



Landscape Conservation Action Plan

2016



“The Land That Fanns:

It is a sight that has been greatly praised in its time. Philip Morant, writing in 1768, called it 'the grandest prospect in England'.

When Arthur Young, who was a more impartial observer, came here the year before, he gave it even higher praise.

For he said that nothing could exceed it except the view which Hannibal gave his African levies, the fat Italian plain stretched out beneath the Alpine heights.

If you go to the top of Langdon Hills and study the view for yourself, you may forgive the exaggerations of this eighteenth-century pair."

2

Leslie Thompson (1957)

'The Land that Fanns'



Aerial view of Aveley Forest

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Lake in Bedford's Park

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Executive Summary



This Landscape Conservation Action Plan (LCAP) has been developed by the Land of the Fanns Development Officer and the Land of the Fanns Strategic Board over sixteen-months from April 2015 to September 2016.

Shaped by the last Ice Age and historically an area of fens, forests and farming, our landscape hosts an unusual variety of niche landscapes including highland, lowland, marshes and river valleys. Each of its 11 Landscape Character Areas has attracted its own history, collectively making up a surprising landscape of diverse heritage with sites of national importance often overlapping with the national story. From places such as Rainham Marshes, home to 10% of the UK population of water vole, to the

rich histories of royal residence within the Havering Hills. From the largest reed bed in London in the Ingrebourne Valley to the historic connections with the celebrated River Thames, this crossroads landscape is full of surprises.

It is also a dynamic landscape which has experienced decades of fragmentation and damage due to major road building, settlement growth, quarrying and land fill. Half in London, half in Essex, it is also divided by administrative boundaries. As the landscape has increasingly lost its sense of identity over time, development decisions have been taken against a backdrop of weak information about the landscape, its sense and its meaning, further compounding the problem. What remains are communities feeling instinctively allied to his landscape, despite its form no longer easily understood and no overarching narrative to support a joined-up appreciation.

In response, the 'Land of the Fanns' represents a rallying cry reminding us of a more unified time, as celebrated in Leslie Thompson's book 'The Land that Fanns' (1957). Adopted as the narrative for our Scheme, the 'Land of the Fanns' does not just look to the past. The concept looks ahead, capturing the essence of our ambition for the future: to reunify our landscape and strengthen attachment to it. This is a vision shared by a wide range of partners and communities who have worked tirelessly to make this Scheme a reality.

By taking our landscape, partners and communities on a five-year journey to build understanding, strengthen attachment and celebrate what is special about our area, we seek to reunify and champion that landscape. Equipped with a renewed understanding and appreciation of its significance, this work will continue long after this Scheme ends.

INTRODUCTION

This Landscape Conservation Action Plan (LCAP) relates to an area of approximately 180 km² (70 square miles) located partly in East London and partly in South Essex, along the north bank of the River Thames. It extends from Dagenham in the west to Stanford-le-Hope in the east, and Brentwood in the north to Purfleet in the south, and includes settlements such as South Ockendon and Orsett. Along its southern boundary the project area flanks the River Thames which has had a significant influence on the historical development of the area. There are also a number of tributary rivers running north-south through the landscape: the Mardyke, Ingrebourne and Beam.

Shaped by the last Ice Age and historically an area of fens, forests and farms, the landscape today is a dynamic landscape which has experienced decades of landscape fragmentation and damage due to major road building, settlement growth, quarrying and land fill. The project area therefore combines new landscapes continually being created as well as historic landscapes reflecting past land use and enclosure patterns.

Crucially, this landscape represents one of the few remaining areas of landscape which historically formed the setting to London and played an important role in supporting London's growth.

Under the banner of the 'Land of the Fanns', our scheme draws inspiration from 19th century parish records of a more unified landscape celebrated in Leslie Thompson's book *The Land that Fanns* (1957). Derived from the Saxon word for fen, the 'Fanns' evokes memories of a lost watery landscape alluded to through places such as Bulphan (or Bulfann), Fanns Farm and Dry Street. Whilst we have taken this phrase and used it to cover an area encompassing more than just historic fenland, the title still retains a ring of truth about it. Indeed, the wider landscape owes so much of its character to a marshy origin that it becomes appropriate. By adopting the historic name coined locally for our area, the 'Land of the Fanns' also captures the essence of our ambition: to reunify our landscape and spark renewed attachment to it.

Authors

The LCAP has been written by Scott Sullivan MRTPI, Development Officer for the Land of the Fanns Landscape Partnership Scheme (LPS), supported by historical research conducted by Sue Smith Dip.T.P. MRTPI Dip.T.P.(Bld. Cons.) IHBC. A Chartered Town Planner, Scott has worked in environment and heritage related roles in local authority and charitable contexts for eight years. Most recently, he has been working with partners to develop and deliver an integrated range of environment, heritage and community projects across the 40 square miles of Thames Chase Community Forest, located within the Land of the Fanns Scheme area.

The development phase and the production of the LCAP (April 2015 – September 2016) has been overseen by the Land of the Fanns Board, the members of which have dedicated considerable time and advice to the development of the scheme:

Stuart Anderson
Brentwood Borough Council

Mike Armstrong
Thames Chase Trust



Jenny Austin
Forestry Commission

Martin Barkwith
Thames Chase Trust

John Bryden
Thames21

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Barking & Dagenham

Benjamin Sanderson
London Borough of Havering

Stephen Taylor
Thurrock Council

Mary Wright
Thames Chase Trust

In addition, a range of individuals have provided support and advice which has been invaluable:

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Samantha Ho
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Essex Wildlife Trust

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Sally Miller
Veolia North Thames Trust

James Rice
Tony Chadwick

Mark Brown
Woodland Trust

Alison Farmer
Alison Farmer Associates

Charmaine Wong
Sofia Cecchi

Janina McBride
Barker Langham

Mike King
Alison Davies
Resources for Change

Susan Cross
Tell Tale

There have been many more who have come into contact with the Scheme and contributed their thoughts – sincere apologies to those that have been missed. The fault lies with the author.

Finally, special mention should be made of **Ann Bartleet** whose passion and vision for this landscape inspired the early work for this Scheme and laid the foundations for the current partnership. Despite circumstances forcing her to step back, her influence continues to be felt within the partnership.

Guiding Principles

Landscapes as a Framework for Delivery

Landscapes are the result of action and interaction of natural (geodiversity, biodiversity, climate) and cultural influences (historic, industrial and current land uses, settlement patterns and human interventions). People's perceptions are also an inherent part of how landscape and its character and qualities are experienced and valued.

Landscapes provide both the physical setting for everyday life, habitats for nature and wildlife, as well as influencing the wellbeing and quality of life for individuals and society as a whole. The Land of the Fanns is a landscape where 650,000 people work, live and play. Their activity is an important expression of the relationship between people and place, of our natural, cultural and built heritage, as well as the shaping of local identity.

The character, quality and condition of our landscape is also influenced by natural processes such as climate change, as well as by agricultural practices and land use, resource management and development.

Landscapes thus provide a living framework for the projects that connect people to place.

The European Landscape Convention

The work of the Partnership has been closely guided by the ethos of the European Landscape Convention (ELC). The ELC is the first international treaty devoted exclusively to the management, protection and planning of all landscapes in Europe. It underlines that landscape forms a whole, whose natural and cultural components should be considered together, not separately.

The ELC defines landscape as:

'An area as perceived by people, whose character is the result of the action and interaction of natural and/or human factors'

Council of Europe, 2000



The European Landscape Convention

WHAT MAKES UP A LANDSCAPE?



EXPERIENCE

HISTORY

LAND USE

BIODIVERSITY

PHYSICAL FEATURES

The ELC highlights the importance of developing landscape policies dedicated to the protection, management and creation of landscapes. It also shows the necessity for establishing procedures for the general public and other stakeholders to participate in policy creation and implementation.

The UK Government has signed up to the Convention, which came into effect in March 2007. It demonstrates that UK landscapes matter for the health, wealth and wellbeing of society, for our cultural identity and for the diverse habitats that exist as part of them. The Heritage Lottery Fund Landscape Partnership programme represents one of the key mechanisms for delivering the UK commitment to the Convention.

Ecosystems Services

Humankind benefits from a multitude of resources and processes that are supplied by ecosystems. Collectively, these benefits are known as ecosystem services and include products like clean drinking water and processes such as the decomposition of wastes.

While scientists and environmentalists have discussed ecosystems services for decades, these services were popularised and their definitions formalised by the United Nations 2005 Millennium Ecosystem Assessment, a four-year study involving more than 1,300 scientists worldwide. Considering ecosystem services within the Land of the Fanns Scheme allows for the development of meaningful projects that connect a wide variety of natural resources together.

Sustainable Development

The concept of sustainable development has also been a guiding principle for the Land of the Fanns LPS. Sustainable development was defined in the Brundtland Report (1987) as:

'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs'

Consequently, it is important that each project is sustainable and, like the landscape, seek to connect economy, society and the environment together.



The Forest Centre, Thames Chase

The Land of the Fanns Partnership

Thames Chase Community Forest

The Land of the Fanns Partnership owes its origins to Thames Chase Community Forest, one of England's first landscape scale regeneration initiatives.

Established in 1990, Thames Chase was managed and delivered through a Joint Committee of five local authorities (London Borough of Barking & Dagenham, London Borough of Havering, Brentwood Borough Council, Thurrock Council and Essex County Council) including the Countryside Commission and then latterly the Forestry Commission. The onset of austerity from 2008 saw the withdrawal of Barking & Dagenham and Brentwood Councils and the dissolution of the Joint Committee in 2010 bring considerable uncertainty for the future of Thames Chase. From this difficult position, leadership for Thames Chase Community Forest was transferred to the Thames Chase Trust, led by a board of trustees drawn from the local community.



Broadfields Farm with M25 behind



Inside The Forest Centre

“Partners acknowledge that the landscape needs a more joined up approach to management and a strengthening of understanding if it is to survive”

Towards a Land of the Fanns Partnership

Since 2010, the Thames Chase Trust and its remaining local authority partners – Havering, Thurrock and Essex – have worked hard in difficult circumstances to try to re-establish landscape scale working in the area. There is a clear need for partnership working as attempts to halt the decline and deterioration of the area on a site by site basis have not worked. Starting in 2013 and including a failed first application to HLF, this partnership originally grounded in Thames Chase has evolved into the Land of the Fanns Landscape Partnership. The development phase during 2015 and 2016 has helped re-energise the partnership further, broadening the range of partners and stakeholders wanting to be involved in landscape-scale working.

What draws this partnership together is an acknowledgement that the landscape needs a more joined up approach to management and a strengthening of understanding if it is to survive development pressure without sacrificing distinctiveness. The emotive debate on the Lower Thames Crossing during 2016 put into sharp focus the need for coordination and knowledge to better champion landscape in a way shapes strategic decision-making. Whilst partners have worked hard to improve the landscape despite decades of degradation, there is still a long way to go to overcome common perceptions that our landscape is nothing more than “open agricultural fields interspersed with pylons and existing roads” (Highways England Lower Thames Crossing Fact Sheet: Biodiversity, Cultural Heritage and Landscape). Commencing in 2017, the five years of delivery through Land of the Fanns will help the Partnership achieve this.

The Strategic Board

The Land of the Fanns LPS will be overseen by a Strategic Board, which was established at the start of the development phase.

The organisations represented on the Land of the Fanns Strategic Board are:

Thames Chase Trust

London Borough of Havering

London Borough of Barking & Dagenham

Thurrock Council

Brentwood Borough Council

Forestry Commission

Thames21

Thames Estuary Partnership

This group met collectively on ten occasions during the development phase:

29th April 2015

24th June 2015

26th August 2015

28th October 2015

2nd December 2015

24th February 2016

27th April 2016

29th June 2016

27th July 2016

7th September 2016

The Strategic Board advised on research, consultation processes and acted as a 'critical friend' for the commissioned studies and emerging projects. The Board also identified possible match funding sources. The Partnership Agreement for the Land of the Fanns LPS has been signed by each member of the Strategic Board.



Participation & Consultation

The Land of the Fanns is an exceptionally complex landscape. Diverse landscape character and heritage aside, its location half in London and half in Essex compounded by additional fragmentation through roads, rail and industry has added further difficulties. Whilst stakeholders and communities express pride and attachment to their own part of the landscape, the ability to consider the landscape as a coherent whole has been eroded over time. A tacit acceptance of fragmentation has become the norm, making it harder to communicate the Land of the Fanns.

Despite these challenges, the journey towards Land of the Fanns has been exceptionally rich

“The journey towards Land of the Fanns been exceptionally rich and rewarding”

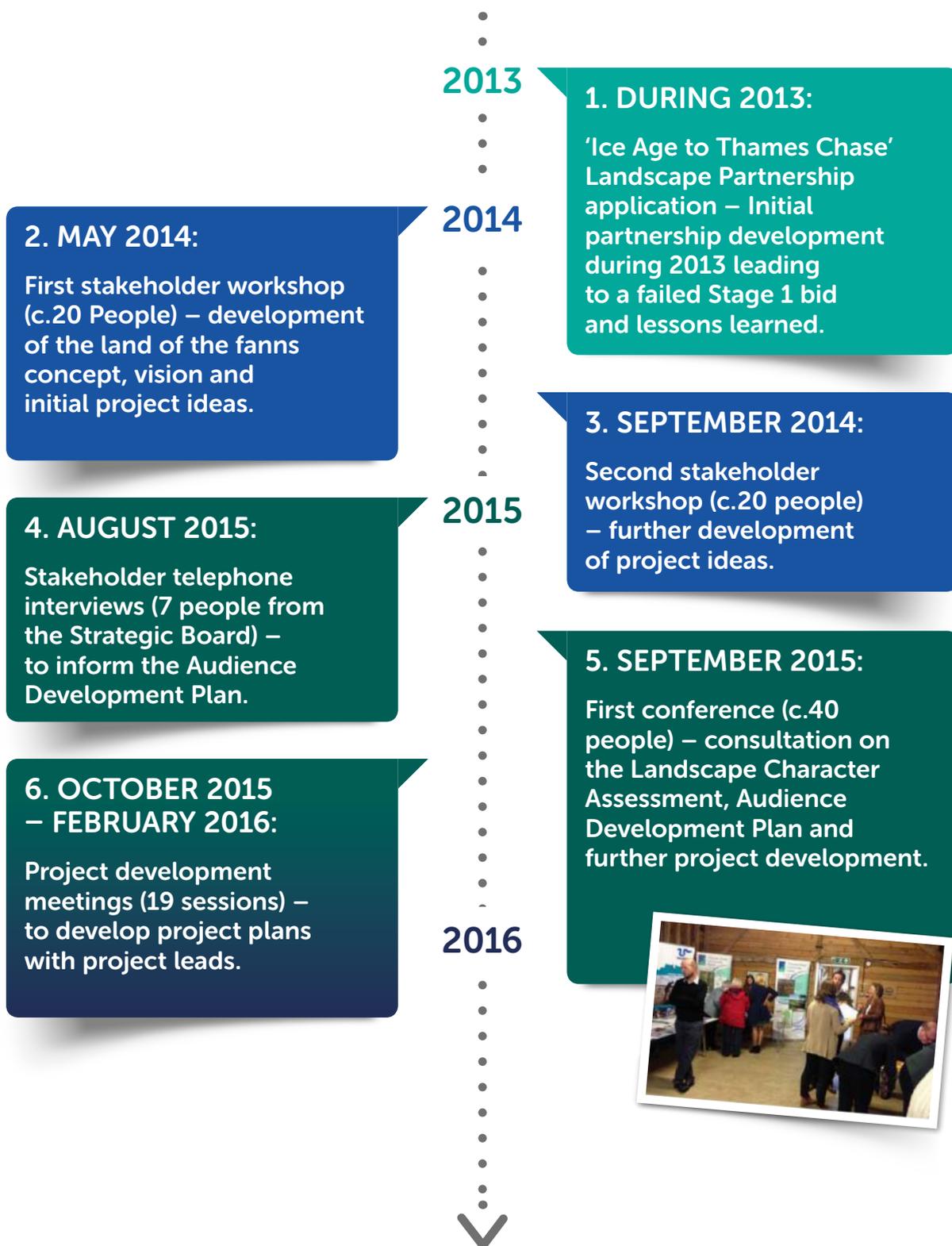
and rewarding with a growing network of people embracing the concept. Since 2013, ongoing dialogue with stakeholders and

communities has shaped the vision and defined areas of focus, resulting in clear programmes and projects that will help us to realise the long term legacy our landscape deserves.

Engagement has focussed on an expanding group of stakeholders that have shaped the Land of the Fanns LPS, which has then been refined further through wider community engagement.

Stakeholder Engagement

The process of stakeholder engagement started with the development of a common vision and objectives for the landscape, followed by the generation of ideas and development of project detail, grouped and prioritised within programmes that deliver the vision. In addition to many informal discussions with individuals, the following stakeholder engagement activities have taken place:



2016

8. JULY 2016:

Third stakeholder workshop (c.25 people) – to confirm the Skills & Training Audit recommendations and develop Interpretation Strategy.

7. MARCH 2016:

Second conference (c.50 people) – consultation on Skills and Training Audit and confirmation of project leads.

**9. SEPTEMBER 2016:**

Third conference (c.50 people) – to confirm the Land of the Fanns programme and celebrate development phase achievements.



Aerial view of North Stifford and the Mardyke Valley

Community Engagement

As the Land of the Fanns concept emerged, it became possible to more meaningfully engage the public in its development. The following community engagement activities have taken place:

2014

1. APRIL 2014:

Initial Stage 1 application online survey reaching 32 people.

2015

2. SEPTEMBER – NOVEMBER 2015:

Development phase online questionnaire reaching 90 people.

4. 3RD OCTOBER 2015:

Land of the Fanns stand at the opening of the new Ingrebourne Valley visitor centre reaching over 100 people.

6. OCTOBER – NOVEMBER 2015:

Telephone interviews with 12 service providers.

8. 4TH NOVEMBER 2015:

Attendance at Ibscott Closer and Whyjill Walk Tenants and Residents Association meeting reaching 16 people.

10. THROUGHOUT DEVELOPMENT PHASE:

Comments from public asking 'what is your favourite place and why is it special?' relating to specific places, views and heritage mapped using post-it notes ('Community Mapping'). Available at Thames Chase Forest Centre.

3. SEPTEMBER – NOVEMBER 2015:

Education focussed questionnaire reaching 17 schools.

5. 6TH OCTOBER 2015:

Meeting with Havering Primary Schools Network (c.20 teachers).

7. 23RD OCTOBER 2015:

Face-to-face surveys on school run at Richard Albion Primary in Dagenham reaching 6 people with an interview with the Headteacher Andrew Fullagar.

9. 27TH NOVEMBER 2015:

Youth Engagement Event at the Hermit Centre, Brentwood reaching 10 people.



The Landscape Conservation Action Plan (LCAP)

The LCAP represents the 'manifesto' for the Land of the Fanns LPS. It outlines the landscape area and its heritage, why it matters, what is happening to it, what needs to be done and by whom. Responding to this understanding and shaped by extensive consultation, the LCAP sets out a vision for Land of the Fanns which translates into a structured programme of delivery. The LCAP also sets out how the legacy will be sustained.

Gaps and Limitations

The diversity of natural, built and cultural heritage over such a large area and its associated needs means that it is impractical to address all the issues facing the landscape and its heritage. The process of developing the LCAP has enabled the Partnership to focus on the key needs of landscape and community, which can be addressed through a Landscape Partnership Scheme.

Extensive consultation has been carried out throughout the development phase and a good understanding of the needs and values of stakeholders and communities has been built up. Inevitably, there will be gaps in understanding, however increasing local knowledge of the landscape and its heritage is one of core aims of the Scheme.

The landscape will also continue to experience intense development pressure, which the Land of the Fanns LPS will not be able to mitigate alone. Of greatest significance to our scheme are the Lower Thames Crossing proposals with details still emerging whilst this LCAP was written. The development of heritage understanding through the delivery phase is intended to support more constructive, evidence-based engagement in such decision-making processes. Securing effective landscape scale mitigation grounded in the activities of the Land of the Fanns LPS therefore forms

a critical element of the scheme legacy.



