features of historic environment value and are therefore likely to be more costly and problematic to develop.</li> <li>• Rapid assessment will help provide evidence that the AONB purpose has been considered in plan preparation as required by Section 85 of the CROW Act 2000.</li> <li>• Undertaking a rapid assessment demonstrates use of a proportionate evidence base (NPPF para. 158) in meeting the requirements of NPPF paras. 129 - 136 concerning the treatment of heritage assets and NPPF para. 115 'Great weight should be given to conserving landscape and scenic beauty in AONBs'. Also helping to ensure, for examination purposes, that a Plan is justified and 'sound' (NPPF para. 182).</li> <li>• Understanding the character of fields will enable production of a site design briefs that are based on and respond to local character, meeting the requirements of good design (NPPF paras. 56, 58 and 61)</li> </ul>	



Audience	Objective	Historic environment messages	How could these be communicated?
		<ul style="list-style-type: none"> <li>• Rapid assessment can be limited to the area of search only, minimising costs.</li> <li>• NPC members or volunteers can, after a basic familiarisation session, carry out most of the assessment themselves with support from experts focused on the most significant sites.</li> </ul>	
<p>Planning agents, developers and landscape/ design consultancies</p>	<ul style="list-style-type: none"> <li>• To raise awareness of the historic significance of fields in the Weald, the constraints this may place on development and the inspiration it may provide for good design</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding the history of the site is not an optional extra to be considered only once the basic site layout has been approved but integral to developing good design and thereby meeting the requirements of NPPF paras. 56, 58 and 61.</li> <li>• The High Weald field systems character statement and assessment tool is available to support site planning and design. It incorporates screening of readily available historic maps and Historic Landscape Character information.</li> <li>• Hedges with banks and ditches in the Weald tend to be very old whatever their species composition.</li> <li>• Significant field systems with intact field boundaries associated with ancient woodland or historic routeways and close to medieval buildings should be further investigated by an historic environment expert.</li> <li>• Lumps and bumps in fields can be substantially man-made and are worthy of further investigation.</li> </ul>	<ul style="list-style-type: none"> <li>• Fieldsapes and planning technical workshop/ conference</li> <li>• Promotion of a model LVIA demonstrating proper consideration for fields</li> <li>• Improved access to data and data interpretation - AONB component data and HLC derived layers for individual sites and their setting</li> <li>• Production and promotion of AONB technical advice on site design</li> </ul>




Audience	Objective	Historic environment messages	How could these be communicated?
Land owners or land managers who manage fields and/ or seek alternative uses for them	<ul style="list-style-type: none"> <li>To support the identification and valuing of characteristic fields and fields with high historic and natural environment value</li> </ul>	<ul style="list-style-type: none"> <li>Farm holdings where the historic farmstead and medieval field systems survive along with ancient woods and tracks are icons of the High Weald landscape and deserve the highest levels of protection and support</li> <li>Over half of fields in the High Weald retain their medieval character. Although these are highly significant in terms of the AONB even these fields have accommodated significant change in terms of cropping and woodland cover and with care could do so in the future without damaging character.</li> <li>Modern field amalgamations may appear to have the greatest capacity to accommodate change but these fields may also contain undiscovered archaeology in the form of the remains of earlier field systems, settlement or tracks. Sensitive change may be accommodated but a record of the archaeological interest would be valuable, for example, through a simple and cost effective geophysical survey or field assessment carried out by local heritage teams</li> <li>Boundary earthworks are as important to boundary value as the species mix and shape of hedges.</li> <li>Administrative boundaries, holding boundaries may be an indicator of antiquity and can be identified by simple historic map regression</li> </ul>	<ul style="list-style-type: none"> <li>Targeted support to assist activities that generate income for the conservation and management of medieval field systems</li> <li>Field system identification and assessment training for land management advisors and land owners</li> <li>Provision of mapped historic and natural environment information on fieldscapes to land owners and managers</li> <li>Celebratory events raising the value of field systems</li> </ul>
Government	<ul style="list-style-type: none"> <li>To secure support for, and</li> </ul>	<ul style="list-style-type: none"> <li>Conservation of the High Weald AONB requires that an</li> </ul>	<ul style="list-style-type: none"> <li>Preparation and dissemination</li> </ul>

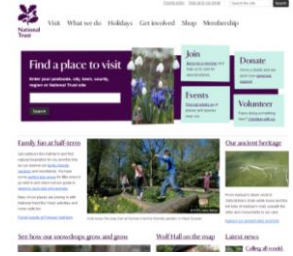
Audience	Objective	Historic environment messages	How could these be communicated?
<p>bodies and other organisations that provide advice and/ or grants for field management or change of use.</p>	<p>target funding at the most significant field systems in the High Weald AONB</p>	<p>integrated understanding of individual farm holdings – their intactness and survival, along with characteristic features of historic and natural environment interest - informs land management policy and agri-environment support schemes.</p> <ul style="list-style-type: none"> <li>• Small farm holdings where medieval farm buildings and their associated medieval field systems, track and other features are substantially intact are highly significant to the character and natural beauty of the AONB and should be the focus for conservation and enhancement.</li> <li>• An understanding of the heritage interest of field boundaries - origin, earthworks, characteristics - should underpin agri-environment support alongside biodiversity.</li> <li>• New hedges should consider traditional hedge species particularly hazel for its wands and nuts; holly for winter fodder and seasonal nectar</li> </ul>	<p>of targeting maps for significant field systems and relatively intact medieval farm holdings</p> <ul style="list-style-type: none"> <li>• Ongoing communication with representatives to raise the profile of field systems and the value of applying fields assessment method to land management decision making</li> <li>• Promotion of the High Weald Field Systems Character Statement as part of the statutory AONB Management Plan</li> <li>• Securing wide -ranging support for a substantial field focused project through, for example, the Heritage Lottery Fund Landscape Partnership Scheme</li> </ul>