Lower Thames Crossing Proposals (March 2016)

Documents to be read with the LCAP

A number of studies have been produced during the development phase to support production of this LCAP. Whilst the LCAP summarises the key findings, those who wish to delve deeper into certain aspects of LPS should consult the following documents available online:

- Land of the Fanns Landscape Character Assessment, Alison Farmer Associates
- Land of the Fanns Landscape Partnership Scheme HLF Audience Development Plan, Barker Langham
- The Land of the Fanns Historic Landscape Report, Scappler & Gowan
- Land of the Fanns Skills and Training Audit, Resources for Change
- Land of the Fanns Interpretation Strategy, Resources for Change

Structure of the LCAP

SECTION 1 sets out an overview of the Land of the Fanns, drawing on the Landscape Character Assessment to build a spatial understanding of our landscape. It then utilises the Historic Landscape Report to explore its natural, built and cultural heritage in a cross-cutting thematic way, before considering how the landscape has changed through time. Section 1 then outlines our understanding of communities and how to reach them, drawing on the Audience Development Plan and Skills and Training Audit. It identifies audience segments, considers the barriers to engagement and explores the potential of visitor hubs within the landscape to address those barriers. Finally, the existing management arrangements for our landscape are set out, including the strategic context and delivery mechanisms.

SECTION 2 builds on the understanding of landscape to explain the Land of the Fann's significance and why it is valued by local communities. A summary of landscape significance is offered, followed by a consideration of features of significance within each of our 11 Landscape Character Areas that also includes community views. Finally, the value of the landscape to communities for learning and enjoyment is outlined.

SECTION 3 firstly sets out the key risks facing the landscape and considers mitigating opportunities. Secondly, it develops the landscape scale risk appraisal further by considering local threats and opportunities within the 11 Landscape Character Areas. Thirdly, it considers the key threats and opportunities associated with the network of visitor hubs, building on the appraisal of sites outlined in section 1.4. Finally, the key threats to management of the Land of the Fanns are outlined.

SECTION 4 sets out our vision for the Land of the Fanns. Underpinned by six strategic objectives, the vision translates into four delivery programmes that bring coherence to the Land of the Fanns Scheme and structures the project portfolio. The strategic alignment between the delivery programmes and HLF Strategic Objectives is also highlighted.

SECTION 5 sets out the individual projects that make up the Scheme Plan, which flow from the vision, objectives and programmes set out in Section 4. It highlights the key changes in the Plan from the Stage 1 application proposals including a summary of the project appraisal process, followed by project summaries offering short, non-technical overviews. Finally, an outline of the Land of the Fanns Delivery Team is provided followed by an explanation of State Aid implications.

SECTION 6 explains the evaluation planning process and provides an outline monitoring and evaluation framework for our Scheme. This will be reviewed at the start of the Delivery Phase in the form of a commissioned Evaluation Plan.

SECTION 7 highlights our ambition for a lasting legacy. Through three intended legacy outcomes, it explains how this is to be achieved at landscape scale, providing a foundation for more detailed legacy planning that will take place during the Delivery Phase.

SECTION 8 explains how the plan has been adopted and how it will be reviewed during the Delivery Phase 2017-2022.

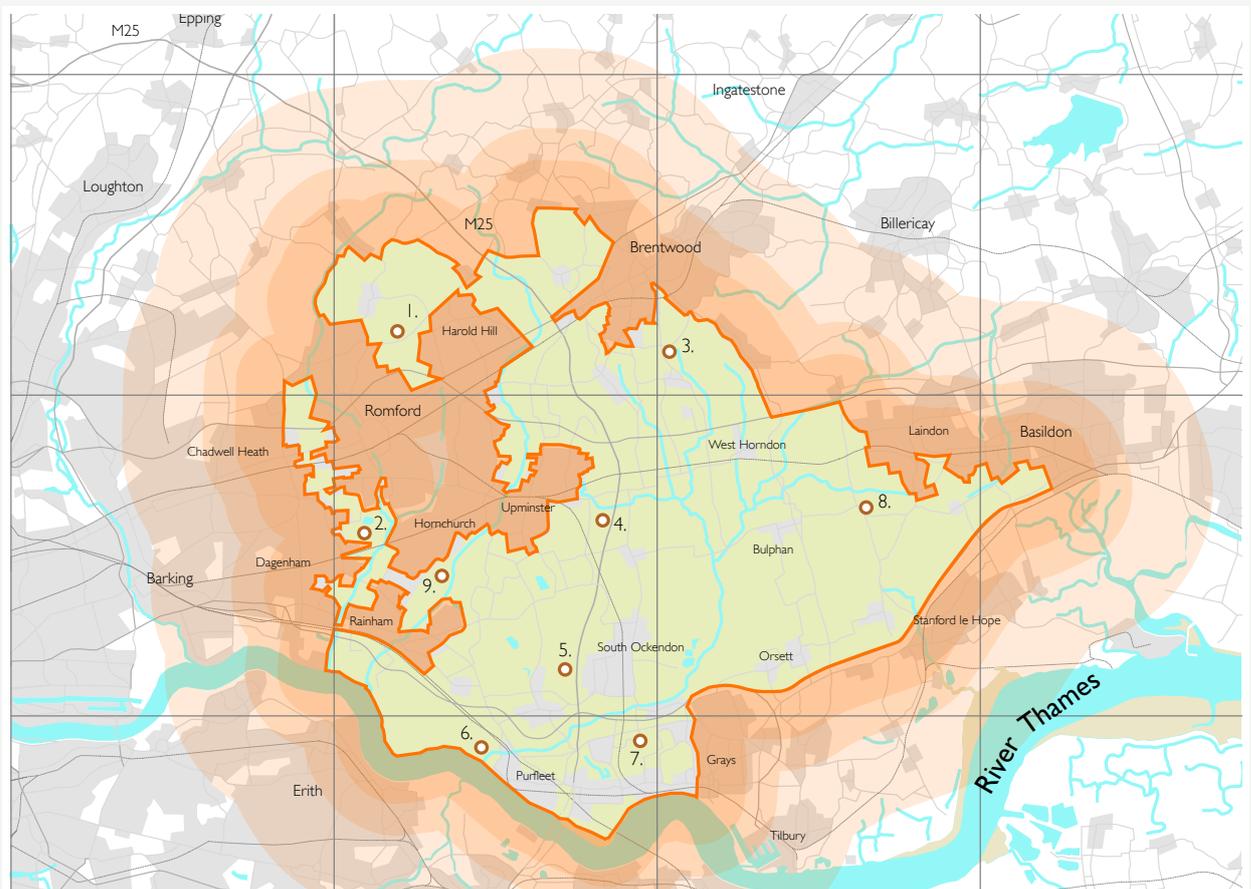
1. UNDERSTANDING THE LAND OF THE FANNS

1.1 The Land of the Fanns Area

The map below highlights the Land of the Fanns LPS boundary, showing how the scheme area straddles the London-Essex boundary and encompasses significant parts

of Havering, Thurrock and Brentwood with small parts of Epping Forest and Basildon.

The boundary was defined by the Partnership using Thames Chase Community Forest as a starting point, extending it to the south to include the River Thames and associated riverside communities in Purfleet and Rainham; to the north to capture the historic parklands and views around Bedfords Park and Weald Country Park; and to the east following the gravel ridge dividing the historic fens and Thames marshes to Langdon Hills



The Land of the Fanns area

Country Park whose views prompted the historic descriptions of “the land that fanns” inspiring our Scheme. The boundary was also influenced by the location of visitor centres (shown as white dots on the map) given their potential to act as ‘hub’ sites for our Scheme.

The overriding thinking of the Partnership when defining this boundary was to bring the 650,000 people living around this area into direct contact with the newly defined landscape.

1.2 Landscape Character Areas

The process of Landscape Character Assessment helped confirm the Land of the Fanns boundary and by designating 11 Landscape Character Areas (LCAs), also demonstrated the considerable variation in landscape over relatively short distances.

The following LCAs were defined and represent the spatial framework for our Scheme:

HIGHLAND:

1. Havering Wooded Hills
2. Brentwood Wooded Hills
3. Langdon Hills and Farmland

LOWLAND:

4. Belhus Lowland Quarry Farmland
5. Thurrock Reclaimed Fen
6. Orsett Lowland Farmland

RIVER VALLEYS:

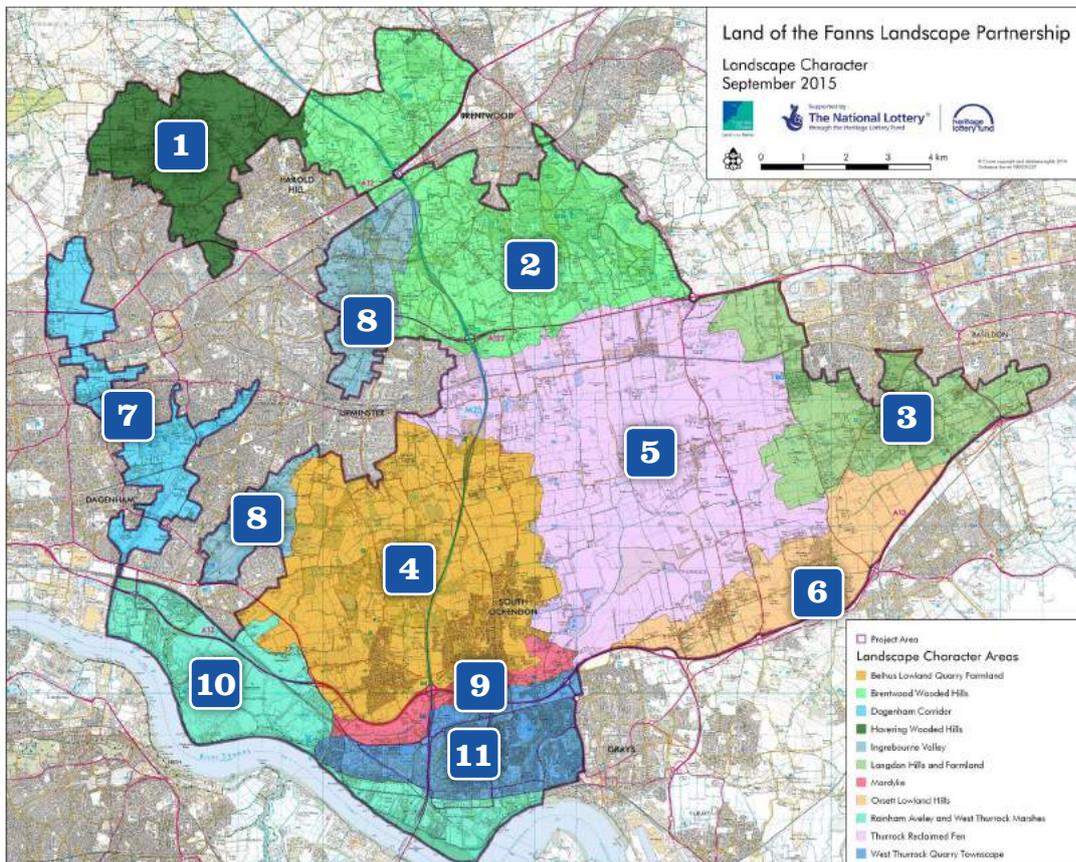
7. Dagenham Corridor
8. Ingrebourne Valley
9. Mardyke Valley

MARSHES:

10. Rainham, Aveley and West Thurrock Marshes

URBAN QUARRY TOWNSCAPE:

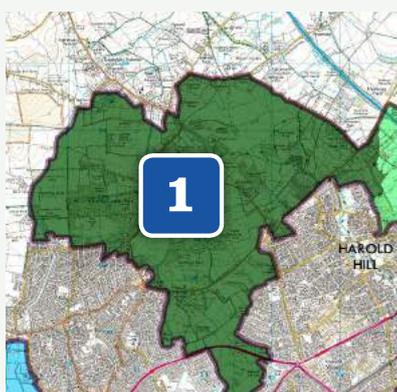
11. West Thurrock Quarry Townscape



Landscape Character Areas

HAVERING WOODED HILLS





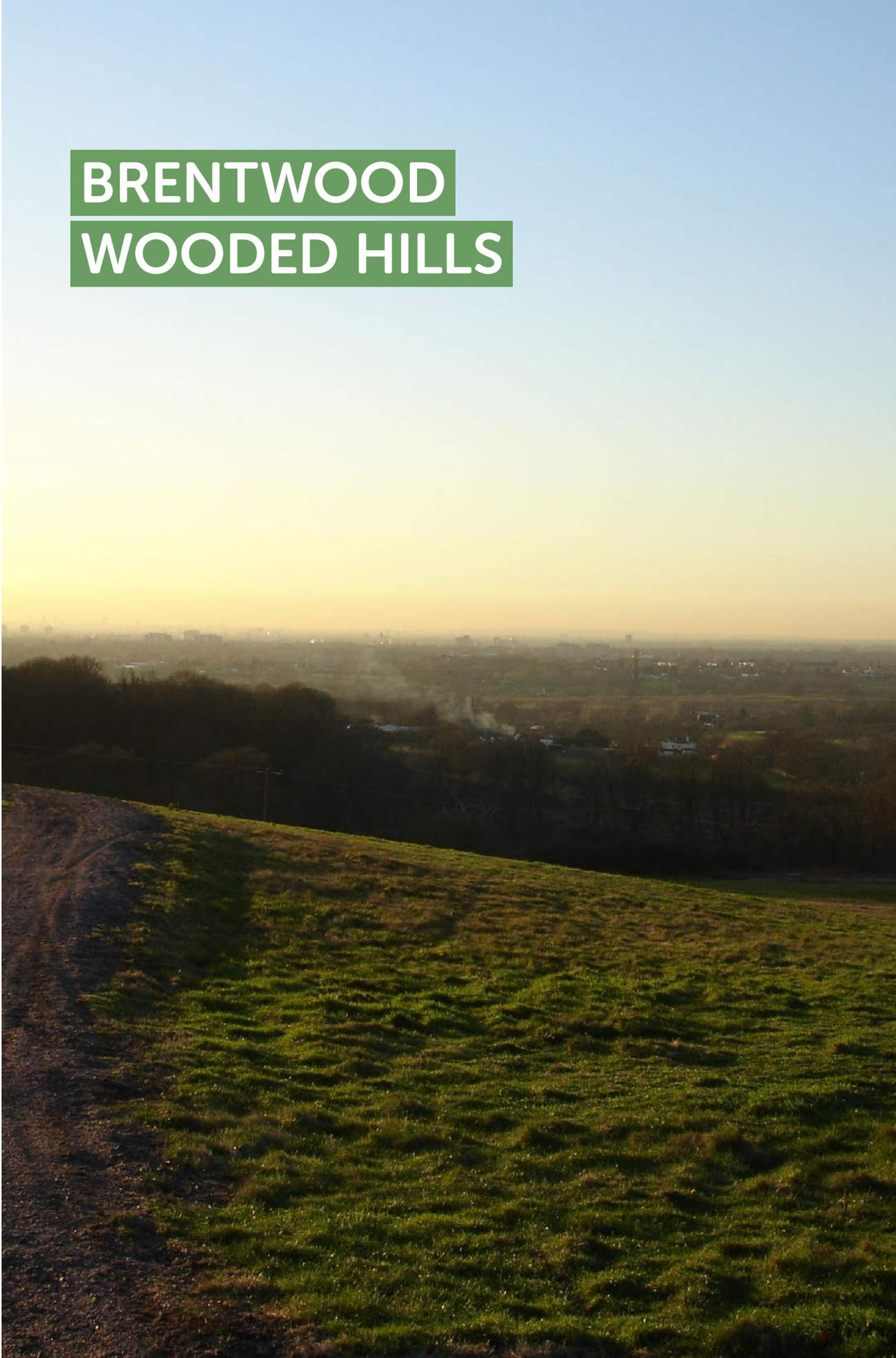
WHAT MAKES THIS AREA SPECIAL?

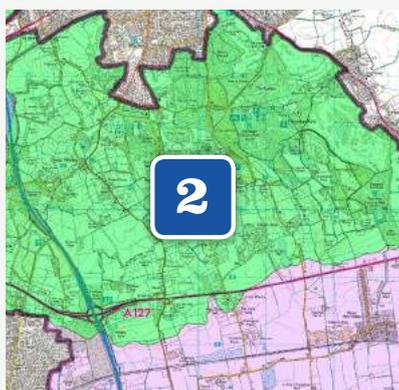
1. Topography and views
2. Rural character and ecological interest
3. Influence of historic parks and estates

KEY CHARACTERISTICS:

- London Clay geology with localised area of Bagshot Beds around Havering-atte-Bower giving rise to patches of sandy acid soils.
- Glacial deposits to the north form a wider plateau landscape stretching beyond Project Area.
- South facing slopes between 100m AOD in the north to 35m AOD along the urban edge in the south.
- Elevation and steep slopes afford views to the distinctive skyline of London.
- Strong parkland character derived from former 15th century Havering Palace and deer park and subsequent development of Havering, Bedford's and Prgo Park.
- Land use comprises patches of pasture and arable with remnant parklands (now country parks) interspersed with woodland blocks.
- Plotlands development and ad hoc development along back lanes has given rise to a fragmented and cluttered landscape in places.
- Havering-atte-Bower is typical of medieval historic Essex villages.
- Scenic qualities derived from topography, views and parkland (veteran trees/pasture).

BRENTWOOD WOODED HILLS





WHAT MAKES THIS AREA SPECIAL?

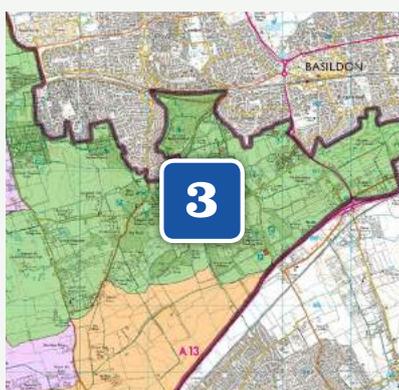
1. Parkland, woodland and veteran trees
2. Historic settlement and land use patterns

KEY CHARACTERISTICS:

- London Clay geology with patches of Bagshot sandy deposits on the highest ground.
- Undulating and in places steeply sloping landform incised by small watercourses.
- Upper slopes afford views across valleys to wooded horizons.
- Land use comprises notable areas of former parkland now managed as county parks and remnant commons within a rural landscape of pasture and arable.
- Tangible time depth and historic character reflected in parkland, mature trees, commons and historic villages.
- Strong north-south orientation of routes reflecting the former importance of linear parishes.
- Settlement comprises dispersed pattern of nucleated villages typical of Medieval Essex in form and layout.
- Scenic qualities derived from intact land use patterns, varied topography, woodland blocks, mature trees and varied textures associated with land use.

LANGDON HILLS AND FARMLAND





WHAT MAKES THIS AREA SPECIAL?

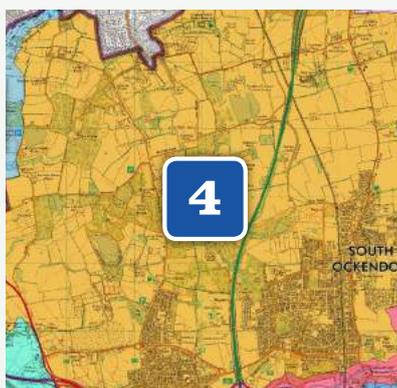
1. Elevation and views
2. Woodlands and nature reserves
3. Plotlands

KEY CHARACTERISTICS:

- Prominent often steep sided, rounded hills rising to 110m and seen from considerable distances.
- Highest land at Westley Heights comprises sands and gravels (Bagshot Formation) with other areas comprising clay, silt and sands.
- Rounded landform with steep slopes.
- Predominately pasture in small irregularly shaped fields defined by trees and hedges
- Significant ancient woodland cover including oak and coppiced hazel/sweet chestnut which acts as a unifying element.
- Dispersed pattern of settlement associated with plotlands which are well integrated.
- Evidence of Neolithic activity – archaeological finds include Mesolithic flint tools and pot boilers, and iron age pottery.
- Rural lanes (often green lanes) and deeply tranquil landscape.
- Visual variety and scenic quality created by landform, land use patterns and texture.
- Outstanding elevated views across the Land of the Fanns towards London but also south and west towards the Thames and across Fobbing Marshes.

BELHUS LOWLAND QUARRY FARMLAND





WHAT MAKES THIS AREA SPECIAL?

1. Settlement
2. Natural heritage (geology, drainage, flora and fauna)
3. Manors and parklands
4. 20th Century land use legacy

KEY CHARACTERISTICS:

- Low lying gently rolling landscape between 10m and 20m contours with more pronounced hills in the north.
- Geologically comprising brickearths and sands/gravels associated with the London Clay formation.
- Extensively quarried for aggregate with subsequent land fill.
- Mixed arable and pasture land use in medium scaled fields defined by elm hedges.
- Concentration of lakes created by former quarry sites which are not visually obvious.
- Narrow stream valleys associated with corridors of meadow/reedbed.
- Ancient woodland around Belhus Park and recent tree planting associated with the restoration of former extraction/landfill sites.
- Narrow lanes crisscross the area affected by landfill/quarrying activity and fly tipping.
- Settlements include South Ockendon historic village and post war housing, Aveley and the fringes of Rainham.
- Area has fragmented, exhibits 'used character' and is unsettling in places.

THURROCK RECLAIMED FEN





WHAT MAKES THIS AREA SPECIAL?

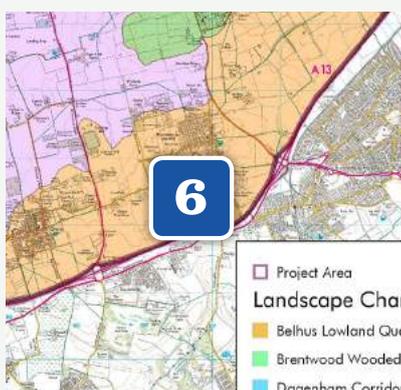
1. **Strong rectilinear patterns**
2. **Open expansive views**
3. **Watery place names**

KEY CHARACTERISTICS:

- London Clay geology with alluvial deposits associated with the upper reaches of the Mardyke and tributaries.
- Flat, open and exposed landscape with expansive views extending to the 15-20m contour at its fringes.
- Land use is predominately arable in large to medium sized fields but formerly extensive areas of fen.
- Within the lowest lying areas there are few field boundaries and fields are drained by ditches.
- Hedgerows of mainly blackthorn and elm occur mainly in the outer fringes of the area.
- Woodland blocks are infrequent and rectilinear and recently planted with the exception of Clay Tye Wood.
- Willow and poplar are prevalent along ditches and watercourses.
- Place names reflect former areas of marsh and fen landscape which are steeped in history and folklore.
- Sparse settlement comprising dispersed pattern of farms and village of Bulphan and more recent development at West Horndon associated with the railway.
- There are numerous waterbodies in this landscape including field ponds and also reservoirs which are not visually significant.
- Strong rectilinear patterns as a result of field divisions, drainage ditches, hedgerows (often gappy) and causeway lanes.
- Settlement is dispersed and sparse and restricted to slight rising land or fen edges.

ORSETT LOWLAND FARMLAND





WHAT MAKES THIS AREA SPECIAL?

1. Historic landscape patterns and features
2. Connecting woodland, heath and fen

KEY CHARACTERISTICS:

- Low lying gently undulating landscape between 15m and 35m contours forming a fringe to the Thurrock Reclaimed Fens LCA and containing small hills.
- Geologically it comprises clay, silts and sands associated with the Lambeth Group and London Clay Formation.
- Mixed arable and pasture land use in small/medium scaled fields defined by mature hedges.
- Mature trees and woodland blocks provide landscape structure and enclosure in places.
- Nucleated fen edge settlement of Orsett and hilltop settlement of Horndon-on-the-Hill.
- Strong local vernacular and unspoilt villages.
- Expansive views from hilltops.
- Remnants of parkland landscape in use of Scots pine, specimen trees, park railings.
- Remnants of former orchards associated with settlements.

DAGENHAM CORRIDOR



Beam Parklands

Beam Parklands is an award winning open space that has been designed to provide many benefits. Although the Parklands' primary role is flood protection the space also gives local people a slice of countryside on their own doorstep.

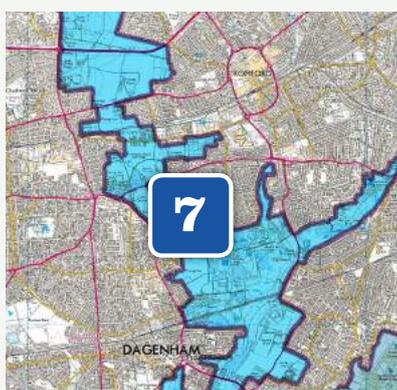
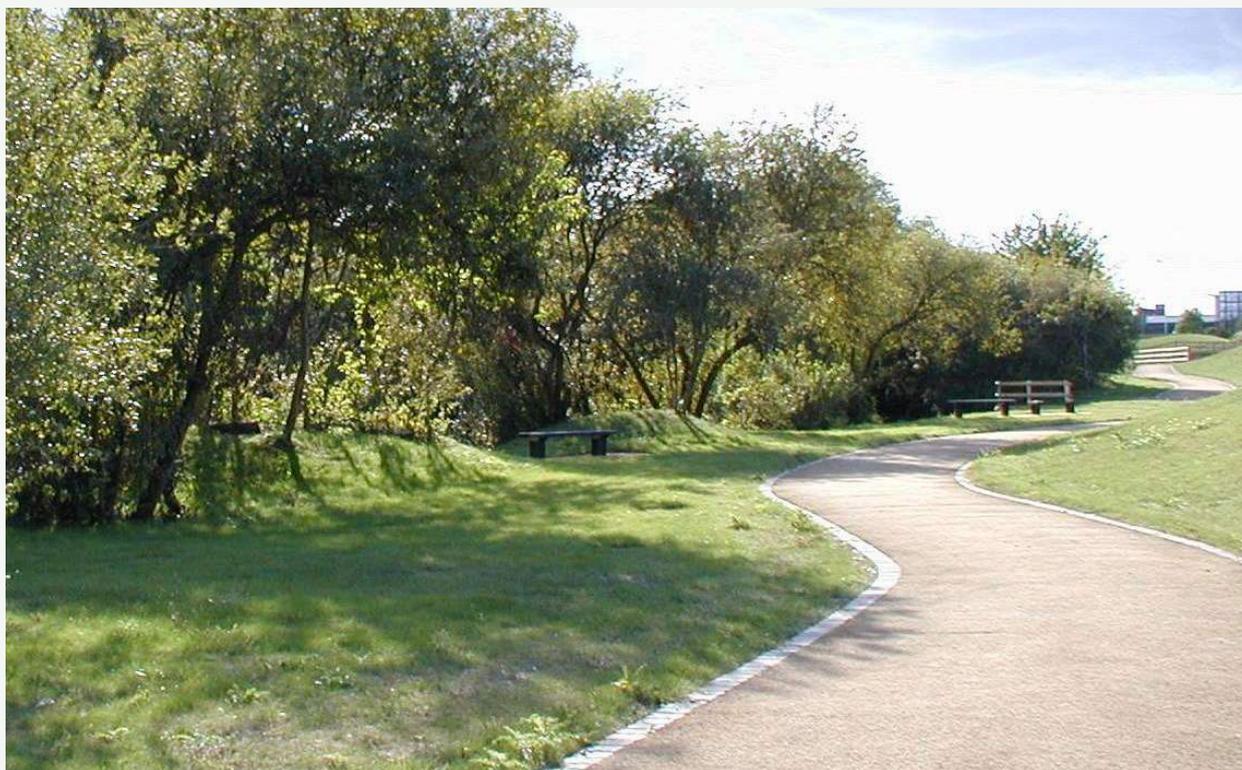
The park provides safe storage of 450,000m³ of water - the equivalent of around 180 Olympic swimming pools - that in turn provides flood-relieving benefits to businesses and areas identified for current and future employment. There will be areas where parts of the site will be used for flood storage and the park will be used as a wildlife and amenity space for about 100,000 people. The park and its surrounding areas are responsible for about 100,000 people's regular flooding.

Most importantly Beam Parklands is a place for people to enjoy and a landscape where wildlife can flourish - the park will be a haven for nature. The park will be a haven for nature and a variety of natural habitats where nature can thrive. The parklands will offer a variety of wildlife throughout the year including a variety of birds, insects, reptiles, amphibians and plants.



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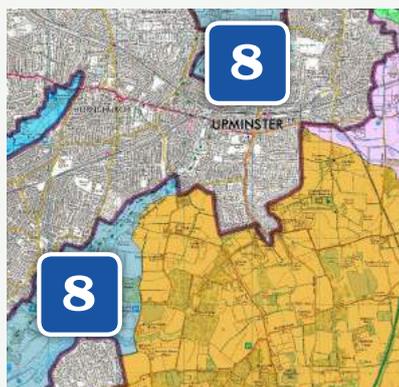
1. Nature conservation
2. Urban growth and recreation

KEY CHARACTERISTICS:

- This landscape contains a high concentration of native Black Poplar which is rare.
- The juxtaposition of wetlands and drier acid grasslands makes this landscape important for a wide variety of birds and invertebrates.
- Significant areas are nature reserves – Beam Valley, The Chase and Eastbrookend Country Park.
- The River Beam marks the boundary between the boroughs of Barking & Dagenham and Havering.
- Bretons is a former manor house within the Beam valley, other historical features within the valley include tank traps, pill boxes and a section of the old Romford Canal.
- Recreation sites include Crowlands Health Golf Club, allotments and school playing fields, Eastbrookend Country Park and Beam Valley Country Park.

INGREBOURNE VALLEY





WHAT MAKES THIS AREA SPECIAL?

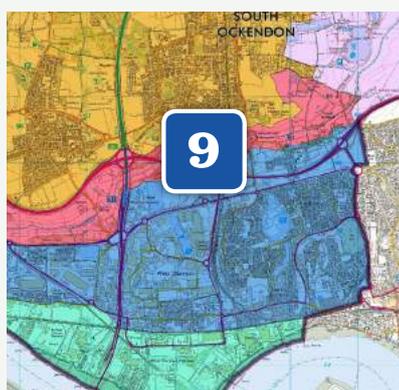
1. River valley characteristics
2. Ecological value
3. Recreational opportunities and social history

KEY CHARACTERISTICS:

- London Clay geology with alluvial deposits along the course of the river.
- Gently sloping valley sides forming a shallow yet distinctive valley landform.
- Upper slopes afford views across and down the valley in places.
- Land use comprises pasture on steeper slopes and valley floor with arable in the upper slopes and significant areas of amenity open space and woodland.
- Road infrastructure cuts across this landscape and development has encroached down the valley sides in places.
- Settlement comprises a dispersed pattern of farmhouses and associated barns many of which are listed.
- Scenic qualities derived from topography, patchwork of land uses, expansive areas of marsh and reedbed and sense of remoteness despite close proximity to urban areas.

MARDYKE VALLEY





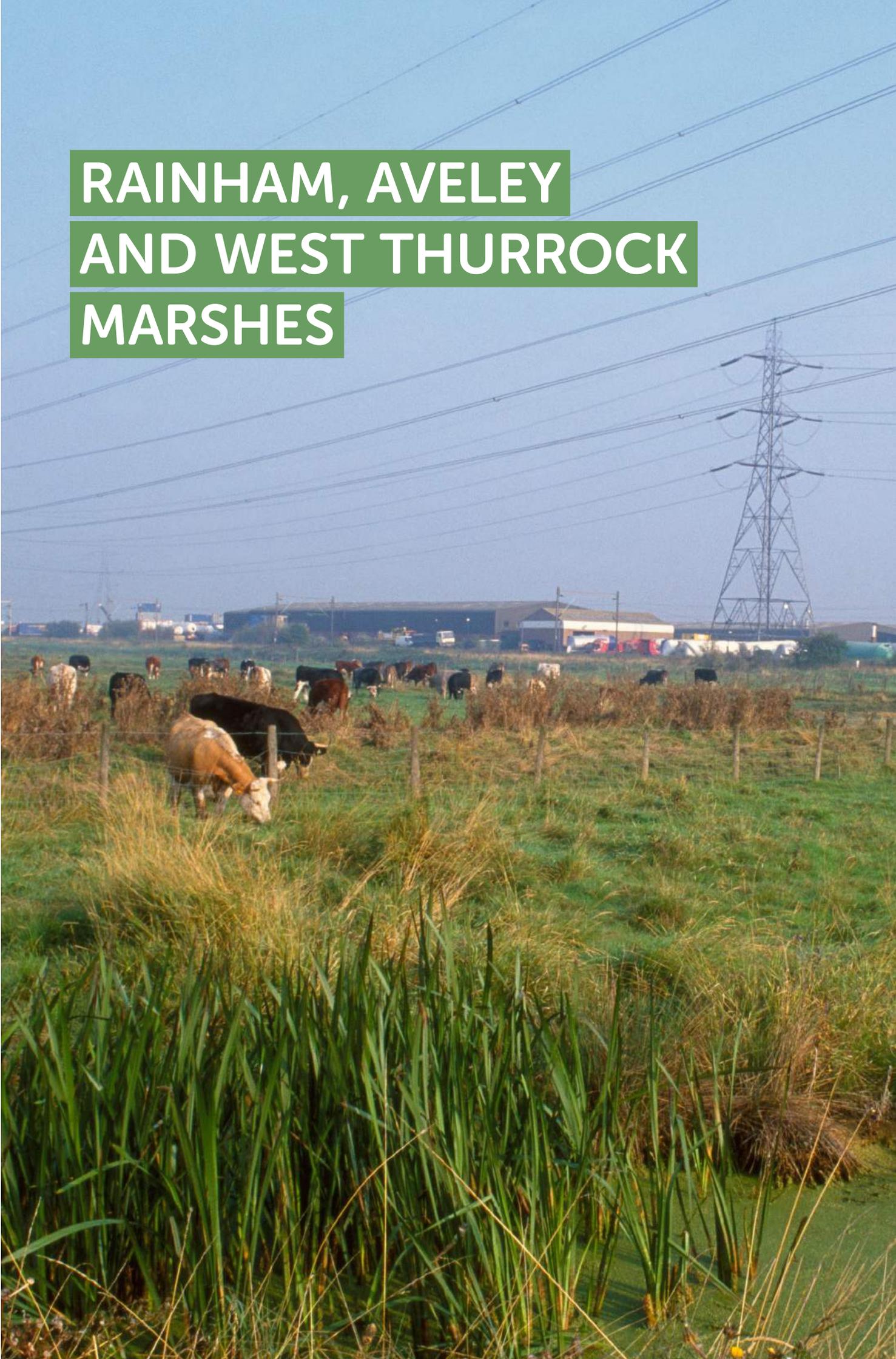
WHAT MAKES THIS AREA SPECIAL?

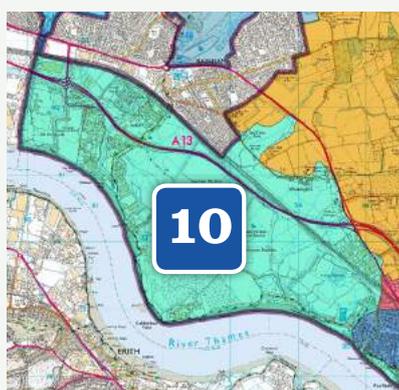
1. River corridor and communications
2. Nature conservation and traditional land uses
3. Recreation

KEY CHARACTERISTICS:

- Incised river valley landscape containing the Mardyke which drains the Thurrock Reclaimed Fens LCA and connects them to Rainham Marshes and the Thames.
- Areas of reed bed and managed valley floor pasture divided by ditches.
- Arable land use on the upper slopes.
- Ancient woodland on the steepest slopes.
- A small scale and enclosed, intimate landscape broadening to a more open floodplain to the west.
- Major infrastructure crossed above the valley carrying the M25, A13 and railway line.
- Limited dispersed farms and historic village of Stifford within the valley contrast with dense population adjacent.

RAINHAM, AVELEY AND WEST THURROCK MARSHES





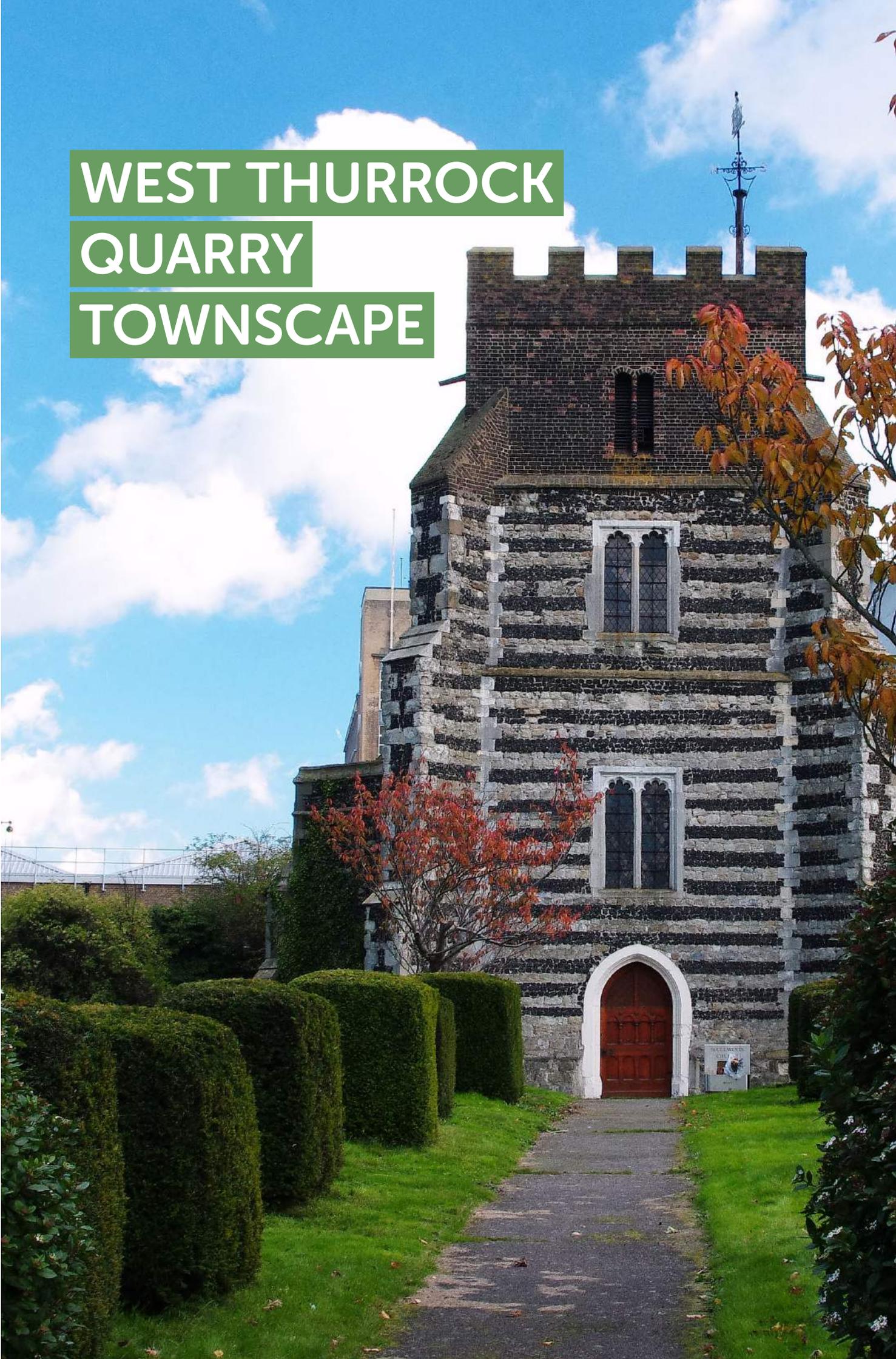
WHAT MAKES THIS AREA SPECIAL?