## Understanding audiences and their perceptions of fields and field boundaries: Audience breakdown

Group	Group profile and motivation (break down demographic?)	Language	Imagery	Influence	Contact
<p><b>English Heritage</b> (soon to be split into English Heritage – the organisation that will continue to manage the National Heritage Collection – and Historic England – a new organisation that will offer expert advice, champion heritage and support stakeholders)</p>	<p>Heritage organisation that advises the government on the historic environment and is responsible for managing the National Heritage Collection of historic sites, monuments and objects, as well as “helping people understand, value, care for and enjoy England’s unique heritage.” Field Systems forms a part of “Activity 4F2 Field Systems” of their National Heritage Protection Plan – which ultimately aims to improve understanding.</p> <p>This group is crucial, as it ultimately funds the project and will help promote the results – and potentially fund further work. It is also well connected and respected within the heritage sector.</p>	<p><b>Formal</b> with some limited technical language, appealing to members of the public and organisations who are already engaged and concerned about the landscape. They <b>rarely define terms</b> so it is not engaging for many members of the public who may trip up on what limited technical language is used on the main website. <b>‘Field’ used more in the sense of generic unbuilt area being analysed, landscape seems to be when has been given higher heritage value.</b> All discussion of the ‘landscape’ brings it back to the <b>significance for humans</b> and human history, emphasising (both overtly and covertly) a <b>clear brand</b> and priority. Lots of information documents but seem to be very science and statistics based- further suggesting that their target audience is those with an <b>established interest</b> in EH looking for evidence to support their own work. Having said that there are some documents, e.g. guidebooks, which are directed at the general public so I’d suggest they are aiming for a broad but well educated audience.</p>	 <p>Iconic images that tend to fill the space. Earthy, traditional colour schemes with no use of attention grabbing primary colours. Images of people or landscape (or people in the landscape...), little reference to wildlife either in imagery or language.</p>	<p>High level of influence, given they are the public body responsible for advising on the conservation of the country’s historic environment and have a relatively high public profile. They are also the body funding the project and are therefore, <i>de facto</i>, very influential.</p>	<p><a href="http://www.english-heritage.org.uk/">http://www.english-heritage.org.uk/</a> 03703331181 <a href="mailto:customers@english-heritage.org.uk">customers@english-heritage.org.uk</a> English Heritage Eastgate Court 195-205 High Street Guildford GU1 3EH Tel: 01483 252000 Fax: 01483 252001 <a href="mailto:southeast@english-heritage.org.uk">southeast@english-heritage.org.uk</a></p>
<p><b>Buglife</b></p>	<p>“The only organisation in Europe devoted to the conservation of all invertebrates. We’re actively working to save Britain’s rarest little animals, everything from bees to beetles, worms to woodlice and jumping spiders to jellyfish.”</p> <p>They are currently working on their B-Lines project looking to create, connect and restore “wildflower rich grasslands” across the UK – which is very relevant to the conservation/ biodiversity aspect of fields that Kate Ryland mentioned.</p>	<p>An internal search of their website on “fields” returned 67 results – so they’re clearly using the term fairly frequently. Often seems to use <b>“field” in reference to agricultural/ farmer’s fields</b> (particularly when discussing issues like neonics/pesticides, or biodiverse brownfield sites (in fact they have “brownfield hub” with information on their importance for invertebrates and champion brownfield sites for their often underestimated biodiversity value).</p> <p><b>Emotive</b> almost clichéd language to appeal and motivate the general public into grass-roots (no pun intended) support. Pages of linguistic devices and repeated taglines give a <b>solid brand</b> and <b>engaging tone</b>. Lots of info documents and argument <b>breakdowns</b> (e.g. 7 principles to ‘Get Britain Buzzing’) making environmental conservation <b>accessible, memorable and inspiring</b>. They don’t define</p>	 <p>Very engaging photos of life and activity- colourful close-ups of animals, bugs an people, limited use of landscapes etc. Images stand out on white background- this clarity adds to the impression of</p>	<p>Potentially high, especially in media terms given their high profile supporters (Germaine Greer is their president, and Steve Backshall, Nick Baker, and Edward O. Wilson (arguably the most influential, distinguished and high profile conservation biologists in the world) as their Vice-Presidents).</p>	<p><a href="https://www.buglife.org.uk/">https://www.buglife.org.uk/</a> Buglife Bug House Ham Lane Orton Waterville Peterborough PE2 5UU 01733 201 210 <a href="mailto:info@buglife.org.uk">info@buglife.org.uk</a></p>




	<p>Buglife has some very high profile and influential supporters – including Germaine Greer as their president, and Steve Backshall, Nick Baker, and Edward O. Wilson (arguably the most influential, distinguished and high profile conservation biologists in the world) as their Vice-Presidents.</p> <p>They also have an extensive network of member organisations (29 in total) that mean they are potentially a useful conduit into the wider invertebrate conservation world.</p>	<p>terms a massive amount- partly because they use their <b>own terms</b> e.g. ‘B-lines’. Quotes from their high-profile spokespeople simultaneously make the narrative seem <b>reliable and glamorous</b>. Priority seems to be engaging wide popular support (and money for) conservation and being a communication point between the authorities and the public. Very <b>effective rhetoric</b> making an environmental pressure group simultaneously seem friendly, organised, exciting and authoritative.</p>	<p>Buglife being simultaneously <b>reliable and impactful</b>.</p>		
<p><b>Field Studies Council</b></p>	<p>“An environmental education charity providing opportunities for people of all ages and abilities to discover, explore, and understand the environment.”</p> <p>FSC is an independent charity receiving no statutory funding; therefore, they rely on fees paid by our visitors and on the generosity of donors, trust funds and grant bodies to finance our activities.</p>	<p>‘Field’ Used thousands of times but not surprising given the organisation name. Generally it is used in relation to an area of scientific or project analysis, the site being monitored. There is priority given to the distinctions between different types of ‘green space’ which is the generic term used. These distinctions ‘meadows’ ‘grasslands’ etc. form a large part of the courses they offer rather than their public content.</p>		<p>Influential in terms of their ability to impact peoples’ – particularly younger peoples’ – understanding through education. They produce a range of well used and respected guides on a variety of flora and fauna, and run a wide variety of courses for young and old alike. However, their focus is very much to do with wildlife rather than history and archaeology.</p>	<p><a href="http://www.field-studies-council.org/">http://www.field-studies-council.org/</a> Field Studies Council Head Office Preston Montford Montford Bridge Shrewsbury Shropshire England SY4 1HW</p> <p>Tel: 0845 3454071 01743 852100 Fax: 01743 852101 Email: <a href="mailto:enquiries@field-studies-council.org">enquiries@field-studies-council.org</a></p>
<p><b>Fields In Trust (FIT)</b></p>	<p>Charity “to ensure that everyone – young or old, able or disabled and wherever they live – should have access to free, local outdoor space for sport, play and recreation.”</p> <p>They operate throughout the UK to safeguard recreational spaces and campaign for better statutory protection for all kinds of outdoor sites.</p>	<p>An internal search of their website on the term “fields” returned a total of 4,070 results. Many of these either referred to their name or to playing fields (or sometimes to their Centenary Fields programme, which seeks to “ensure that war memorial playing fields are safeguarded as a living remembrance to those who died, whilst providing a much needed recreational facility for future generations.”</p>		<p>Potentially high, as they have some very high profile “ambassadors” and supporters (e.g. Clive Woodward, Tim Henman, and Sir Matthew Pinsent), and Prince William is their President.</p>	<p><a href="http://www.fieldsintrust.org/">http://www.fieldsintrust.org/</a> Fields in Trust 2nd Floor, 15 Crinan Street London N1 9SQ T: 020 7427 2110 E: <a href="mailto:info@fieldsintrust.org">info@fieldsintrust.org</a></p>
<p><b>RSPB</b></p>	<p>A conservation charity that works to promote conservation and protection of birds and the</p>	<p>An internal search on the word “fields” returned a total of 7,110 results and included terms like: “grazed fields”, “field margins”, “arable fields”, “stubble fields”, “ploughed</p>		<p>Potentially very high as the RSPB is the largest conservation charity in</p>	<p><a href="http://www.rspb.org.uk/groups/oxford/paces/278488/">http://www.rspb.org.uk/groups/oxford/paces/278488/</a></p>



	<p>wider environment through public awareness campaigns, petitions and through the operation of nature reserves throughout the UK.</p> <p>The RSPB has 2,000 employees, 17,600 volunteers and more than 1 million members (including 150,000 youth members), making it the largest wildlife conservation charity in Europe. The RSPB also has many local groups and maintains 200 nature reserves (although only 3 reserves are located within the High Weald AONB).</p>	<p>fields”, “soggy fields”, “unimproved fields”, and “weedy fields”.</p> <p>Language changes slightly between that aimed at the general public and that aimed at land professionals. On both though language is informative and consistent, with <b>‘habitat’, and ‘landscape’, ‘wildlife sites’ and ‘fields’</b> being used throughout without the use of synonyms, only adjectives when necessary to differentiate. It is one of the few sites that uses the word ‘environment’. The information aimed at the general public is slightly more engaging with rhetorical questions, metaphors and descriptive passages, but rhetorical devices are limited and it is purely explanatory rather than emotive. They give information documents aimed at specific target audiences. These keep the same language patterns; range of vocabulary is limited giving clarity to information, priority is to be informative and by being so, persuasive rather than using overtly persuasive language. Overall, ‘fields’ are consistently described as such, and just differentiated according to their use ‘grassland’ ‘arable’ regardless of who the target audience is. More niche terms are used for the professionals for precision e.g. ‘tussocky swards’ but nothing is explicitly defined as language remains consistent and matched to the target readers.</p>	 	<p>the UK and Europe in terms of membership, with over a million members. Given its size and public support, it is adept at running politically influential campaigns (indeed, the RSPB works with the Government to provide advice on conservation and environmental policies and is one of several organisations that determine the official conservation status list for all birds found in the UK).</p> <p>Having said that, in the High Weald AONB the RSPB has a total of only 3 reserves covering just 539ha – i.e. 0.4% of the AONB’s total area.</p>	<p>South East Regional Office Telephone:01273 775333 1st Floor, Pavilion View 19 New Road Brighton East Sussex BN1 1UF</p>
<p><b>The Wildlife Trusts</b></p>	<p>National wildlife charity with interest in protecting all areas valuable to wildlife, including meadows (e.g. through their involvement with Plantlife’s Magnificent Meadows HLF project) <a href="http://www.wildlifetrusts.org/wildlife/habitats/grassland">http://www.wildlifetrusts.org/wildlife/habitats/grassland</a> Also has local branches relevant to the High Weald AONB – i.e. Sussex, Kent and Surrey</p>	<p>An internal search on the word “fields” returned a total of 541 results, including terms like: “small lowland grassland fields”, “field voles”, “field grasshopper”, “open fields”, “flower-filled field margins”, and a range of place names with field in them.</p> <p>‘Green space’ is the most extensively used description (over 2000 results) but that could be influenced by mentions of ‘Gatwick Greenspace’ projects etc., and next is ‘wetland’. Field is widely used (749 matches) as is ‘grassland’ and ‘marsh’ (both other 500). Least widely used is ‘meadows’ but that is still just under 300 matches. ‘Pasture’ only returned 80 matches and ‘farmland’ is only slightly more popular. These results suggest a priority is clear definitions of landscape type, supported by the number of informative articles defining and explaining landscape features- although these are not in a priority position in the website. The variation of terms used</p>		<p>The Wildlife Trusts, between them, look after around 2,300 nature reserves covering more than 90,000 hectares – in the High Weald AONB they own 15 sites covering a total of 289ha. As of 2011 they have a combined membership of over 800,000 members. Their Patron is HRH The Prince of Wales. Their President is Simon King OBE. The vice presidents are Sir David</p>	<p><a href="http://www.wildlifetrusts.org/">http://www.wildlifetrusts.org/</a> The Wildlife Trusts, The Kiln, Mather Road, Newark United Kingdom NG24 1WT Phone: 01636 677711 Fax: 01636 670001 Email: <a href="mailto:enquiry@wildlifetrusts.org">enquiry@wildlifetrusts.org</a></p>