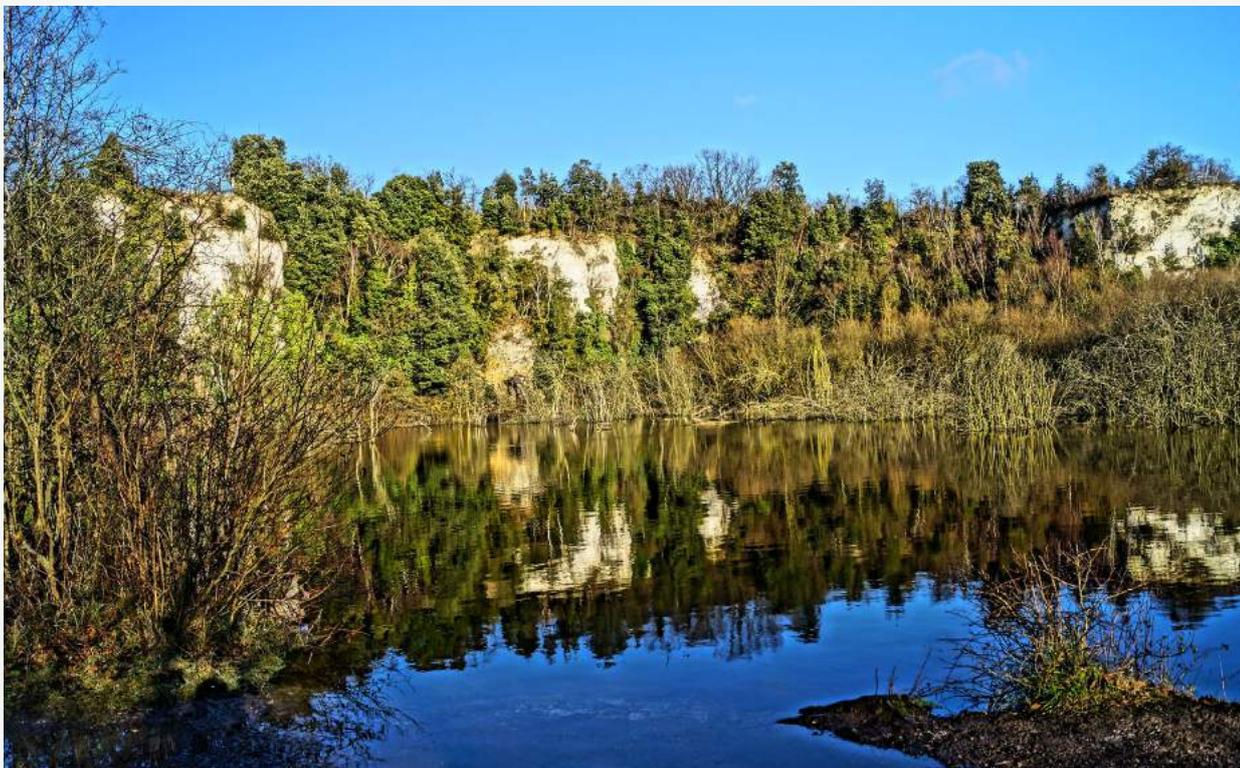
1. Produce and trade
2. Defence and military activity
3. Natural processes and nature conservation

KEY CHARACTERISTICS:

- Open, flat expansive area of reclaimed Medieval grazing marsh divided by ditches.
- Some areas developed by industry associated with Thameside.
- Upper Chalk bedrock with clay, silts and sands associated with the London Clay Formation overlain with alluvium.
- Expansive character is infringed upon by former landfill, Purfleet bypass and A13.
- Lack of tree cover with areas of low scrubby vegetation.
- Marshes are significant for nature conservation and wading birds.
- Historic churches on the inland fringes of the marsh act as local landmarks.
- Strong visual and physical connection to the River Thames.
- Memorable views to the London skyline and Queen Elizabeth II Bridge.

WEST THURROCK QUARRY TOWNSCAPE





WHAT MAKES THIS AREA SPECIAL?

1. Geological and archaeological interest
2. Industrial heritage and regeneration
3. Purfleet

KEY CHARACTERISTICS:

- Low lying landscape and townscape between the A13 and the railway.
- Former area of chalk quarries, brickworks and aggregate extraction sites between the 18th and 20th centuries resulting in a varied topography and exposed chalk cliff faces.
- Development of Thurrock Retail Park in the late 20th century and new residential areas of Chafford Hundred and South Stifford in the post war period.
- Network of fast moving major arterial routes crisscross the area.
- Distinctive close proximity views to the Queen Elizabeth II Bridge/Dartford Crossing.
- Open space and natural elements associated with former quarry pits including lakes used for recreation and the grassland and woods at Chafford Gorges Nature Park.

1.3 Landscape Heritage

As demonstrated by the 11 Landscape Character Areas, the Land of the Fanns has an exceptional range of landscapes translating into an intriguing diversity of habitats and species. The genesis of this landscape extends back to pre-history as evidenced through its geological and geographic features, with archaeology yielding clues to the early relationship between people and place. Physical and cultural heritage assets ranging from the medieval to more recent 21st Century examples imbue the landscape, chronicling not only the evolution of the Land of the Fanns, but more often than not the overarching narrative of our national story.

This section offers a description of the different forms of heritage to be found within the Land of the Fanns.

Biodiversity

Within the Land of the Fanns, human intervention has had a significant impact on the development and maintenance of habitats, which in combination has resulted in surprising and unique biodiversity so close to London.

There is a relatively high proportion of ancient woodlands in the landscape with evidence of early assorted field boundaries and coppicing suggesting the close relationship of woodland to the settlement of people over time. Woodland was an important resource and some of the woodland in the area is particularly old. In particular, Brannets Wood (Mardyke) is the oldest recorded woodland in south east Essex, first recorded in 1339 and likely to have been well established when the Romans arrived in 54BC.



Mardyke Valley

There are parkland landscapes in this area which often contain a range of veteran trees as well as wood pasture, an important habitat resource of unimproved grassland interspersed with woodland and veteran trees. Thorndon Country Park (Brentwood Wooded Hills) contains wood pasture habitats and ancient woodland, much of which is designated as a Site of Special Scientific Interest (SSSI). The presence of Birch-Sessile Oak and Pendunculate Oak-Hornbeam woods here supports an outstanding assemblage of beetles (Coleoptera). To the north west, Havering Country Park (Havering Wooded Hills) includes one of the first giant Redwood plantations in the country.



Giant redwoods in Havering Country Park

Loss of woodland to development and through natural events such as storms and disease had led to a decrease in the distinctive woodland character of the landscape. The Thames Chase Community Forest was designated in 1990, followed by partnership working to reverse this trend. Newly planted mixed woodlands such as Cely Woods, Belhus Chase and Kennington Park (Belhus Lowland Quarry Farmland) reflect these efforts.

The three river valleys in the landscape play host to a range of important habitats, including wet meadows, carr woodland and reed swamps. These, along with the waterways, provide important diversity not only as wildlife habitats but also as recreational resources for surrounding communities. The river valleys are vital routes through the urban area for migrating bird species, who use them to navigate the landscape to and

from the marshes along the River Thames. Where the Ingrebourne River meets the River Thames a wetland habitat exists, representing the largest reedbed in London. The Beam river valley (Dagenham Corridor) to the west includes several mature black poplars at one of the very few native London sites for this UK and London BAP priority species.



Ingrebourne Valley SSSI



Black Poplars along the River Beam

The marshes along the banks of the River Thames (Rainham, Aveley and West Thurrock Marshes) are now important habitats to a range of bird species, including wintering ducks, breeding wading birds, birds of prey and species such as Avocet, Ring Plover, Little Egret and Lapwing. There are also one of the densest water vole populations in the country. The marshes combine to form a mosaic of habitats including salt marsh, saline lagoons, grazing marsh and grasslands. They represent an ancient landscape, one of the last in London with a long history of human intervention from medieval grazing land, sand and gravel extraction to military use as firing ranges. Since the start of the 21st Century, much of this land has been managed for nature conservation and a sizable SSSI now covers the area, managed by RSPB and the LB of

Havering. The reserve combines the habitats created by human intervention and by the geological and fluvial character of the area. It brings these together as a resource managed for both nature conservation and recreation.



Rainham Marshes



Avocet

Within the southern urban areas (West Thurrock Quarry Townscape), a legacy of deindustrialisation has created brownfield sites that have themselves become significant sites for biodiversity. West Thurrock Marshes is a particularly striking example. A brownfield site that was once grazing marsh, the site saw a power station constructed after World War II with large areas covered with associated fly ash waste over the following decades. Following demolition of the power station in the 1990s, wildlife began to recolonise the site and it is now one of the richest and most biodiverse sites in the country with over 1,200 species of invertebrate, bird and reptile. Some species are extremely rare and endangered such as the distinguished jumping spider. The efforts of Buglife in the High Court to save this SSSI illustrate the tension between development pressure and brownfield biodiversity in this part of the landscape

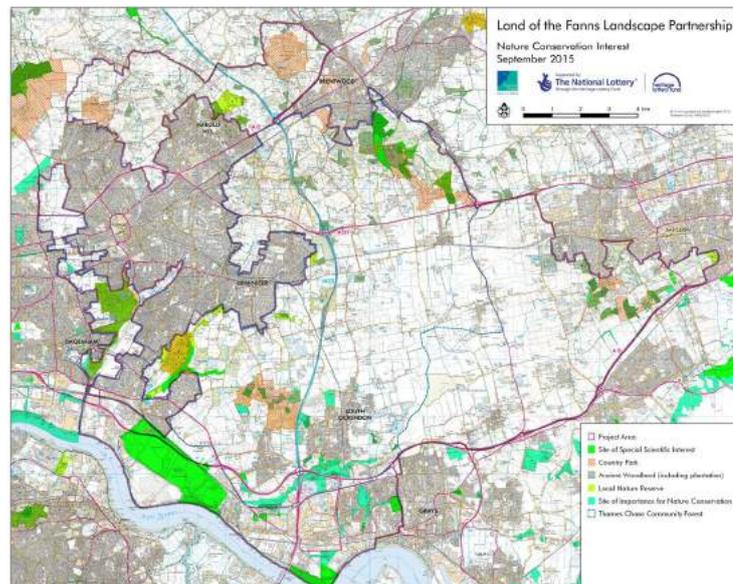
Chalk quarrying in the southern townscapes



has also created a legacy of striking chalk gorges and cliffs, which have resulted in a distinctive biodiversity value. Warren Gorge (West Thurrock Quarry Townscape) is the largest and includes meadows and lakes that offer ideal conditions for chalk loving plants, kingfishers, house martins and orchids. The tunnels associated with Lion Gorge (West Thurrock Quarry Townscape) are home to four different species of bat, whilst Grays Gorge (West Thurrock Quarry Townscape) is a SSSI containing 9 species of orchid and wild flowers, and is home to adders, slow worms and grass snakes as well as birds, butterflies, bees and beetle species. All this within one of the largest housing developments of the 1990s.

The map below shows the distribution of

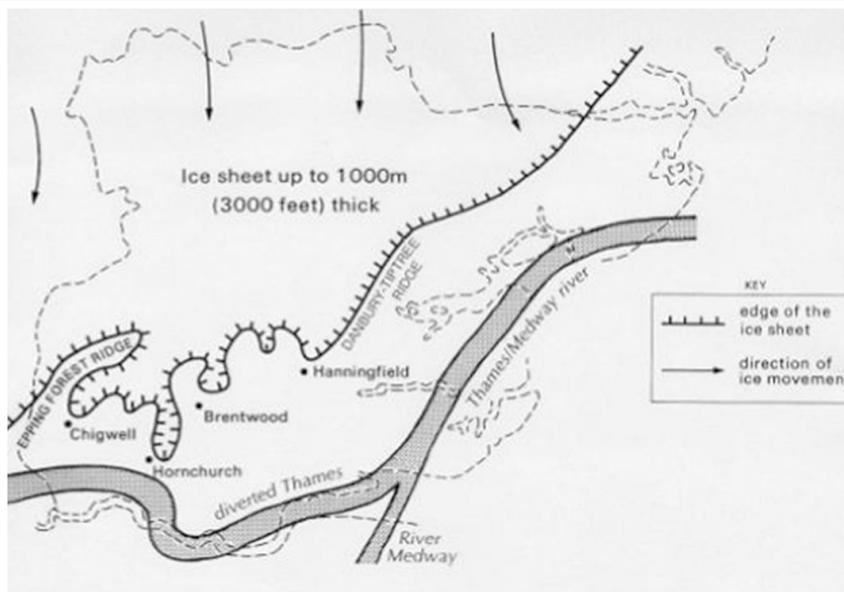
natural heritage interest and designations across the landscape. Although much of the area is managed for agriculture, there are still important habitats interspersed within this productive land. The lack of nature conservation designations towards the centre (Thurrock Reclaimed Fen, and Orsett Lowland Farmland) is notable and reflects the area's importance as arable farmland. Nevertheless, the ditches that drain this landscape, whilst undesignated, perform an important role as wildlife corridors. Elsewhere, unimproved meadows, ponds and heaths comprise part of the agricultural landscape mosaic. Many of the hedgerows here are mature and thick, providing important habitats and supporting a range of species.



Natural Heritage within the Land of the Fanns

Geology

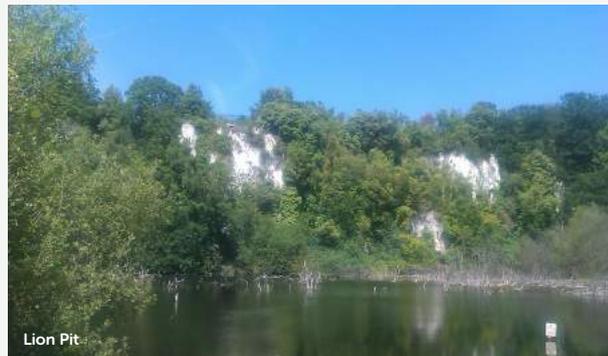
The geological story of the Land of the Fanns reflects that of southern Britain, with the Ice Ages evidenced in the ridges, hills, marshes, Neolithic submerged forest and the gradual movement of the Thames south. Further hints are provided through geological studies of the gravel and chalk pits within this landscape.



Extent of the last Ice Age

The landscape bedrock here is of layers of pre Ice Age rock, later folded to form the London Basin with a covering of sands, clay and finally Ice Age drift deposits. This underlying geology has been worn by repeated glacial action and scattered with glacial deposits, including the large boulders called sarsens which can be found from Havering-atte-Bower to the banks of the Mardyke river.

The most ancient geological developments in the landscape are revealed in the chalk deposits at Chafford Gorges Nature Park (West Thurrock Quarry Townscape). These deposits were formed sometime between 97 to 65 million years ago at the bottom of a tropical sea around 300m higher than today. Following the retreat of the sea and resultant land erosion, a shallower sea was re-established 60 million years ago. More evidence for this period was uncovered through the construction of a deep cutting for the M25 at the foot of Brentwood Hills, revealing a wealth of marine fossils, bivalves, gastropods and the pearly nautilus.



Important evidence for subsequent Ice Ages can be found at Lion Pit (West Thurrock Quarry Townscape). Here, sediments are evident from one glacial period, through the interglacial (c.240,000 years ago) to the next Ice Age, also providing information about early humans who were then making stone tools at the cliff base. More clues about glacial action are revealed at the Hornchurch railway cutting (between the Ingrebourne Valley areas) which slices through the terminal moraine from the Anglian ice sheet of about 450,000 years ago, revealing abundant Jurassic

rocks and fossils including a plesiosaur.

The later courses taken by the Thames as it was edged southwards from its earlier outlet at The Wash in Norfolk are also revealed through the Land of the Fanns. The Mardyke river itself is evidence of an ancient Thames meander, as a point when the Ice Ages were repeatedly edging the Thames southwards to its final position. Elsewhere, the gravel covering on the ridges (Brentwood Wooded Hills, and Langdon Hills & Farmland) were laid down by other tributaries of the early Thames. The submerged forest of petrified and mainly yew trees that flourished before the Thames settled on its present course were studied locally by Dr. Derham of Upminster and recorded in 1712. Fallen tree trunks and roots are still in evidence along the Thames foreshores (Rainham, Aveyley & West Thurrock Marshes).

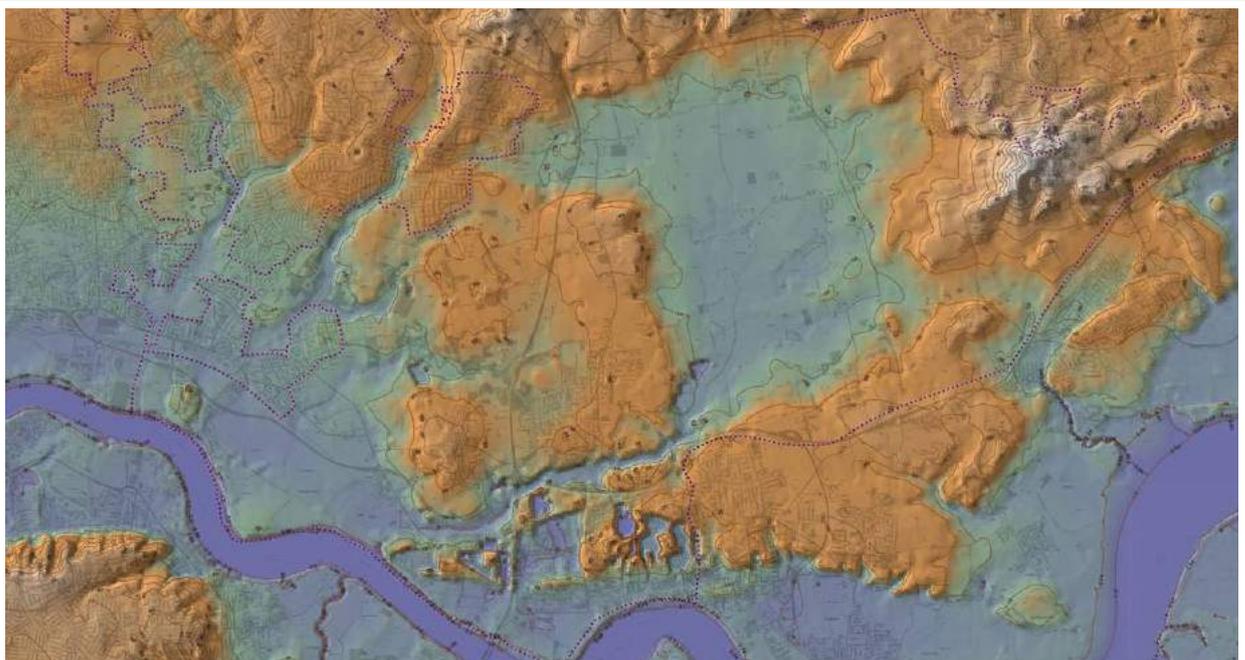
Geography

The geography of the Land of the Fanns is the product of the cumulative geological effect of the Ice Ages on this area at the margins of the ice. This has resulted in a landscape with a ridge of high land overlooking the Thames river

plain which spreads out in a fan-like fashion. This plain is formed of wetlands and marshes intersected by local river valleys and floodplain, interspersed by a low hilly landscape.

The presence of the Thames as a direct route to London from the coast, inevitably invited both invasion/migration and trade opportunities. These factors directly affected the development of the area both for its part in defending Britain over millennia, and conversely bringing both wealth and waves of incomers. From as early as the Bronze Age, access to the interior was provided naturally by the river valleys, the marsh-side low gravel bank, the low hills and the higher ridge formation. The sarsen stones are thought to have been put to use at times as ancient way markers. As this became an accessible landscape, it would have been attractive for settlement given its agricultural potential and mineral resources. The influence and legacy of those early routes and resultant settlement pattern remained relevant well into the 20th Century until modern development and transport pressures began to mask the origins and meaning of this landscape.