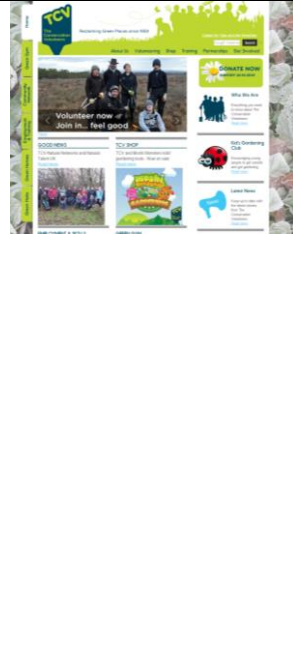
		frequently does stand out here compared with the other organisation.		Attenborough, Prof. Chris Baines, Prof. David MacDonald, Julian Pettifer, Prof. Robert Worcester, Chris Packham, Nick Baker, Bill Oddie and Bill Bolsover. Consequently, they potentially high media influence and an interest in fields in as far as they are viewed in terms of their wildlife interest.	
<b>National Media</b>	Wide audience demographic, interested in anything that has a story. E.g. Telegraph <a href="http://www.telegraph.co.uk/news/earth/wildlife/11074227/Wild-meadows-lost-twice-as-fast-after-Brussels-rescue-scheme.html">http://www.telegraph.co.uk/news/earth/wildlife/11074227/Wild-meadows-lost-twice-as-fast-after-Brussels-rescue-scheme.html</a>			Very high in terms of reaching a large audience and raising public awareness of an issue.	
<b>The National Trust</b>	The NT has over 3.7 million members and 61,000 volunteers. More than 17 million people visit their pay-for-entry properties, while an estimated 50 million visit their open air properties. They protect and open to the public over 350 historic houses, gardens and ancient monuments and look after forests, woods, fens, beaches, farmland, downs, moorland, islands, archaeological remains, castles, nature reserves, villages – They are therefore large landowners, owning 18 sites covering 1650ha in the High Weald AONB alone.	An internal search on the word “fields” returned a total of 1,420 results, including terms like: “orchards, tiles and fields”, “open fields”, “medieval field systems”, “long steep field”, and “agricultural field”.		Moderate, due to the fact they have a large membership and are large landowners – although they don’t own a particularly large proportion of the High Weald AONB at just over 1% of its area. They do, however, have good media links and are capable of influencing central government – particularly in view of their large membership. Field systems should also be of some interest to them given their historical interest and	<a href="http://www.nationaltrust.org.uk/">http://www.nationaltrust.org.uk/</a> The National Trust, PO Box 574, Manvers, Rotherham, S63 3FH Tel: 0844 800 1895 or 0344 800 1895 (local call rates apply) Email: <a href="mailto:enquiries@nationaltrust.org.uk">enquiries@nationaltrust.org.uk</a> Fax: 0844 800 4642



<p><b>CLA</b></p>	<p>The CLA considers itself to be the "premier organisation safeguarding the interests of those responsible for land, property and business throughout rural England and Wales", and lobbies to protect its members' interests in relation to rural issues. Its members include landowners, business and professionals in rural areas. Members of the CLA own or manage over 50% of the rural land in England and Wales.</p>	<p>An internal search on the word "fields" returned a total of 160 results, including terms like: "field sports", "arable fields", "field corners", "fields and ponds", "field margins", "footpaths in fields", "field level", "cow in a field", "large fields", "fields with heavier and wetter soils".</p> <p>Factual informative content with no emotive linguistic devices. Accessible vocabulary but not designed to be engaging to those without established interests in the content. Quotes and article angles bring in persuasive arguments more than the language (giving arguments an image of reliability and authority). 'Field' is used as a term 188 times, with 'green space' the next most used description and descriptive/emotive vocabulary such as 'meadows' is hardly used at all. There are policy documents where fields come under discussion but nothing defining their status or term definitions. Aim is to be consistent and simple in vocabulary in order to emphasise the wider content objectives.</p>		<p>landowning credentials. High, particularly as they represent many of the landowners in the High Weald and therefore the people who manage and care for the area's fields and field boundaries.</p>	<p><a href="http://www.cla.org.uk/">http://www.cla.org.uk/</a> Country Land &amp; Business Association Limited 16 Belgrave Square London SW1X 8PQ T: 020 7235 0511 Fax: 020 7235 4696 E: <a href="mailto:mail@cla.org.uk">mail@cla.org.uk</a></p>
<p><b>NFU</b></p>	<p>The NFU champions British farming and provides professional representation and services to its Farmer and Grower members.</p>	<p>An internal search on the word "fields" returned a total of 380 results, including terms like: "your fields", "farmers in their fields", "wild bees in fields", "fields just becoming dry", "walking through fields", "enclosed fields", "field corners and field margins", and "what does on in fields".</p>		<p>The NFU has 55,000 members across England and Wales. The NFU estimates that more than 70 per cent of full time farmers are NFU members. It also has a significant amount of political influence and represents a useful route into the professional farming community.</p>	<p><a href="http://www.nfuonline.com/home/">http://www.nfuonline.com/home/</a> NFU HQ Agriculture House Stoneleigh Park Stoneleigh Warwickshire CV8 2TZ General Enquiries: 024 7685 8500</p>
<p><b>The Small Farms Association</b></p>	<p>Represents small landowners and was formed in October 1997 because of the reluctance of major farming organisations to support the needs of small farmers.</p>	<p>An internal search on the word "fields" returned a total of 6 results, including terms like: "carbon fields", "field trials of cattle vaccine", "artificial manure is spread on the fields", "field operations for ploughing", and "They dig pits in fields so deep that lambs fall in".</p>		<p>Low, but a valuable potential partner nonetheless as many of the High Weald's farms constitute "small farms".</p>	<p><a href="http://www.small-farms-association.org/about-us.php">http://www.small-farms-association.org/about-us.php</a></p>