The landform also produced some surprising



Land of the Fanns landform

and attractive distant views that British monarchs from the Saxon period onwards used to advantage by building a hunting lodge and then palaces along the forested ridge overlooking London and the Thames (Havering Wooded Hills). On the Thames from the medieval period, mariners made good use of the line of sight between Rainham church tower and St Andrews church spire in Hornchurch to get a safe bearing as the Thames briefly turns north at Rainham (Rainham, Aveley & West Thurrock Marshes). Other views, some newly created from hilly coverings of waste deposit mounds at Rainham (Ingrebourne Valley) and others along the valleys of the Ingrebourne, Beam and Mardyke or from the Havering, Brentwood and Langdon ridge of hills continue to bring delight to observers today.



Church of St Helens and St Giles, Rainham

By its location and form, the Land of the Fanns has naturally been witness to so much of the nation's prehistory and historical events that have inevitably passed across it, each leaving something of itself and collectively influencing the landscape, its people and its sense of place.

Archaeology

The archaeological evidence in the Land of the Fanns is significant to the story of the London Basin during pre-history periods because in comparison to London, this landscape is relatively undeveloped and the archaeology more likely to have survived.

For the earliest periods of human activity this area, free of ice sheets, is likely to reveal

evidence of very early hunter-gatherers visiting in pursuit of big game during the Ice Ages and inter-glacial periods. Evidence of human activity and the presence of numerous animal and plant species from the earlier Palaeolithic period onwards have been found at Purfleet, with good examples of flint hand axes emerging from South Ockendon and Corbets Tey. The smaller blades typical of the Mesolithic period following the last Ice Age have been found in Rainham, and large flint adzes of the period have been dredged from the Thames at Grays. A Neolithic ring ditch was revealed in Rainham (Belhus Lowland Quarry Farmland) and the important Late Neolithic/early Bronze Age Dagenham Idol was found in the Thames marshes in Dagenham (south of Dagenham corridor).



Dagenham Idol

A large and important causewayed enclosure at Orsett (Orsett Lowland Farmland) may indicate the beginnings of groups of people working together, indicating the transition towards wider social and political units. The Bronze Age hoard at Hornchurch (Ingrebourne Valley) with similar hoards further north indicate that the Ingrebourne valley may have been part of a Bronze Age trade route linking Barking on the Thames to the Ridgeway further north that gave access between The Wash in Norfolk to the south-west coast of England. The Ingrebourne valley certainly appears to be a Bronze Age landscape with four settlements identified in the southern section from Rainham to Hacton with a major trackway running north-west to south-east.

Iron Age wooden trackways used to move cattle out into the Thames marshes have been identified further west in Newham and also here at Rainham Marshes where an Iron Age farmstead has been discovered near Rainham village. At that time the advantage of the dry gravel bank running across the marsh edge would have been an excellent resource interface ideal for cattle grazing, agriculture, fishing and fowling. Local iron deposits in the gravels and bog iron in the marshes are likely to have been exploited making the need for imported copper and tin to make bronze no longer necessary.

The archaeological story culminates in what was a thriving Iron Age rural economy in which the local Celtic people were the Trinovantes tribe. From this point, their story is recorded by the Roman invaders and so begins the historic period in which the Land of the Fanns can be explored through written record (see 'The History of the Land of the Fanns' p. 55).

Architecture of Buildings and Landscapes

By the Georgian period, the Havering Palaces (Havering Wooded Hills) that had been highly influential on the economic development of the area had been demolished. Toll roads were being introduced, opening up the Land of the Fanns to development. The new professions of building architecture and landscape architecture were becoming available and desirable to the wealthy. Now, new and famous professional people began to be employed to put fine houses into purpose designed parklands across the Land of the Fanns.

On the Havering Wooded Hills the work of the early landscape architect Charles Bridgeman at Bower House (Grade I) physically divided the house from its farmland, using an early form of ha-ha and other early landscape 'tricks' to create views and a ride and viewing area in the adjacent woodland.



Bower House in Havering-atte-Bower

In the Dagenham Corridor, Bretons (complex of Grade II and II* buildings) is within its own farmland setting but smartly separated from its working landscape by the Georgian introduction of a fine bowed clairvoyee of walls with gates and overthrow before reaching the house.



Bretons

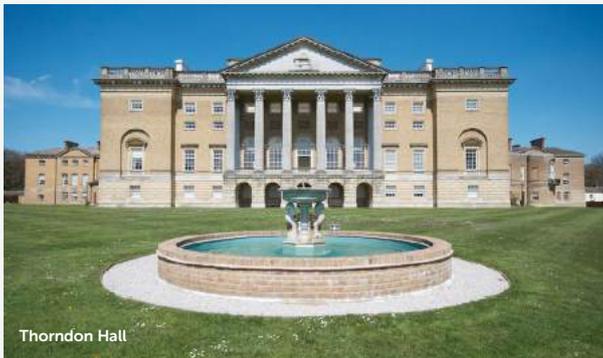
On the Brentwood Wooded Hills, James Paine built Thorndon Hall (Grade I) in the 1760s with Lancelot 'Capability' Brown landscaping the surrounding area between 1766 and 1772. Local landscape gardener Richard Woods of North Ockendon would add to this landscape in subsequent years. He also added to the parkland landscape of Belhus (Grade II Registered Park) in the Belhus Lowland Quarry Farmland area. Belhus was originally designed by Lancelot 'Capability' Brown in the 1740s and 1750s including features such as Long Pond (now dissected by the M25). The architect Sanderson Miller advised on the centrepiece of the Park, Belhus Mansion. This was demolished in 1957.



Long Pond, Oak and Ash Plantation at Belhus



Cattle



Thorndon Hall

Like Richard Woods, Humphrey Repton was also a local man, advising many local properties including Dagnam Park (Brentwood Wooded Hills) and Stubbers Park (Belhus Lowland Quarry Farmland). The earlier crinkle-crankle or wavy garden walls (Grade II) at Stubbers are a feature within the present use of Stubbers as an Outdoor Adventure Centre, which also makes use of the water-filled reclaimed gravel pits extracted from earlier farmland. Like today, Repton was one of those who wrestled with his ambitions to produce managed parklands for pleasure against the need for productive farmland as he further refined the expansive landscape ideas of Lancelot Brown.

Agriculture

In farming, Arthur Young (1741-1820) has been called the greatest of all English writers on agriculture. His information gathering agricultural tour of the southern counties of England and Wales covered this area where he commented magnificently on the beauty of this farmland landscape from

From the earliest times, the landscape has been a prime agricultural area. At times, this area has taken the lead in agricultural innovation and development. With Georgian agricultural innovation, especially in facing the Napoleonic threat, the Neave's of Dagnams (Brentwood Wooded Hills) were amongst others advising on agricultural technique. The Georgian landowners were also interested in a separation of good economic pastoral farming practices with the development of parkland landscapes by Bridgeman (Havering Wooded Hills), Woods, (Belhus Lowland Quarry Farmland) and Repton (Belhus Lowland Quarry Farmland). Modern developments in agricultural machinery also found their way onto the Land of the Fanns with a successful agricultural Iron Foundry in Hornchurch (between Dagenham Corridor and Ingrebourne Valley). The Georgian landowners were also known for rearing exceptional cattle stock at Berwick Farm (Belhus Lowland Quarry Farmland) and exceptional Marino sheep from the flocks of George III by the Sturgeon family (Belhus Lowland Quarry Farmland & Thurrock Reclaimed Fen).

Here local land managers and farmers have proved adaptable to outside pressures including flood management and woodland clearance, making best use of the hills, plain, valleys and marshland. This resilience extends to adjusting to foreign competition, surviving agricultural depression and the associated impact of industrialisation that brought new workers to the heavy and chemical industries along the Thames. The

land itself has had to accommodate new needs such as roads, railways and urban growth that have divided up farming areas, with farmland in places actually being lost to mineral extraction yet eventually reverting back to farming. Indeed, agriculture within the Land of the Fanns is a story of resilience.



Science and Engineering

In science and engineering, the work of the 17th Century Dutch drainage engineer Sir Cornelius Vermuyden successfully repaired the Dagenham Thames break in 1621-3, until a further devastating breach occurred in 1707. Eventually some 1,000 acres were spoiled with the affected area spreading east from Dagenham (Dagenham Corridor) almost to Rainham (Rainham, Aveley & West Thurrock Marshes). Each tide swept more mud into the Thames until it became a danger to shipping, threatening national trade. The breach was finally closed by hydraulic engineer Captain John Perry RN in 1719 after five years of work involving 300 workers.

Dr Derham FRS (1657-1735) was once the village physician and Rector of Upminster, subsequently becoming the royal chaplain and scholar. Notably he was the first to accurately measure the speed of sound, which he did from St Laurence parish church tower in Upminster and from other local landmarks, including North Ockendon church (Belhus Lowland Quarry Farmland).

Benjamin Franklin is most famous as an American Founding Father. However, he was also a prodigious inventor leaving a mark on

the Land of the Fanns through his invention of the lightning rod in the 1740s. While living in London, he visited Purfleet (West Thurrock Quarry Townscape) in view of concern about how to best protect the 5,000 tonnes of gunpowder stored at the Royal Gunpowder Magazines. Franklin recommended that the magazines be equipped with a lightning rod, with this event being recorded by a plaque on the last remaining magazine (No. 5).



Philip Vincent, inventor and designer of the legendary Vincent motorcycle, lived at High House in Horndon-on-the-Hill (Belhus Lowland Quarry Farmland). He is buried in the family plot at the church with a road renamed and plaque erected in his memory.

Academics and Social Improvers

The Land of the Fanns is a landscape busy with industry and trade on the Thames, with a quiet and desirable hinterland accessible to the sea and London. Being on a such a crossroads naturally presents opportunities for inventiveness and developing social awareness, a reality borne by its heritage.

Here, the early 17th Century botanist William Coys first introduced many plants into this country at Stubbers (Belhus Lowland Quarry Farmland) including tomatoes, yucca and the ivy-leaved toadflax. It is also claimed that here hops were first introduced into ale to make beer. At the time, Coys made Stubbers as important and famous as the Royal Botanic Gardens at Kew are today.



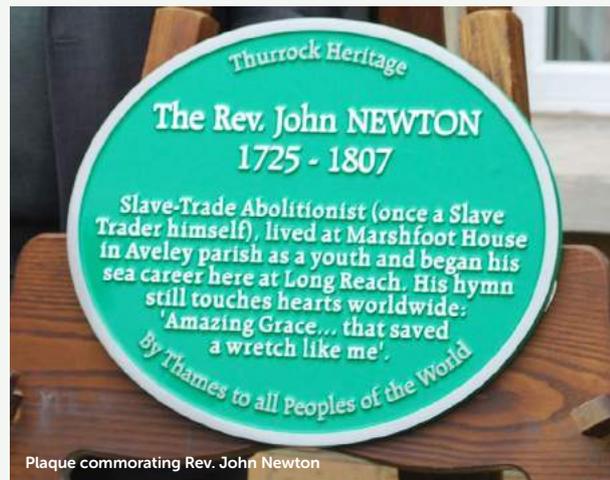
In the later 17th Century, Cranham Hall (Belhus Lowland Quarry Farmland) was the home of James Oglethorpe, a general, MP and philanthropist interested in social justice. Many of the friends he entertained in Cranham were great academics and thinkers of their day, including Dr Samuel Johnson and James Boswell. The three men were close friends, with Boswell becoming known for writing Johnson's biography which has been described as 'the most famous single work of biographical art in the whole of literature'.

At the end of the 18th Century, Admiral of the Fleet Earl St. Vincent lived and eventually died at Rochetts (Grade II), a farmhouse associated with South Weald (Brentwood Wooded Hills). As well as being known for his naval victory at Cape St. Vincent and association with Nelson, he made tireless efforts to improve cleanliness, hygiene and health for naval crews, all matters of relevance to people in the Land of the Fanns.

John Newton (1725-1807), who penned the celebrated hymn 'Amazing Grace' lived in Marshfoot House in Aveley (Belhus Lowland Quarry Farmland). After being pressed into the navy, he eventually experienced life as a slave and then once a ship captain, he became a slave trader himself. Ultimately, he became a vicar and slavery abolitionist, a personal journey echoed in the famous lines 'Amazing Grace...that saved a wretch like me'. His association with the Land of the Fanns is marked by a plaque on the Green in Purfleet (Rainham, Aveley and West Thurrock Marshes).

During the Victorian period, the high, open-aired Brentwood Wooded Hills were found to

be an ideal location for specialist hospitals and the recuperation of physical and mental health. There seemed to exist a general compassion and support amongst the local community for those recovering in the area. Whilst the old Victorian hospitals have now closed, the area remains favoured by a number of new specialist nursing and treatment centres.



Philanthropy was also shown here by early movers in planned housing developments, such as the Whitbread family (Grade II buildings and conservation area) in Purfleet (West Thurrock Quarry Townscape), Victorian farmers providing workers cottages at Noak Hill (Grade II), and Boyles Court on Brentwood Wooded Hills. Later, the post War housing estates were imposed on and absorbed into the landscape, most notably at South Ockendon (Belhus Lowland Quarry Farmland).



Religion

In the development of spirituality, it was the local Saxon king Sigeberht II the Good that invited St Cedd to convert his kingdom of the East Seaxe (eventually becoming 'Essex'). During his journey, he founded a monastery at East Tilbury and then travelled through the Land of the Fanns spreading Christianity. This was followed soon after by the founding of Barking Abbey in AD 666, leaving a memory in local place names such as Chafford Hundred (West Thurrock Quarry Townscape).



St Catherine's Church in East Tilbury

The murder of Thomas Becket Archbishop of Canterbury in 1170 had a profound social and economic impact on the area through the lucrative 13th Century pilgrimage routes that cross the Land of the Fanns and the social support provided by the monks of Lesnes Abbey in Erith (Kent). As Chief Justiciar to Henry II, Sir Richard de Lucy felt responsibility for the murder and as penance, founded Lesnes Abbey and satellite churches including Rainham parish church (Grade I). The Lesnes monks established a ferry across the Thames to Rainham to conduct church services and minister to the local people, with local tithes endowing the Abbey. In due course, the King's master mason Henry Yevele who had connections to Wennington and Aveley rebuilt the nave where Becket had been murdered in Canterbury Cathedral. Becket's sainthood and shrine in Canterbury resulted in the significant pilgrimage impact on this area.

The independence of local thinking is evident through the development of religious thought in the area. The Tudor persecutions under Mary

I included burnings at the stake in Horndon-on-the-Hill (Orsett Lowland Hills). However, by the 18th Century, dissenting Protestantism itself became prevalent in the Land of the Fanns.



Routes across the Land of the Fanns

The Whitbread family in Purfleet (West Thurrock Quarry Townscape) supported the Methodist Movement that played a lead in many contemporary social issues such as slavery and prison reform, insisting that their workers attend church meetings. Elsewhere, it is claimed that the Congregational Church originated in c.1797 through great dissatisfaction of local agricultural workers in the farming district around Upminster (Ingrebourne Valley, and Belhus Lowland Quarry Farmland) over the payment of farm tithes to a demanding vicar. The Mormon Church of Jesus Christ and the Latter Day Saints founded a branch at Orsett (Orsett Lowland Hills) before 1849 and only some 12 years after their missionary work in Britain had begun.

Following the mass influx of refugees to London's East End from the terror in Imperial Russia, the Federation of Synagogues was established in 1887 to improve integration. By 1937, there were 68 affiliated synagogues across London. They purchased land for a walled Federation cemetery in Rainham (Belhus Lowland Quarry Farmland) which was consecrated in 1938. Some 40 per cent of this land remains in agricultural use and the site is on the local list of Historic Parks and Gardens.

The Arts, Literature and Films

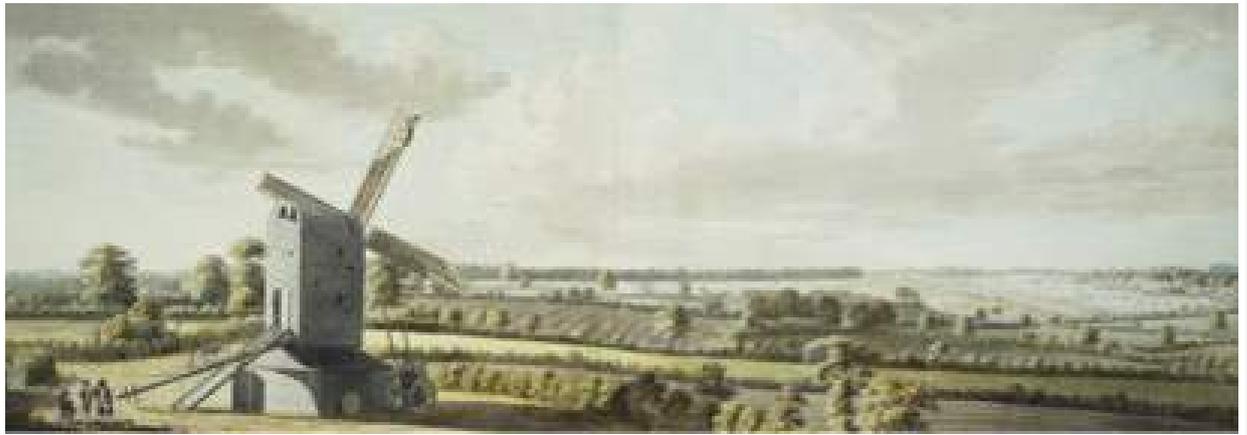
In art, the review and visit by King George III and the Queen to Warley Camp in 1778 was recorded by Phiipp Jakob de Louthembourg and Thomas Sandby. Those by Louthembourg record the view of the Land of the Fanns looking south from Old Thorndon Hall (Brentwood Wooded Hills). The picture by Sandby is the return view looking over the same landscape.



Philipp Jakob de Louthembourg (1740-1812) 'Warley Camp: The Review' dated 1780 by kind permission of the Royal Collection Trust/ © Her Majesty Queen Elizabeth II 2015



Philipp Jakob de Louthembourg (1740-1812) 'Warley Camp: The Mock Attack' painted in 1779 by kind permission of the Royal Collection Trust/ © Her Majesty Queen Elizabeth II 2015



Thomas Sandby (1721-98) 'The Encampment at Warley Common (Essex) in 1778' by kind permission of the Royal Collection Trust/ © Her Majesty Queen Elizabeth II 2015

The residences of the nobility and gentry within the Land of the Fanns featured in a range of publications. 'The New and Complete British Traveller' (c.1784) included Thorndon Hall, and a travel guide to Essex in 1818 featured a print of the newly rebuilt Dagnams. Other important houses of the time such as Belhus appeared in a pocket companion or almanac of 1793: the 'Peacock's Polite Repository'. Thomas Wright's 'Picturesque Beauties of Great Britain – Essex' (1834) comprised picture engravings of the very best noble houses and views, including Thorndon Hall, Weald Hall, Little Warley Hall (all Brentwood Wooded Hills) and Bell House in Aveley (Belhus Lowland Quarry Farmland). It also included the views from Langdon Hills and Purfleet. In more recent times, the feminist painter Lady Edna Clarke-Hall lived at Great House (Ingrebourne Valley). She was a watercolourist, etcher, lithographer, draughtsman and poet, famed for her illustrations for Emily Bronte's 'Wuthering Heights'.

In literature, Purfleet claims the inspiration for Bram Stoker's 'Carfax House' in his novel *Dracula*. While working in London it is quite likely that he would have visited this Victorian tourist attraction with its village, beach, walks and panoramic views (West Thurrock Quarry Townscape). In 2000, Mario Petrucci wrote 21 poems inspired by the history and heritage of Havering, the Thames

and across Essex. His book 'The Stamina of Sheep' went on to win the Essex Book Awards 'Best Fiction' prize for 2000-2002.