<p><b>Walkers – e.g. Ramblers Association</b></p>	<p>The Ramblers is the largest walkers' rights organisation in Great Britain and aims to represent the interests of walkers (or <i>ramblers</i>).</p> <p>They're an association of people and groups who come together to both enjoy walking and other outdoor pursuits and also to ensure that we protect and expand the infrastructure and places people go walking.</p>	<p>Fields are mentioned 103 times- therefore it is not (comparatively to the other websites) a focus area. Synonyms, e.g. 'meadows', 'grasslands', 'country' are also used but it is done interchangeably and inconsistently depending on the aim of the particular document (meadows for example used to advertise a romanticised natural beauty etc.). Aims can vary from explaining a policy, to persuading the public of the beauty of an area to visit- linguistic priority changes from page to page. There are not information documents relating specifically to fields or boundaries, but there are generally ones focussing on access, giving policy and practical advice and information.</p>		<p>The Ramblers is a charity and the largest walkers' rights organisation in Great Britain with around 123,000 members. It has had success in pushing its agenda in terms of government policy – most notably with the role it played in getting the CROW Act passed in 2000. Given the organisation's interest in access and walking infrastructure (stiles etc.), it does have a role to play in field systems – although probably not a hugely influential one.</p>	<p><a href="http://www.ramblers.org.uk/">http://www.ramblers.org.uk/</a>          Ramblers          2nd Floor Camelford House          87-90 Albert Embankment          London          SE1 7TW          Tel: 020 7339 8500          Fax: 020 7339 850</p>
<p><b>High Weald Walkers</b></p>	<p>High Weald Walkers came into being in 1989 as a local branch of the Ramblers' Association. There are 10 local groups in the Sussex area and High Weald Walkers, who have a membership of over 250, meet in Crowborough on up to three days a week throughout the year, travelling by car or public transport in groups to the walk area.</p>	<p>No mention of the term "fields" on their website.</p>		<p>Low in national terms, but a useful local contact for ramblers making use of the High Weald's field systems – the High Weald Walkers have a membership of over 250.</p>	<p><a href="http://www.highwealdwalkers.org.uk/">http://www.highwealdwalkers.org.uk/</a>          If you would like further information, please call our group secretary, Clive Grumett, on (01342) 825518.</p>
<p><b>Countryside Alliance</b></p>	<p>An organisation promoting issues relating to the countryside such as farming, rural services, small businesses and country sports, aiming to "Give Rural Britain a voice".</p> <p>The Countryside Alliance was formed on 10 July 1997 from the British Field Sports Society, the Countryside Business Group, and the Countryside Movement. The Alliance was formed to help promote and defend the British countryside and rural life,</p>	<p>'Land' is the most widely used term for 'fields' returning over 500 matches on their website. 'Fields' is also used widely, with just under 400 matches and more descriptive synonyms, 'meadows' 'grasslands' had very few matches. Where other terms are brought such as 'wetlands' there is effort define them- suggesting that the priority is making language clear and consistent and that is done by using a relatively narrow vocabulary. There is wide use of public engagement in campaigns and references to partner organisations and this is used more than emotive language to gain support for aims and arguments.</p>		<p>Potentially high, as the organisation has been very effective in raising rural issues to prominent positions in the media and pushing them into the political agenda – e.g. its campaign against the foxhunting ban. Mass demonstrations are often a part of these campaigns, including</p>	<p><a href="http://www.countrysidealliance.org/ca/index.php">http://www.countrysidealliance.org/ca/index.php</a>          Countryside Alliance registered office:          367 Kennington Road,          London          SE11 4PT          Press Office: 0207 840 9220 or 0207 840 9224. <a href="mailto:press-office@countryside-">press-office@countryside-</a></p>



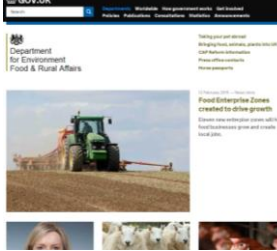
	<p>both in the media and in Parliament. The Alliance has campaigned on a number of issues which they believe are important to rural Britain:</p> <ul style="list-style-type: none"> <li>▪ Encouraging customers and supermarkets to stock food from British farms</li> <li>▪ Against the passing of the 2004 Hunting Ban, and lobbying for its repeal</li> <li>▪ Organising educational talks and trips to the countryside for schoolchildren</li> <li>▪ Supporting small rural businesses through the Countryside Alliance Awards scheme</li> </ul>			<p>the Countryside March of 1998 and the huge Liberty and Livelihood March of 2002 (<a href="http://news.bbc.co.uk/1/hi/uk/2274129.stm">http://news.bbc.co.uk/1/hi/uk/2274129.stm</a>)</p> <p>With over 100,000 members, the group was named the 'most inspiring political personality' of the last ten years by <i>Channel 4 News</i> in 2008.</p>	<p><a href="http://alliance.org">alliance.org</a>.</p>
<p><b>British Association for Shooting and Conservation</b></p>	<p>BASC is a national representative body and campaign group for sporting shooting. We have five strategic objectives:</p> <ul style="list-style-type: none"> <li>▪ A strong and unified voice for shooting</li> <li>▪ All party backing for shooting</li> <li>▪ Balanced comment in the media</li> <li>▪ Continued opportunity to go shooting</li> <li>▪ High standards</li> </ul> <p>BASC has a membership of over 140,000 and there are currently 110 people working for BASC across the country.</p>	<p>Tone and language varies across the website, from formal and technical, to informal and motivational, occasionally humorous. 'Field' is used widely, but this isn't just in terms of a field, but in terms of field sports, and field as a site for an activity under discussion. Green field is also used widely with 313 matches on the website, 'green space' on the other hand only returned 51 matches. Marsh is used widely with 167 matches, and more descriptive synonyms 'meadows', 'grassland' have limited use. This suggests that the aim is generally informative and educational and using consistency rather than wide use of rhetorical devices to engage.</p>		<p>Low overall, but somewhat influential within the shooting and game management community.</p>	<p><a href="http://basc.org.uk/">http://basc.org.uk/</a> The British Association for Shooting and Conservation. Marford Mill, Rossett, Wrexham, LL12 0HL. Tel: 01244 573 000 Fax: 01244 573 001</p>
<p><b>Sports and education groups in case of playing fields etc.</b></p>	<p>Sport England is the brand name for the English Sports Council and is a non-departmental public body under the Department for Culture, Media and Sport. Its role is to build the foundations of a community sport system by working with national governing bodies of sport, and other funded partners, to grow the number of people doing sport; sustain participation levels; and help more talented people from all diverse backgrounds excel</p>	<p>An internal search on the word "fields" returned a total of 1450 results, almost all of which reference fields in terms of "playing fields".</p>		<p>Low given its particular interest in sports fields. However, its impact in this area is significant, given that since 1994, it has invested over £2bn of Lottery funds and £300 million from the Exchequer into sports in England.</p>	<p><a href="https://www.sportengland.org/">https://www.sportengland.org/</a> Sport England SportPark 3 Oakwood Drive Loughborough Leicestershire LE11 3QF Tel: 08458 508 508 Email: <a href="mailto:funding@sportengland.org">funding@sportengland.org</a></p>


	<p>Sport England has two statutory functions: (1) a lottery distributor for sport; and (2) the protection of playing fields, through its role as a statutory consultee on planning applications that affect playing fields, under SI No. 1817 (1996). The funding it distributes comes from both the Treasury and the National Lottery.</p>				
<p><b>Horse Riders – e.g. BHS</b></p>	<p>BHS is a membership-based equine charity, with a stated vision of "a Society which provides a strong voice for horses and people and which spreads awareness through support, training and education". It currently has more than 77,000 members, with a further 34,000 members affiliated through a British Riding Club, making it the largest equine membership organisation in the United Kingdom. It is one of the 16 organisations which form part of the British Equestrian Federation.</p>	<p>'Field' is used widely with both the singular and the plural returning over 700 site search matches. 'Grassland' returned over 500 matches, including information documents about grassland, and grazing land management. Language is generally informative and persuasive but emotive devices are not used, especially in terms of synonyms for land where words such as 'meadow' return few matches. Terms are occasionally defined, mainly through technical necessity on information documents.</p>		<p>Given that it has more than 77,000 members and is the largest equine membership organisation in the United Kingdom, it has a potentially significant degree of influence. However, this influence is limited to a very specific demographic and – I suspect – the equine community is responsible for the management of only very limited amounts of land</p>	<p><a href="http://www.bhs.org.uk/our-charity/our-purpose">http://www.bhs.org.uk/our-charity/our-purpose</a> The British Horse Society Abbey Park Stareton Kenilworth Warwickshire CV8 2XZ Call on 02476 840500 email <a href="mailto:enquiry@bhs.org.uk">enquiry@bhs.org.uk</a></p>
<p><b>Local government – i.e. counties, districts and boroughs</b></p>	<p>The counties are responsible for maintain PROW and producing "green infrastructure" plans – as well as owning some land themselves – and therefore will undoubtedly be motivated by an interest in fields and their history. They are also responsible for maintaining archaeological records on the HER and so the history of field systems in the High Weald would certainly be of interest. In terms of planning they are also a key audience and should be targets when it comes to disseminating any findings. Such</p>			<p>Very high as the local authorities are the ones who make planning decisions that influence the condition and continued existence of field systems. Influencing planners in local authorities with guidance on the nature and value of field boundaries and field systems will help ensure their conservation probably</p>	<p><a href="http://www.eastsussex.gov.uk/leisureandtourism/countryside/rightsofway/default.htm">http://www.eastsussex.gov.uk/leisureandtourism/countryside/rightsofway/default.htm</a></p>

	information should help them make more informed planning decisions when proposed developments may intrude onto field systems or significant historical value.			more than anything else.	
<b>Sussex Pony Grazing &amp; Conservation Trust</b>	The Trust aims to help to protect valuable wildlife habitats of the Sussex High Weald and South Downs through the delivery of conservation grazing with rare breed Exmoor ponies. We work in close collaboration with local landowners and conservation agencies to provide a sustainable approach to limiting habitat degradation of our remaining chalk grassland and heathland. Most of the sites we graze are designated Sites of Special Scientific Interest (SSSI), protected for the rare plant assemblages and species they support.	An internal search on the word “fields” returned a total of 3 results, including terms like: “incorporated dung and spread on the fields as fertilizer” and “field gate”. An internal search on the word “field” returned a total of 9 results, including terms like: “grazing the other field”, “grazed field”, “escape into the next field”, “edge of the field”, “field gate jumping”, and “abroad in the field”.		Low given the fact they are a small outfit with a very limited remit – which in the High Weald will likely be limited to grazing heathland sites. This, however, could be important to the maintenance and conservation of historic field systems at key high value sites, like on Ashdown Forest.	<a href="http://sussexponygrazing.co.uk/">http://sussexponygrazing.co.uk/</a> Branden Cottage Biddenden Road Sissinghurst Kent TN17 2AB Telephone: (+44) 01580 714591
<b>The Conservation Volunteers</b>	A charity that works to facilitate environmental conservation through practical tasks undertaken by volunteers, (until 1 May 2012 traded as BTCV –British Trust for Conservation Volunteers). TCV's vision is "a better environment where people are valued, included and involved". The organisation's aims include: <ul style="list-style-type: none"> <li>▪ Enabling people to make a difference in their lives and improve the places around them.</li> <li>▪ Providing opportunities and choice for people to improve their lives.</li> <li>▪ Local mobilisation to have a global impact (e.g. through activities to combat climate change).</li> <li>▪ Delivering social and environmental equality.</li> </ul> On a practical level, TCV enables	‘Fields’ and ‘meadow’ are each mentioned over 800 times on the website which focusses on emotive language and description to encourage wide public engagement. More precise terms including ‘marsh’ and ‘pasture’ are used less widely, with ‘green field’ fitting halfway, at around 300 site matches. All documents are around engaging public interest and informative content is tailored accordingly, with minimal technical information or defining or terms.		Has access to a large network of volunteers and operates 2,000 community groups across the country, has 767 staff and works with 628,000 people – this means it provides a useful conduit to volunteers should the Field Systems project require the involvement of volunteers in the future. TCV also has a high profile group of supporters, including Sir David Attenborough as one of their vice presidents.	<a href="http://www.tcv.org.uk/">http://www.tcv.org.uk/</a> The Conservation Volunteers Sedum House Mallard Way Doncaster DN4 8DB Tel: 01302 388 883 Fax: 01302 311 531 Email: <a href="mailto:information@tcv.org.uk">information@tcv.org.uk</a>