Various locations within the Land of the Fanns have been used for filmmaking for over a hundred years. The Edwardian period saw scenes often filmed at Purfleet Botany Gardens, the chalk cliff and the Royal Hotel (Grade II) (West Thurrock Quarry Townscape). Nearby in 1927, Gibbs Pit became a battlefield setting for the film 'The Guns of Loos' and in the 1960s, the Tunnel Cement Pit featured in *Dr Who*.

More recently, Lakeside Shopping Centre (West Thurrock Quarry Townscape) was the subject of a documentary television series in 1998 and *Fame Academy* in 2002. In 1993, the 13th Century St Clement's Church (Grade I) built for the support of pilgrims to the shrine of Thomas Becket was used as a backdrop for 'Four Weddings and a Funeral'. The landscape has

also seen Harry Potter and Hagrid fly past on magical motorcycles via the Dartford Crossing (West Thurrock Quarry Townscape) in the 2010 film 'Harry Potter and the Deathly Hallows'. The Crossing was also used in 2000 in the film 'Essex Boys'. Based on drug-related murders in Essex, there are scenes filmed beneath the QEII Bridge. Again on the subject of villainy, several episodes of the late 1960s series 'Softly, Softly' were filmed at the home and farm complex of the actor Victor Maddern in North Ockendon (Belhus Lowland Quarry Farmland).



St Clement's Church with Proctor & Gamble factory behind

1.4 History of Land of the Fanns

In this section, a chronological account of how the Land of the Fanns has changed through time is provided, picking up where the geological and archaeological story in the previous section (pp. 45-48) left off.

Romans

The Land of the Fanns bore significant witness to the Roman invasion and to the subsequent Boudican rebellion. The first Roman foray into Britain resulted in a pact between Caesar and the Trinovantes tribe residing in the area. When the Romans returned with more belligerent intentions under Claudius, he perceived their capital Camulodunum (Colchester) to be the capital of Britain and consequently swept east through the Land of the Fanns with his army and war elephants. Having defeated the Celts and taken Camulodunum as their capital, the Romans constructed a major route back to the Thames crossing point, founding Londinium (London) in the process. The route is now the A12 and although identification of the precise route has been lost, a supposed section of it across the southern tip of the Havering Wooded Hills is a Scheduled Ancient Monument.



QUEEN BOUDICCA LEADING THE BRITONS AGAINST THE ROMANS.

In due course, it was the Trinovantes that united with the Iceni tribe of Queen Boudicca in their bold attempt to overcome the invaders. In the Land of the Fanns, both Romano-British and Celt were killed in the rebellion and the subsequent Roman reprisals.

This landscape was otherwise utilised quietly by the Romano-British for wheat production, possibly using the Ingrebourne Valley as a trade route for wheat to Gaul via Coldharbour point on the Thames (Rainham, Aveley and West Thurrock Marshes).

Anglo-Saxon

As the Romans withdrew from Britain, so the local Romano-British people showed familiar fortitude against the invading Saxons. The Land of the Fanns became part of the minor kingdom of Lundein with its capital at Caer Colun (Colchester), successfully resisting the invasion. Only gradually did the kingdom pull back towards their heartland around St Albans, becoming one of the last areas to yield to the Saxons.

Despite this resistance, the Saxons appear to have established early settlements along the Thames, including at Barking, Mucking and at Rainham. From Rainham they would have been able to use the Ingrebourne (Ingrebourne Valley) to access the hinterland, establish settlements in the valley and with a short overland extension, reach the Brentwood Wooded Hills. Indeed, an impressive number of Grubenhäuser or Anglo Saxon pit-houses were revealed by Birkbeck College overlooking the valley, with others located at Orsett (Orsett Lowland Farmland) and North Stifford (West Thurrock Quarry Townscape). In similar fashion the Havering Wooded Hills would have been accessible from the Thames (Rainham, Aveley and West Thurrock Marshes) via the rivers Beam and Rom (Dagenham Corridor).



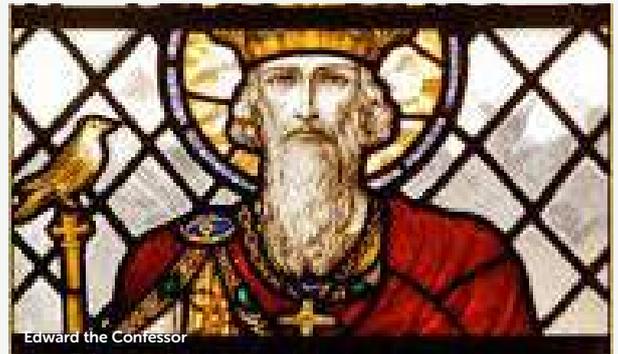
Reconstructions of Anglo Saxon pit houses

Early in the period, before Saxon administration and the organisation of the Hundreds, the Saxon use of the plural 'ingas' form of Hauringas (Havering) to possibly indicate an administrative centre, together with the meaning of Roegingaham (Rainham) as 'settlement of the ruling people' may give some clue to early routes and their control across this landscape. This would benefit from further study.

A clear important contribution made by the

Saxons in this landscape was the establishment of a Royal Hunting Lodge on Havering Wooded Hills. It was a favoured spot amongst royalty becoming a Royal Palace until the 17th Century.

In due course the local Saxon people also typically demonstrated great resilience within the Land of the Fanns. Although the area would have stood witness to the Danish attack forces along the Thames in the AD 800s and 900s ultimately becoming part of the Danish Guthrum's kingdom, there is little memory of the Danes. After the battles at Benfleet in AD 894 and at Maldon in AD 991, this area held on as one of the last in England to yield to the Danes, retreating eventually from the east. Like the rest of Essex, the people remained ethnically and culturally Saxon in character under the rule of the Danish kings. They would have welcomed the return of the Saxon King Edward the Confessor, who spend so much of his time seeking quiet at his palace in the Havering Wooded Hills.



Edward the Confessor

Mid to Late Medieval

After the Norman Conquest, the people of the Land of the Fanns would have played a peripheral role, playing host to William the Conqueror in the short period during which he administered the country from Barking Abbey. In the following centuries, the landscape would prove to be fortuitous in its location bringing prosperity to the area.



Barking Abbey

The 13th Century pilgrim routes connecting Canterbury and much of England passed through the Land of the Fanns, especially benefiting its central section. Main routes are recorded at places like Pilgrims Hatch, Herongate, South Weald (Brentwood Wooded Hills), Great Warley and Hole Farm Lane (Brentwood Wooded Hills). They were guided across the marshes by the hardy men of the fanns typifying the heart of local people and their character, onwards towards Thames ferries from Grays, Purfleet, Tilbury and Rainham. These many travellers would have stimulated the local economy and established better links with the wider world including the spread of news and gossip.

The 1465 granting of Liberty status with favourable laws, tolls and taxes to the 40 square miles around the Royal Manor (Havering Wooded Hills) prompted an economic boom in the western half of the Land of the Fanns. This would have had a knock on effect in the surrounding areas as there was very significant migration of young workers into Havering Liberty during the Tudor period, many of whom also died there, perpetuating the inflow of migrant workers. The river crossing points into the Liberty would also have boosted the local economy outside the area, particularly around Putwell Bridge into Brentwood (Brentwood Wooded Hills), Upminster Bridge into Upminster; Hacton Bridge into Hacton Village (Ingrebourne Valley), Red Bridge into Rainham at Dovers (Ingrebourne Valley) and the Beam Bridge into Dagenham (Dagenham Corridor). The riverside villages would especially have benefitted from additional trade imports from their wharves. Today, the old Havering Liberty within the Land of the Fanns forms the urban wedge between the two river corridors of the Beam (Dagenham Corridor) and the Ingrebourne (Ingrebourne Valley).

Although the Land of the Fanns continued to be primarily an agricultural production area, other uses and opportunities continued to arise and be capitalised upon. By 1500, industry was beginning to develop in the area and chalk extraction in the West Thurrock Quarry Townscape area had a significant impact on the landscape. The medieval chalk mines or deneholes just outside the Land of the Fanns between Grays and Orsett Heath are said to be the most extensive and

best preserved survivals (Essex Field Club).



Tudor & Stuart

Into the Tudor and Stuart period, key phases in the national story were directly felt within the Land of the Fanns. With the threat of the Spanish Armada in 1588, the area played host to Queen Elizabeth I as she crossed this landscape to address her troops in West Tilbury. At this time Warley Garrison (Brentwood Wooded Hills) would have played a strategic role, being used as a meeting place for contingents from eight eastern and midland counties including 900 horsemen, before travelling on to Tilbury. During the Civil War of the 1640s, local people would have experienced the fear as Parliamentarians rushed north across the Orsett Lowland Farmland and Thurrock Reclaimed Fen from Tilbury, and when Fairfax chased in hot pursuit of the Royalist troops from Romford through Brentwood and on to the siege of Colchester.



Queen Elizabeth rallying the troops

Into the 17th Century as economic stability in the country grew through the continued practice of mercantilism common in Europe at that time, England continued to develop as a great trading nation. Much of this relied on the River Thames and its docks and wharves at places such as Grays and Rainham. Pepy's diaries make numerous mention of his efforts in relation to this stretch of the river from his position at the Admiralty, particularly in relation to the Dutch threat as Britain's great rival trading

nation. As wealth poured into London, so these Essex marshes became a haven for smugglers.

Georgian

As accessibility improved thanks to turnpike road improvements, the Land of the Fanns became a desirable area for fine houses and landscaped parks (see 'Architecture of Buildings and Landscapes', p. 48) some of which survive in whole or in part. Some houses are now in private ownership with Rainham Hall held by the National Trust (south of Ingrebourne Valley).



At Rainham (Rainham, Aveley and West Thurrock Marshes), the village was regenerated in c.1729 following investment in its wharf by an entrepreneurial newcomer Captain John Harle. At Purfleet (West Thurrock Quarry Townscape), the owners of the chalk quarries (the Whitbreads) built an early planned village. Five large gunpowder magazines were also built here within approximately 25 acres of moated and walled government owned land, following an explosion at the Woolwich Garrison. Quarrying for brick earth also began at this time in the West Thurrock Quarry Townscape area, with later extraction for sand and gravels mainly from the southern area and more recently from the shallow deposits on the ridge top (Dagenham Corridor). This activity continues to this day in the Belhus Lowland Quarry Farmland area.

Victorian

From the mid 19th Century, industry began to develop along the Thames and accelerated by the turn of the century with the development of new industrial processes and building materials such as cement.

The faster and more reliable steamships first appeared on the Thames in 1815, eventually

followed by the Thames Conservancy Act to address tensions between modern steamboat companies and the owners of barges, ferries and small craft under sail. At this time, the railway was beginning to cut through the area bringing commuters – even from Kent via the Tilbury ferry and train – and day trippers enjoying the beaches at Rainham, Purfleet and Grays.

20th Century

The Land of the Fanns would play an important and active role during the World Wars of the 20th Century, starting with Warley Camp (Brentwood Wooded Hills) becoming part of the London Defence Scheme with earth works constructed at the turn of the century. Between 1906 and 1915, the government would establish rifle ranges on Purfleet, Aveley and Wennington Marshes to form one of the largest military training centres in rifles and small arms. Some of these buildings and features survive including a range of shooting butts and an anti-submarine blockhouse on the RSPB reserve.

During WWI, Purfleet military hospital became a place of internment for Prisoners of War. From 1915, enemy airships were terrorising Londoners and so the London Air Defence Area (LADA) was set up with a number of airfields, including Royal Flying Corps Suttons Farm airfield (Ingrebourne Valley). In March 1916, the first Zeppelin (LZ15) was shot down from machine guns mounted on the anti-submarine blockhouse on the Purfleet marshes. The flying ace William Leefe Robinson would down the next airship, receiving a Victoria Cross for his actions. Two of Robinson's squadron, 2nd Lt. Frederick Sowrey and 2nd Lt. Wulstan Tempest brought down the two of the next three airships, earning the Distinguished Service Order.



Zeppelin shot down over the Land of the Fanns

The burning wreckage from Sowrey's efforts came down north-east of this area in Great Burstead, just beyond the Brentwood and Langdon Hills. The relief and spectacle drew enormous crowds for the following week with local people walking and cycling from this area to see.

By the start of the Second World War, Royal Flying Corps Suttons Farm was reopened as RAF Hornchurch and was again important for air defence, being home to the renowned WWII Spitfire Station during the Battles of Britain and France. Many of its heroes are commemorated in local street names such as Mitchell, Finucane, Bader and Milan. Defensive rings of anti-aircraft batteries were set up to defend RAF Hornchurch from aerial attack, including at Warren Farm Gunsite (Grade II and conservation area) at Chadwell Heath (Dagenham Corridor). There were also decoy sites like Doesgate Farm (a Scheduled Ancient Monument in Bulphan, Thurrock Reclaimed Fen), built to attract bombing raids away from RAF Hornchurch.



On the Thames, around sixteen ferro-concrete and steel-frame barges are moored between Purfleet and Rainham. Around 200 of these barges played a crucial role in WWII operations together with the Mulberry harbours. They were used for the transportation of petrol and munitions, and acted as floating pontoons. This group are understood to have been held in the Thames Estuary as backup supply vessels during the D-day landings in 1944. Today, they are an important and rare habitat for certain bird species, also supporting rare plants in the bay.

During the Cold War of the 1950s and 1960s, threat of an Atomic Bomb attack caused Government concern over food supply, especially tea. In 1955, Purfleet (Rainham,

Aveley and West Thurrock Marshes, and West Thurrock Quarry Townscape), along with 13 other British cities was identified as a sensitive target for A-bomb attack affecting imports of food and tea. Relevant to this period there was also a secret bunker site off Launder Lane (Belhus Lowland Quarry Farmland); whilst Warley Barracks became a training depot for National Service recruits. Similarly, RAF Hornchurch continued in use for training purposes until the mid 1960s after which it was finally decommissioned.

Prompted by these wars, new industries and processes continued to develop along the rivers and creeks during the first half of the 20th Century. Through the latter half of the 20th Century to today, the Land of the Fanns has continued to provide convenient service corridors for major road and rail networks, the National Grid and even wind turbines. These have been an incongruous response to what is a generally flat landscape.

The development of industry here has attracted more workers, bringing people out of London and led to new settlement patterns. This included the construction of both self-build and volume builder housing estates, with Patrick Abercrombie's Harold Hill New Neighbourhood (Havering Wooded Hills), South Ockendon (Belhus Lowland Quarry Farmland) and Basildon New Town (Langdon Hills and Farmland) forming built up hard edges. Later, improved commuter journeys became possible through better road and rail provision continuing to support the close association between London and the Land of the Fanns. Today, the ongoing debate on the Lower Thames Crossing demonstrates the continued relevance of the landscape as a nationally significant crossroads location.

1.5 Land of the Fanns Communities

The communities of the Land of the Fanns are incredibly diverse, encompassing six local authority areas with a rapidly growing population. At the time of writing (2016), the landscape serves 650,000 people living in and around its margins.

Drawing on the research conducted for the Audience Development Plan, this section summarises our understanding of these communities and how they can access heritage within the landscape. From this analysis, target audiences have been defined and barriers to engagement identified. The potential role of attractions and visitor centres as Land of the Fanns ‘hubs’ are then explored in relation to these audiences and barriers.



Land of the Fanns boundaries, communities and hubs.



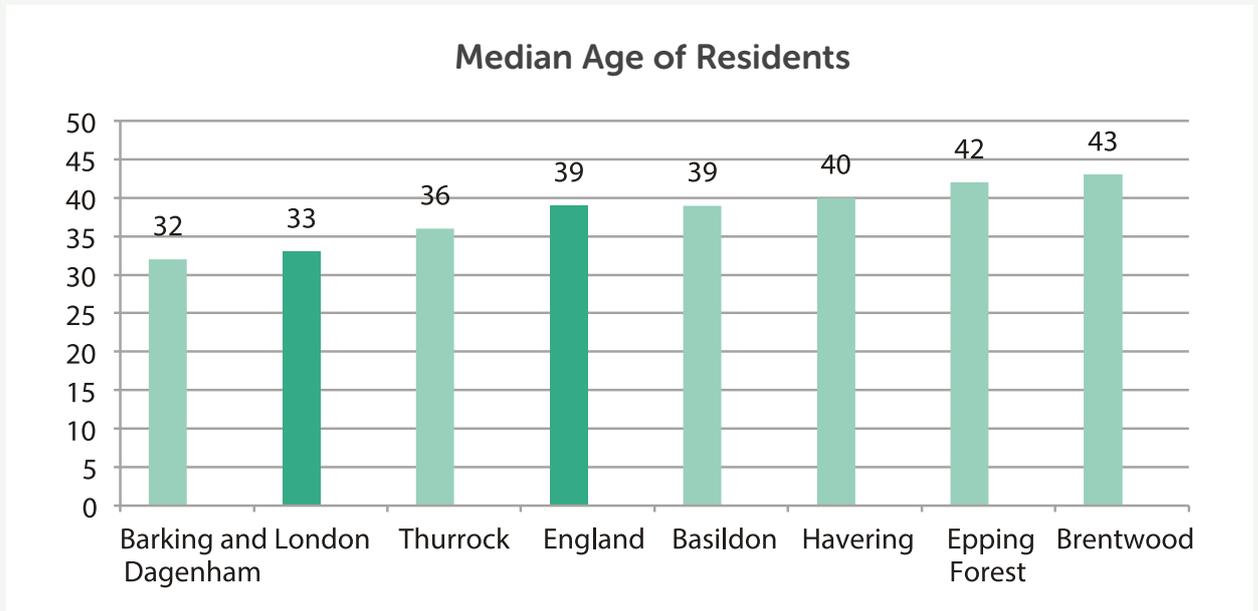
Demography

LOCAL AUTHORITY AREA	SUMMARY
Havering	<ul style="list-style-type: none"> Population 242,080 (2013) 7.5% projected growth between 2012-2019. Expected population 260,976 (2019) Greatest increase in Romford, followed by Brooklands, Squirrel's Heath and South Hornchurch
Barking & Dagenham	<ul style="list-style-type: none"> Population 191,570 (2012) 17.8% projected growth between 2012-2020 Rapid population growth since 2001 (16%) driven by housing development and birth rate change Significant change to population structure with large increases in numbers of young people Expected population 225,629 (2020)
Thurrock	<ul style="list-style-type: none"> Population 163,270 (2014) 10.6% projected growth between 2014-2022 Expected population 176,500 (2022) Substantial movement of people from London to Thurrock
Brentwood	<ul style="list-style-type: none"> Population 74,900 (2014) 18% projected growth 2014-2035 Expected population 88,400 (2035) Significant increase expected in individuals over 56 with absolute decline in under 25s
Basildon	<ul style="list-style-type: none"> Population 178,500 (2014) Expected population 203,000 (2035) Significant increase expected in over 65s from 30,800 to 46,200 by 2035
Epping Forest	<ul style="list-style-type: none"> Population 128,100 (2014) Expected population 155,700 (2035) Significant increase expected in individuals over 65, with proportion increasing from 19.5% to 24.4% (2035)



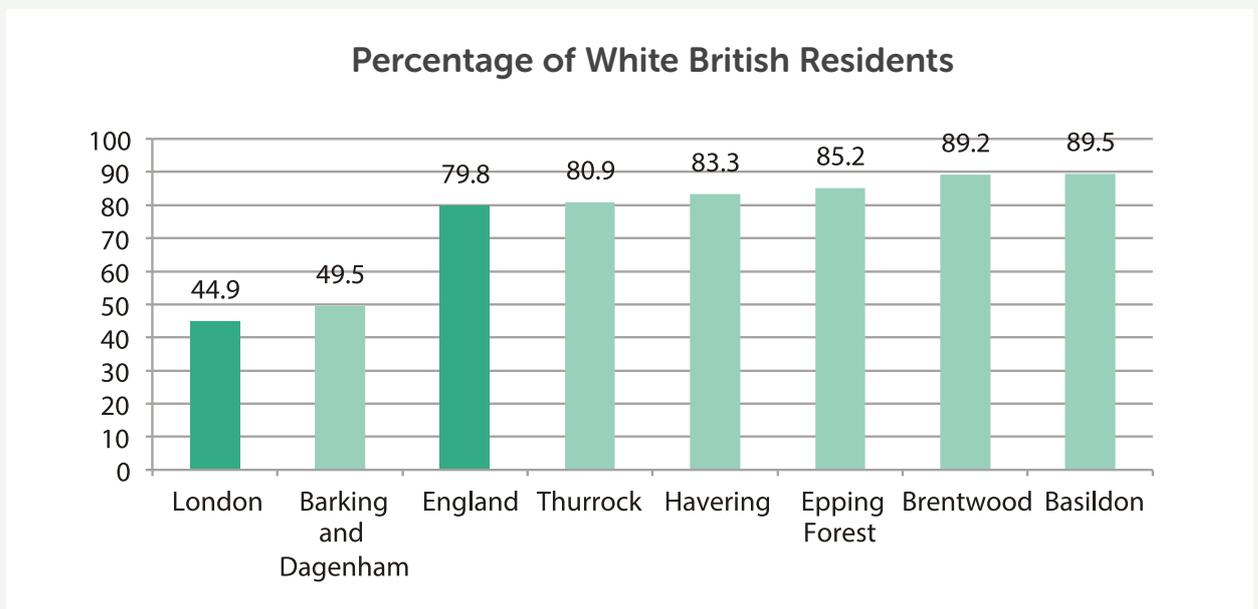
AGE

There is a large difference in population age across the Land of the Fanns. Whilst Barking & Dagenham has a much lower median age than the other boroughs (32), it is only slightly below the London median age. This, compared to Brentwood (43) or Epping Forest (42) shows a marked variation across the landscape area in terms of age, and subsequently, target audiences.