	628,000 volunteers per year to engage in conservation work in both the urban and the rural environment.				
<b>Natural England</b>	<p>The government's adviser on the natural environment, providing practical scientific advice on how to look after England's landscapes and wildlife. They're responsible for:</p> <ul style="list-style-type: none"> <li>▪ helping land managers and farmers protect wildlife and landscapes</li> <li>▪ supporting National Trails and managing 140 National Nature Reserves</li> <li>▪ providing planning advice and wildlife licences through the planning system</li> <li>▪ managing programmes that help restore or recreate wildlife habitats</li> <li>▪ providing evidence to help make decisions affecting the natural environment</li> </ul> <p>From 2014 to 2019, our priorities are: terrestrial biodiversity, marine biodiversity, landscape and geodiversity, access and engagement, environmental land management, National Nature Reserves, support to the planning system, wildlife management, evidence</p>	Very educational language, defining and explaining. Trying to be more engaging, and adding value to green spaces by using romantic language such as 'meadows' and 'pastures' (or trying to be more accurate by separating and describing the different terms). Very advisory- aimed at public with an investment in caring for fields- not engaging new audiences. But it is clearly written so within that demographic it is accessible.	 <p>Limited use of imagery. Mainly just used on homepage for navigational clarification. Imagery is relevant, clear and attractive adding to educational tone.</p>	High level of influence – particularly as they administer the new Countryside Stewardship schemes which will potentially play an important role in the conservation and management of historic field boundaries and systems. They may also be key partners in the production and promotion of guidance on the conservation and management of historic field systems.	<p><a href="https://www.gov.uk/government/organisations/natural-england">https://www.gov.uk/government/organisations/natural-england</a></p> <p>Natural England Block B, Government Buildings, Whittington Road Worcester WR5 2LQ E:<a href="mailto:enquiries@naturalengland.org.uk">enquiries@naturalengland.org.uk</a> T:0300 060 3900</p>
<b>Plantlife</b>	Plantlife is a wild plant conservation charity. As of 2007, it owned 23 nature reserves around the United Kingdom, and has 10,500 members. Principal activities include the management of 4,500 acres (18 km <sup>2</sup> ) of rare and important plant habitats as nature reserves, lobbying and campaigning in support of wild plant conservation, and organising surveys aimed at generating public interest in wild plants. Plantlife runs campaigns	'Open spaces' as an over-arching all-inclusive term. Anything else is used to romanticise mainly, or specify in some cases. Very similar to Buglife in use of wide-ranging linguistic devices and emotive language e.g. 'save our magnificent meadows' to engage grass-roots support from a wide audience. Adding a level of patriotism through language 'British countryside' repeated endlessly, and having Prince Charles as patron. More informative than Buglife, it goes further into defining language rather than just giving an overview of policies. The focus on short, memorable facts and the landscape in the context of an arable historic tradition makes it feel that the audience is	 <p>Wide use of colour, especially purple to match their logo giving strong brand identity. Lots of pictures and imagery all</p>	It owns 23 nature reserves around the United Kingdom, and has 10,500 members. Its patron is HRH the Prince of Wales – who is also the figurehead for the "Coronation Meadows" project – a its president is Adrian Darby OBE and its chairman is Peter	<p><a href="mailto:enquiries@plantlife.org.uk">enquiries@plantlife.org.uk</a></p> <p>PLANTLIFE 14 Rollestone Street Salisbury Wiltshire SP1 1DX UK Tel: +44 (0)1722 342730 Fax: +44 (0)1722 329035</p>

	like the “Coronation Meadows”, “The Road Verge Campaign”, and “Save Our Magnificent Meadows”, all of which aim to conserve and enhance unimproved grassland around the UK (more info on Plantlife’s meadow-related work can be found at: <a href="http://www.plantlife.org.uk/about_us/news_press/our_vanishing_flora_next_steps_coronation_meadows">http://www.plantlife.org.uk/about_us/news_press/our_vanishing_flora_next_steps_coronation_meadows</a> ).	older and more rural than Buglife. Emphasis is constantly on tradition and institutional links, working with businesses and government etc., its emphasis on being part of the ‘establishment’ gives it legitimacy and authority.	blended in together, pretty busy. This makes it stand out from the other sites which tend to be a lot more minimalist.	Ainsworth (chairman of the Big Lottery Fund). The chief executive is Victoria Chester	
<b>National Hedgelaying Society</b>	The National Hedgelaying Society is the only conservation organisation dedicated to maintaining the traditional skills of hedgerow management.	Few internal results for ‘field’, ‘meadow’, ‘pasture’ etc. (less than 10). ‘Countryside’ and ‘future’ and ‘hedge-layer’ had more results than any synonym for field- therefore priority seems to be promoting long-term planning and skills development rather than current discussion of fields and borders themselves.	 	Probably low in terms of government influence and media publicity, but they represent an important group to make links with the history of hedgerow – and by extension field systems – management. Potentially useful partners for running events promoting good field boundary management etc.	<a href="http://www.hedgelaying.org.uk/">http://www.hedgelaying.org.uk/</a> General Secretary: For all enquiries The Secretary, Peter Alexander-Fitzgerald "Fronolau" Llanybydder, Carmarthen SA40 9UB. Tel: 01570 481263 mobile: 07816 949250. <a href="mailto:secretary@hedgelaying.org.uk">secretary@hedgelaying.org.uk</a>
<b>Hedgelink</b>	A partnership that brings everyone interested in hedgerows together, to share knowledge and ideas, to encourage and inspire, and to work with farmers and other land managers to conserve and enhance our hedgerow heritage	‘Field’ is used more frequently than any of its synonyms. Language is factual and educational. No use of technical language makes it widely accessible to any member of the public with an established interest in hedges- there are educational resources suited to a variety of audiences but nothing focussing on fields or associated terminology.		Probably not particularly influential, but a good route into a collective of organisations all working to conserve and enhance hedges – something which is very interlinked with field boundaries and therefore potentially an important partner for the Field Systems Project.	<a href="http://www.hedgelink.org.uk/">http://www.hedgelink.org.uk/</a> To find out more about Hedgelink, please contact the Natural England Enquiry Service on 0845 600 3078 or <a href="mailto:enquiries@naturalengland.org.uk">enquiries@naturalengland.org.uk</a>

<p><b>CPRE</b></p>	<p>A registered charity with over 60,000 members and supporters. Formed in 1926 by Sir Patrick Abercrombie to limit urban sprawl and ribbon development, the CPRE claims to be one of the longest running environmental groups. CPRE campaigns for a "sustainable future" for the English countryside. They state it is "a vital but undervalued environmental, economic and social asset to the nation." They aim to "highlight threats and promote positive solutions." They campaign using their own research to lobby the public and all levels of government.</p>	<p>Less than 100 returns for 'field' on and internal site search, and those are mainly to do with their research and campaign project 'field to fork'. 'Green belt' is used much more frequently, as is 'landscape' and 'countryside'. 'Meadows', 'grassland' and 'pasture' on the other hand are barely used. This suggests that an effort is made to use formal, and technical terms (when anything more specific than 'landscape' etc. is needed) that tend to relate more to the political and economic status of 'fields' rather than their visual or community role or characteristics. Interestingly 'rural communities' returned more internal matches than any variation of term of 'field', suggesting their priorities are socio-economic.</p>		<p>Potentially very influential given their experience lobbying government on rural issues and their significant membership and support. Given that field boundaries are integral to the character of the British countryside, the Field Systems project should be of particular interest to them.</p>	<p><a href="http://www.cpre.org.uk/">http://www.cpre.org.uk/</a> National Office Campaign to Protect Rural England 5-11 Lavington Street London SE1 0NZ Tel: 020 7981 2800 Fax: 020 7981 2899 E: <a href="mailto:info@cpre.org.uk">info@cpre.org.uk</a></p>
<p><b>Butterfly Conservation (national and local branches)</b></p>	<p>The aim of the new society is to stop the alarming decline of many butterfly and moth species in Britain, and at the same time help safeguard the environment itself. Butterfly Conservation has become the largest insect conservation organisation in Europe. Butterfly Conservation also owns and manages a number of sites in the UK.</p> <p>Butterfly Conservation may be particularly interested in fields when it comes to field boundaries topped by hedges, as these provide valuable habitat for a number of butterfly species, including the gatekeeper (also known as the hedge brown) and the UK BAP brown hairstreak.</p>	<p>Clearly setting out aims to gain public and government support for conservation efforts. Uses emotive language 'threatened' alongside statistics and government reports which balances out persuasive language with a tone of authority and legitimacy. They differentiate between field types when it affects the habitat for butterflies. 'Field' is used over 250 times, used generically as a stand-alone term but usually in the context of a more specific description e.g. 'field margins'. 'Gardens' and 'grasslands' are mentioned just as much as clearly differentiated habitat types. 'Meadows' are mentioned about half as much as the former three, and usually in the descriptive sense of 'flowery meadows' rather than as a more engaging and attractive synonym for 'field' as is the case in some organisations. Lots of accessible factsheets and information documents merging public and professional audiences.</p>		<p>A fairly high profile conservation organisation which often receives national media coverage due in part to the public love of butterflies. The president is currently Sir David Attenborough and along with the organisations relatively large membership they have the potential to garner public interest.</p>	<p><a href="http://butterfly-conservation.org/">http://butterfly-conservation.org/</a> Manor Yard, East Lulworth, Wareham, Dorset, BH20 5QP General Enquiries: T: 01929 400209 E: <a href="mailto:info@butterfly-conservation.org">info@butterfly-conservation.org</a></p>
<p><b>Defra</b></p>	<p>The UK government department responsible for policy and regulations on environmental, food and rural issues.</p>	<p>Can't easily analyse the language used due to the fact that since the Defra website migrated over to gov.uk it is no longer internally searchable.</p>		<p>Potentially high in terms their ability to influence government rural policy.</p>	<p><a href="https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs">https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs</a> Nobel House 17 Smith Square London SW1P 3JR</p>

					<p>Tel: 03459 33 55 77  Email:  <a href="mailto:defra.helpline@defra.gsi.gov.uk">defra.helpline@defra.gsi.gov.uk</a></p>
<p><b>Pasture-Fed Livestock Association</b></p>	<p>An organisation that champions grass-based farming and meat production and promotes the unique quality of produce raised exclusively on pasture – as well as the wider environmental and animal welfare benefits that pastured livestock systems represent. Run as a Community Interest Company (CIC) since 2011, the membership includes farmers, butchers, retailers and consumers – all with a passion to increase the supply and market for pastured meat.</p>	<p>An internal search on the word “fields” returned a total of 20 results, including terms like: “spend their entire lives in the fields in the UK”, “the bright yellow of rape fields”, “Fields of just grass can provide all the nutritional components an animal needs”, “white and red clover in their fields”, “agricultural fields for growing human foods” and “fields of forage crops”.</p>	 <p>The screenshot shows the website's navigation bar with 'Home', 'About Us', 'Join Us', 'Contact Us', and 'Shop'. Below is a video player titled 'Why Pasture?' with a play button. Underneath, there is a section titled 'Purely Pasture' with a small image of a cow in a field.</p>	<p>Currently low given that this is fairly specialist group with a limited membership. This may change as grass fed meat seems to be becoming more popular and “marketable” (the Pasture-Fed Livestock Association launched their new “Pasture for Life” certification mark at the Oxford Real Farming Conference in January 2015).</p>	<p><a href="http://www.pastureforlife.org/">http://www.pastureforlife.org/</a>  Pasture-Fed Livestock Association  The Grange, Little Bytham, Grantham, Lincolnshire, NG33 4QS United Kingdom</p>