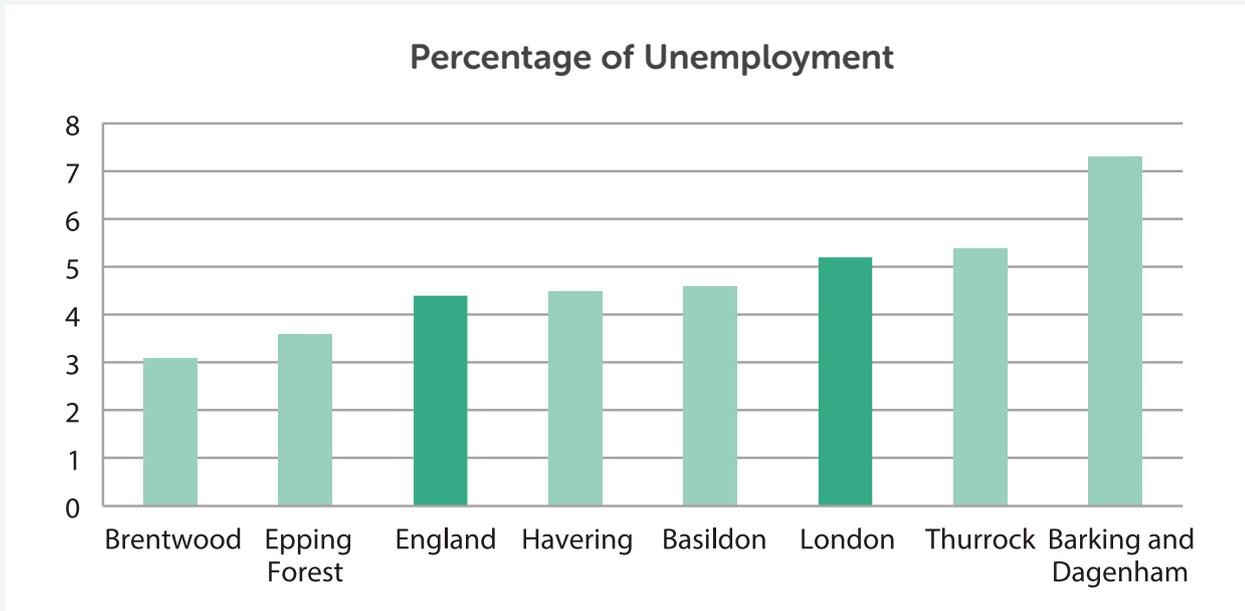
ETHNICITY

Other than Barking & Dagenham, the other five boroughs are relatively homogenous in ethnic terms with between 80-90% White British residents. This compares to 49.5% in Barking & Dagenham. There, the second most common ethnicity is African at 15.4%. This is also the second most common group for Thurrock (6.2%) and Havering (3.2%).



EMPLOYMENT

The proportion of economically active residents in Thurrock and Barking & Dagenham are lower than the regional figure. Only 42.6% of Thurrock's and 34.9% of Barking & Dagenham's population is in full time employment. In contrast, Havering, Basildon and Brentwood have a higher percentage of retired individuals, with Brentwood the highest at 14.9%.



OCCUPATION

Havering, Brentwood and Basildon have a higher percentage of individuals in Professional Occupations with Brentwood having 20.5%, Epping Forest 16.4%, Havering 14.1% and Basildon 13.7%. Across all six boroughs, the percentage of residents in Administrative and Secretarial Occupations is above the national and regional averages. Barking & Dagenham and Thurrock have instead a significantly higher proportion of people in Physical and Elementary Occupations.

EDUCATION

Havering, Epping Forest, Barking & Dagenham, Thurrock and Basildon share similar percentages of the population without any qualifications, averaging out to 26.3%, which is higher than the London figure (17.6%) and England figure (22.5%). In comparison, Brentwood has 19.4%. Both Epping Forest and Brentwood have the highest percentage of their population who have acquired Level 4 Qualifications and above, with Epping Forest at 25.3% and Brentwood at 30.9%. Thurrock has a percentage of 17.4%, which is strikingly lower than the London figure of 37.7% and the England figure of 27.4%.

RELIGION

The six boroughs are relatively homogenous in terms of religion, with the exception of Barking & Dagenham which is more diverse with a larger Muslim population. Havering, Epping Forest, Thurrock, Brentwood and Basildon have between 60.3-65.6% Christian residents, compared to 56% in Barking & Dagenham. In order of highest to lowest, the four prevalent religions across the Land of the Fanns are Christianity, Islam, Hinduism and Sikhism.

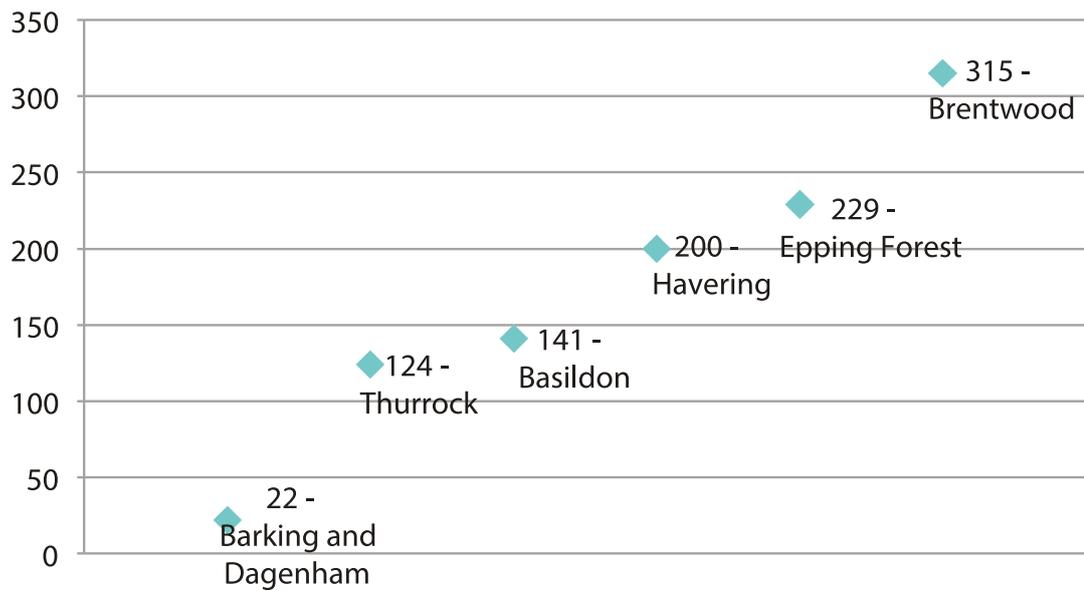
DISABILITY

All six boroughs generally have good health and a high percentage of no unpaid care. Barking & Dagenham, Basildon and Havering however have around 4.7% of their population in bad health, which is higher than the London figure. Data also shows that 51% of the population in Brentwood has very good health, surpassing the London average (50.5%) and England average (47.2%).

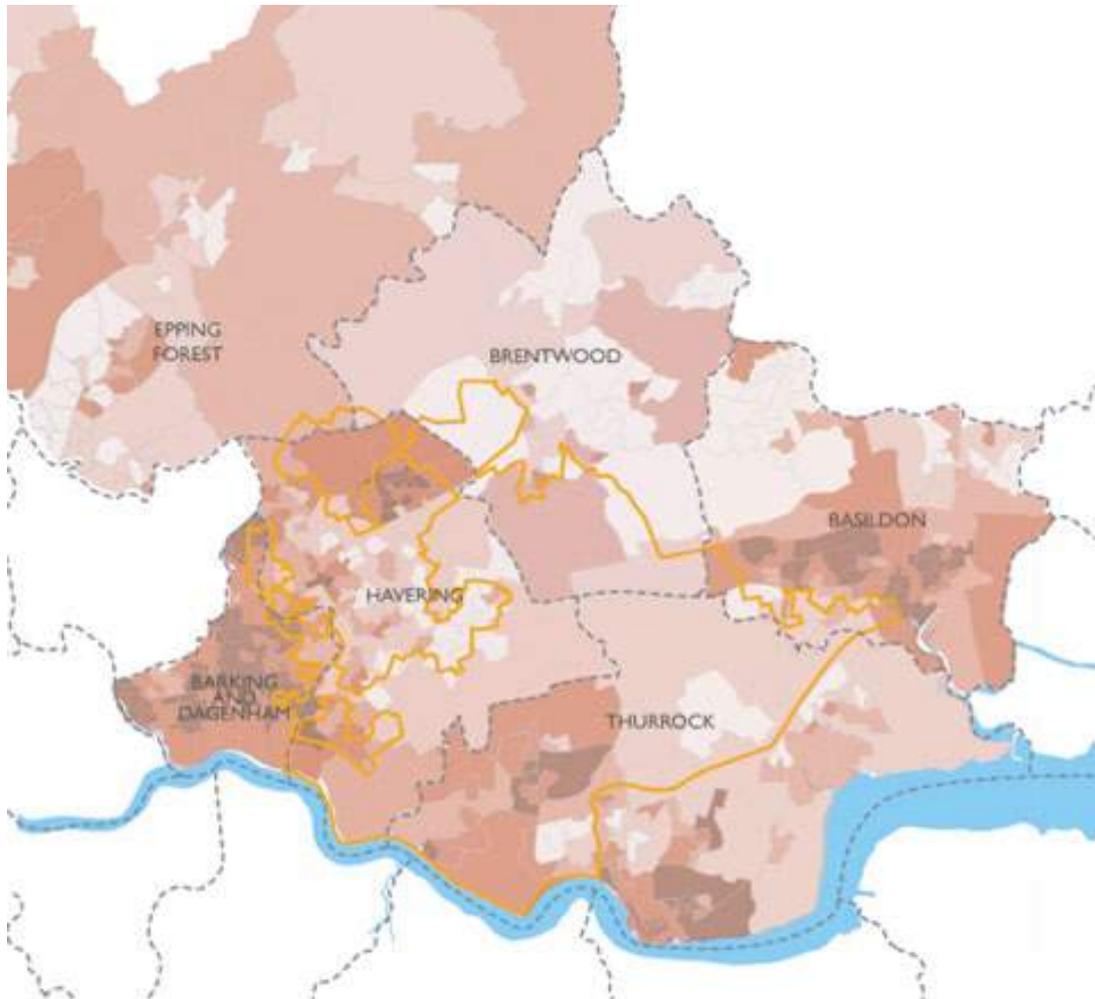
DEPRIVATION

The ONS measure of Indices of Multiple Deprivation merges all of the above data to create a spatial understanding of deprivation. There is great variation in terms of deprivation across the Land of the Fanns with areas ranging between England's most and least deprived. The boroughs within the Land of the Fanns are ranked below from the most (1st) to the least (354th) deprived.

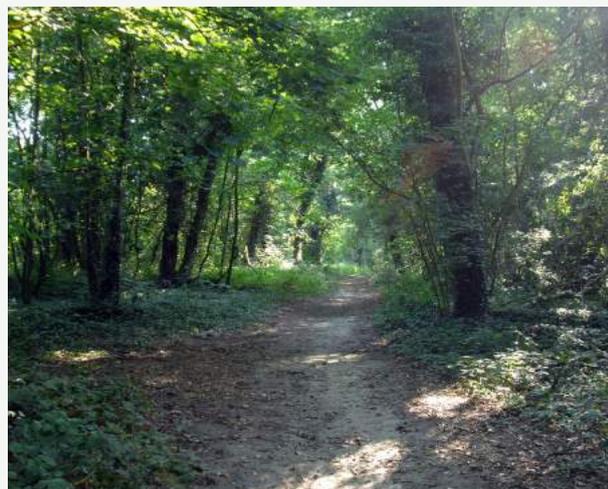
IMD Ranking of Local Authorities



Barking & Dagenham is in the top 7% most deprived boroughs in England. The areas of most deprivation are situated around Mayesbrook, Alibon and Eastbury. Within each of the other boroughs, there are also pockets of deprivation such as South Ockendon, Harold-on-the-Hill and Purfleet. Compared to elsewhere, Brentwood is in a relatively good position, being in the 20% least deprived districts nationally.



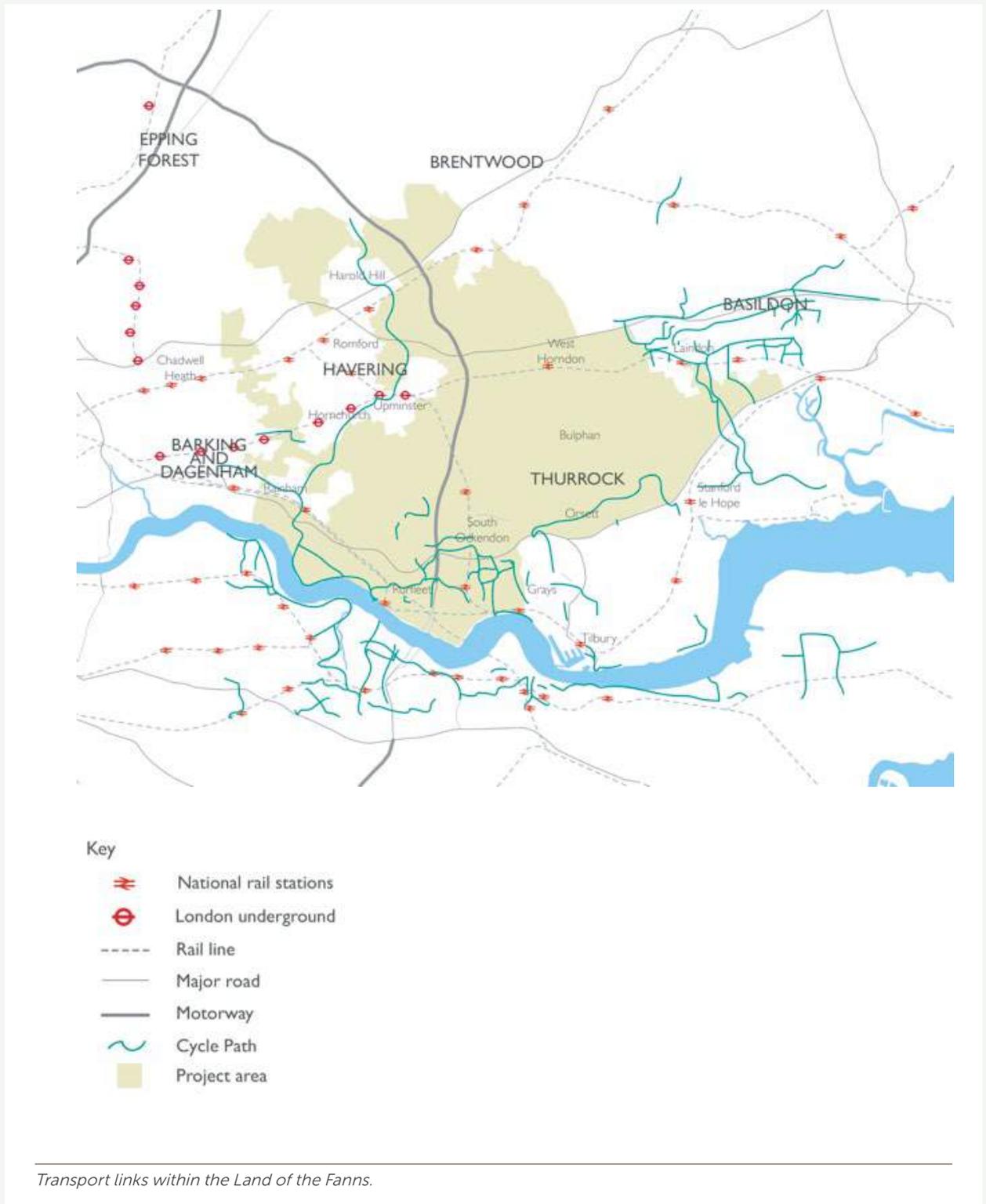
Indices of Multiple Deprivation (darker = more deprived; lighter = less deprived).



Access

TRANSPORT LINKS

How people arrive and move around the Land of the Fanns area has been identified as one of the main challenges. The edges of the landscape are relatively accessible by public transport, but into the centre, links are infrequent. Sustrans cycle networks, although widespread around the southern and eastern boundaries of the area, are limited to the outer edges. Car is by far the easiest way to get around the landscape. Addressing the connectivity of the landscape will need to be a priority for the Landscape Partnership.



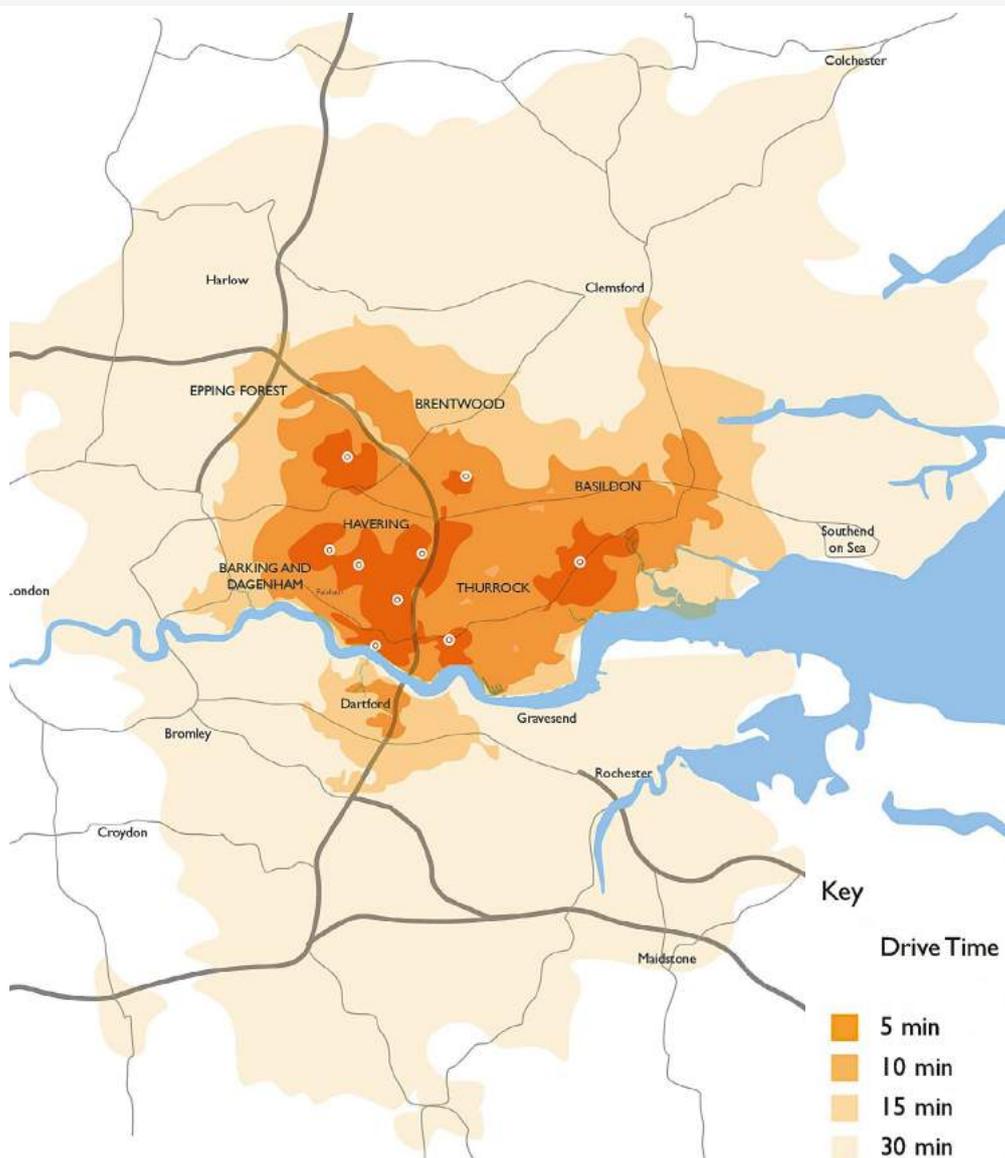
CATCHMENT AREA

It is a distinct advantage that the Land of the Fanns is located adjacent to London as this enhances its market potential. Apart from population, this proximity also ensures that the Land of the Fanns benefits from a good public transport infrastructure on its western edge such as the underground and rail networks, buses and major highways.

The Audience Development Plan concluded that presently, the Land of the Fanns would serve a local and regional audience rather than a national one. Consequently, the catchment area of the Land of the Fanns has been defined as a 30-minute drive time. The map below illustrates this graphically.

“Over 7 million people live within 30 minutes of the Land of the Fanns”

The 5-minute catchment area comprises a population of 230,546, the 10-minute catchment area a population of 1,017,801 and 15 minutes an area of 2,436,251 people. Over 7 million people (7,049,986) live within 30 minutes of a Land of the Fanns ‘hub’ location.



The Catchment Area of the Land of the Fanns.

Target Audiences

Based on the demographic research, the Audience Development Plan confirmed six target audiences:

- New BAME (Black and Minority Ethnic) residents
- Local residents living in deprived areas
- White working class residents
- Schools
- Children, young people and families
- Elderly people and those with disabilities

This audience segmentation has been made with the caveat that many of these audiences overlap due to geographic, social, economic and cultural factors that are not mutually exclusive. A summary of the key considerations in relation to each audience follows:

TARGET AUDIENCE	SUMMARY
New BAME Residents 	<ul style="list-style-type: none"> • No single inhibiting factor for engagement • Strong emphasis on proactively marketing landscape in appropriate geographic areas and networks (cultural associations, mosques, churches) • Ensure activity offer is relevant to cultural preferences with welcoming, social, intergenerational focus (i.e. leisurely outdoor pursuits is a largely western concept)
Local Residents Living in Deprived Areas 	<ul style="list-style-type: none"> • Perception of landscape ('outdoors') and access can be a barrier • Need to build awareness of Land of the Fanns sites and what they have to offer • Ensure offer is relevant to interests, needs and cultural preferences • Strong emphasis on proactively marketing landscape in appropriate geographic areas (i.e. in Barking and Dagenham for BAME groups, and Grays and Dagenham for residents in deprived areas) • Schools in deprived areas a good way to reach a larger cross-section of the population • Marketing through local networks (residents associations, libraries and community centres)
White Working Class Residents 	<ul style="list-style-type: none"> • Financial constraints often an issue suggesting inclusive, social and low-cost activities would appeal • In areas with a high concentration of social programmes and council housing, residents are used to participating in free activities • Disproportionate levels of health issues indicate need for health-focussed activities that could be delivered through existing service providers within the landscape
Schools 	<ul style="list-style-type: none"> • Cost of activities and transport a major factor • Importance to teachers of linking Land of the Fanns activities directly to the National Curriculum • High quality marketing and promotional materials that are explicit in how activities link to curriculum requirements

TARGET AUDIENCE	SUMMARY
Children, Young People and Families 	<ul style="list-style-type: none"> • Young people unlikely to be mobile around the landscape with hang out areas more relevant • Best way to reach young people is through local schools or existing programmes such as Duke of Edinburgh • Volunteering for young people should be hands on with direct links to transferable skills • Families need good quality and safe child friendly facilities and activities
Elderly People and Those with Disabilities 	<ul style="list-style-type: none"> • Anxiety or lack of confidence in going outdoors alone highlight importance of organised group trips that include transport • Physical access a significant issue • Ecotherapy sessions, such as mental and physical health and art sessions are being offered (Mind, Crossroad Care, Age Concern, Mencap) with interest in increasing frequency of such sessions • Need to identify and promote all access routes with no stiles, seating, resting facilities (e.g. café)

The Skills and Training Audit considered our target audiences further in relation to the skills and training needs for our Landscape Partnership Scheme. In particular, it explored audience training needs in relation to a 'Landscape Learning Framework' that includes skills, knowledge, attitudes and behaviour considerations. The Audit aggregates the above target audience segments into a higher level category called 'Locals – not engaged', which sits alongside five other high level audience categories as illustrated below. This broader conceptualisation of audience will enable the Scheme to better develop and deliver the skills and training elements of the Scheme. Further detail on the Skills and Training Audit can be found in Section 1.6.

PARTNERS	PROJECT IMPLEMENTERS	HOSTS/ IMPLEMENTERS	LOCALS - ENGAGED	LOCALS – NOT ENGAGED	VISITORS
Key deliverers of the Scheme	People and organisations delivering specific projects	People and organisations hosting the public within the landscape (e.g. at the visitor hubs)	People already engaged in the landscape but could do more and different things	New BAME residents Local residents living in deprived areas White working class residents Schools Children, young people and families Elderly people and those with disabilities	People who engage with the landscape but come from outside the area

Barriers

The Audience Development Plan research identified a range of organisational, physical, sensory, cultural, intellectual and financial barriers in relation to our target audiences. Based on this research, recommendations have been made that help inform the Land of the Fanns programme (see Section 5):

BARRIER	AUDIENCE SEGMENT	RECOMMENDED ACTION
ORGANISATIONAL		
Organisation unrepresentative of wider community	N/A	Better promotion of volunteering opportunities and work placements for young people
Limited opening hours of attractions	All	Seasonal opening hours and occasional evening events
Few activities targeting young people	Children, young people and families	Develop activities specifically for young people in conjunction with schools and programmes such as Duke of Edinburgh
No widespread volunteering opportunities	All	Create a unified volunteer strategy for Land of the Fanns
Lack of resources to deliver wide-ranging activity programme	All	Enhanced volunteer involvement will help increase resource available
Competition from other attractions	All	Diversify the types of activity offered so that each site is perceived as unique
PHYSICAL		
Poor public transport links to sites	Local residents living in deprived areas Young people	Develop foot and cycle paths to and from nearby stations; Create shuttle services
Landscape not fully accessible to people with mobility issues	Elderly people and those with disabilities	Improved maintenance and capital works to increase accessibility for more people
Poor signage in and around attractions and entrance boards	All	Interpretation strategy between and within sites
Visitor capacity constraints	All	Expand the current facilities or deliver popular events more regularly

BARRIER	AUDIENCE SEGMENT	RECOMMENDED ACTION
Parking capacity constraints	All	More controlled overflow parking
Poor path maintenance and muddy patches	All	Larger budgets for path maintenance and link to volunteer programmes
Few good quality play areas and equipment	Children and families	Improve and promote play equipment
SENSORY		
Poor weather conditions	All	Develop alternative activities in the indoor site facilities
Project lacks designated sensory space for therapeutic activities	Elderly people and those with disabilities	Programme events and design sectors of the landscape area to increase use by health groups
Lack of confidence in using the landscape independently	Local residents living in deprived areas; White working class residents BAME residents; Elderly people and those with disabilities	Design a range of activities, including those that are inclusive and intergenerational as well as those that are geared for a specific audience
CULTURAL		
Lack of interest in environment-based activities	Young people	Promote the landscape creatively to non-traditional users
Dog fouling along trails	All	Educate and engage with dog owners; establish signs and fines to control disrespectful behaviour
Traditional offer which does not appeal or directly target the wide range of community groups in the area	White working class residents; New BAME residents	Ensure that the sites have a wide range of activities appealing to a diverse public, including community and intergenerational programming
INTELLECTUAL		
Little physical interpretation in and around the sites	All	Dedicated budget to renew panels, refresh interpretation and develop new interpretation media

BARRIER	AUDIENCE SEGMENT	RECOMMENDED ACTION
Lack of young people's intellectual engagement with sites	Young people	Create engaging activities that can stimulate interest in nature, heritage etc among young people
Split and/or inaccurate perception of the landscape	All	Improve marketing to raise the sites profile among local residents
Limited marketing and promotion	All	Widen the marketing channels to reach as many people as possible
FINANCIAL		
Charge for activities	Local residents living in deprived areas;	Create a better mix of free and charged for activities to engage as wide an audience as possible
Fewer activities delivered to the public	All	Focus on the delivery of more low-cost activities that require less staff resources to organise
Car parking fees	All	Make sure the car parking charges remain seen as affordable
Limited variety of activities and events due to grant funding	All	Look for alternative funding that is less constraining
No discounted travel by public transport	Local residents living in deprived areas; White working class residents; Elderly people	Negotiate with public transport companies that discounts are effective throughout the area



Visitor Hubs

The Land of the Fanns is well served by a range of visitor centres and attractions that have the potential to address barriers to engagement as well as act as ‘shop windows’ for the Land of the Fanns. As key focal points for our target audiences, they collectively have considerable potential to support greater understanding and involvement of the landscape. Consequently, the Land of the Fanns LPS will focus on the better coordination of activities from these locations rather than the creation of new centres.

The Audience Development Plan identified thirteen locations in relation to the Landscape Character Areas that have potential to act as Land of the Fanns ‘hubs’:

LANDSCAPE CHARACTER AREA	ATTRACTION
Belhus Lowland Quarry Farmland	<ul style="list-style-type: none"> • Belhus Woods Country Park • Thames Chase Forest Centre
Brentwood Wooded Hills	<ul style="list-style-type: none"> • Thorndon Country Park
Dagenham Corridor	<ul style="list-style-type: none"> • Eastbrookend Country Park
Havering Wooded Hills	<ul style="list-style-type: none"> • Bedfords Park
Ingrebourne Valley	<ul style="list-style-type: none"> • Hornchurch Country Park
Langdon Hills and Farmland	<ul style="list-style-type: none"> • Langdon Hills Country Park
Mardyke	<ul style="list-style-type: none"> • Davy Down
Orsett Lowland Hills	<ul style="list-style-type: none"> • No sites identified
Rainham, Aveley and West Thurrock Marshes	<ul style="list-style-type: none"> • High House Production Park • Purfleet Heritage and Military Centre • Rainham Marshes
Thurrock Reclaimed Fen	<ul style="list-style-type: none"> • Thames Chase Forest Centre • Upminster Windmill
West Thurrock Quarry Townscape	<ul style="list-style-type: none"> • Chafford Gorges Nature Park

It was not possible to obtain detailed audience information relating to each of these thirteen sites.

However, nine sites were able to engage in the Audience Development Plan research process. A summary of their strengths, weaknesses, opportunities and threats in relation to audiences follows overleaf.

BEDFORDS PARK



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STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Year round activities • Welcoming gift shop and café • Good wildlife interpretation • Regular users • Fantastic views • Education programme • Safe, clean and well-maintained • Some accessible routes 	<ul style="list-style-type: none"> • Spare visitor number capacity • Lack of user information • Park poorly signed (hard to find) • Weak public transport links • Interpretation panels need refresh • Limited physical/digital interpretation in landscape
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Enhance volunteer training/activities • Better use of decked area • Improve bridal path • Many habitats to explore with interesting wildlife (including deer) • Closer working with other sites 	<ul style="list-style-type: none"> • Volunteer shortage during holidays • Competition from free activities and events

EASTBROOKEND COUNTRY PARK



STRENGTHS

- Well used for dog walking and fishing
- Regular primary and secondary school education
- Loved by regular users
- Conservation volunteer programme
- Eco-friendly Millennium Centre with exhibition space and gallery
- Park well signed with three car parks

WEAKNESSES

- Funding and staffing cuts have deteriorated facilities
- Underused by wider community
- Difficult to attract new users
- Fewer events/activities
- Volunteer numbers have shrunk
- Weak public transport links
- Tired and old information panels
- Poor path maintenance (not wheelchair friendly)

OPPORTUNITIES

- Boost volunteer numbers for outreach and marketing
- Annual Country Park Fair
- Nesta collaboration with Thames Chase
- Increase family, mental health and dementia visits
- Improve routes and trails
- Training in habitat management

THREATS

- Almost half of users are over 60
- Low number of young users
- Competition with other urban and country parks
- Park incorrectly labelled on Google Maps

HORNCHURCH COUNTRY PARK



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • High number of regular visits and long dwell time (1-4 hours) • Excellent new visitor centre • Site fully accessible (foot, cycle, bridle) • Activities for hard to reach 11-19 year olds • Popular play area • Good public transport links • Digital media throughout centre 	<ul style="list-style-type: none"> • Outdoor covered area, additional car parking and better outdoor lighting needed • Staff shortages
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Inter-generational events/activities • Association with airfield heritage • Potential to expand Friends of group • Popular memory booth with scope for further associated activities 	<ul style="list-style-type: none"> • Volunteer shortage during holidays

CHAFFORD GORGES NATURE PARK



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Uniqueness brings visitors from afar • Well used for informal recreation • KS1-KS4 school programme • Popular for celebrations • Events/activities always fully booked • Park and heritage interpretation • Good public transport links 	<ul style="list-style-type: none"> • Lack of user information • Staff shortages • Limited seating and no function space • Not all routes are wheelchair friendly • More brown tourist signs and general signage needed • Dog restrictions
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Encourage more volunteers • Expand education programme to more adult and community projects • Experience wildlife, history and geology all in one place 	<ul style="list-style-type: none"> • History of unsuccessful partnership working • Volunteer shortage during holidays • Interpretation rarely updated due to cost • Anti-social behaviour locally

RAINHAM MARSHES



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Very high visitor numbers relative to elsewhere • Popular education programme • Award-winning environment features • Fully accessible boardwalks • Many events for adults and children • Three outdoor classrooms • Regular use by 'healthy living' groups • Physical, mobile and verbal interpretation throughout site • High number of volunteers • Free entry for local residents 	<ul style="list-style-type: none"> • Discounted travel for elderly excludes Purfleet • Mediocre signage around Purfleet • Perceived as for wildlife specialists • Poor public transport links
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Close partnership working with others • Cycle hire partnership with Sustrans • Importance to users with health issues • Maintain events and trails beyond opening times • Better playgrounds and family-friendly trails for families • Links with local community groups • More apprenticeships, habitat and biodiversity projects 	<ul style="list-style-type: none"> • Other wildlife rich country parks nearby • Budget from RSPB is tight and resources can be allocated to other RSPB sites

THAMES CHASE FOREST CENTRE



STRENGTHS

- Visitor numbers doubled since 2011
- Local audience
- 80 volunteers run the centre
- Extensive event programme
- 3 play areas
- Fully accessible facilities including education room, café and shop
- Accessible paths
- Variety of interpretation methods used
- Safe and manned landscape

WEAKNESSES

- Some complaints about dog fouling
- No specific target group to guide programming
- Poor public transport links

OPPORTUNITIES

- Attract more young people
- Become a cycle friendly destination
- Use social media to engage community
- Student volunteers through Open College Network
- Community Forest partnership working

THREATS

- Weather a critical factor in event attendance
- Modest and decreasing funding from local authorities
- Often grant-dependent activity programming

THORNDON COUNTRY PARK



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • 100,000 visitors annually • Diverse audience using BBQ area • Enthusiastic volunteer group • Mostly volunteer-run shop and café • Walks, cycling, horse riding and fishing • Gruffalo trail, sheep and goat herds • All paths accessible • Basic interpretation through leaflets and panels • Some visitors travel over 1 hour 	<ul style="list-style-type: none"> • No recent demographic data • Uneven accessibility throughout Park • Poor public transport links • Limited parking at Thorndon North • Tired interpretation panels • Limited staff resources
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Grow existing volunteer group • Inter-generational events and activities • Enhanced cycle offer for young people • Maintain increased footfall from Gruffalo trail • Partnership with Trail Net and the Woodland Trust 	<ul style="list-style-type: none"> • Financial climate, although parking charges generate surplus • Demand for activities dried out due to competition • Barrier due to accessibility only by car and parking charges • Although part of the same team, Essex County Council parks compete with one another

UPMINSTER WINDMILL



STRENGTHS

- Charity run entirely by volunteers
- New website
- Car parking available and good public transport
- Free volunteer-led tours
- Hands on activities for children
- Regular data collection on audiences
- Wonderful view from top of windmill

WEAKNESSES

- No interpretation other than tours
- Steep stairs and ladder-like access
- Little brochure distribution and marketing

OPPORTUNITIES

- Close links with a number of sponsors
- Improvement in perception once restoration complete
- New Education and Training Centre
- 3-year Heritage Officer grant-funded
- Repeat school visits
- Links with Discover Me and Thames Chase

THREATS

- Windmill in poor condition, though restoration will address this
- No admission charge and reliance on donations

HIGH HOUSE PRODUCTION PARK



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Park open 24/7 with regular users • Caters for non-specialist audience • Weekly guided tours and occasional events • Diverse arts-led learning programme • Royal Opera House volunteers • Good visitor satisfaction with facilities • Engaging young people 16+ through training 	<ul style="list-style-type: none"> • No audience demographic data recorded • Weak public transport links • Catering offer could be improved • No physical interpretation
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Collaboration between Royal Opera House, Creative & Cultural Skills, Acme Studios, Thurrock Council and Arts Council England • School and community engagement • Distinct, varied learning offers co-ordinated by wider site • Link to wider regeneration plan • Is a new Park 	<ul style="list-style-type: none"> • Limited event capacity • Charge for weekly tours • Perceived as only for theatre and arts specialists

1.6 Management

Within the Land of the Fanns, there are a range of strategies, organisations and delivery mechanisms supporting heritage in all its forms. This section summarises those strategies and the delivery mechanisms in place to deliver them. What this indicates is the considerable benefit to landscape that greater co-ordination of these efforts can bring. This section also summarises the Skills and Training Audit conducted during the development phase, highlighting the supply and demand of skills required to successfully realise the Land of the Fanns. It also summarises the Interpretation Strategy for the Scheme.

Strategic Context

The strategic context for the Land of the Fanns is complex and continually changing. Encompassing five local authority areas including parts of London and nationally significant regeneration and infrastructure developments, strategies can quickly become outdated and require review.

Consequently, the overall strategic framework is summarised here rather than each individual strategy and relevant policy. Given how this Landscape Conservation Action Plan will be a static document in use until 2022, an appreciation of the wider strategic context rather than increasingly dated strategy summaries is likely to be more useful to the Partnership and Delivery Team.

Executive summaries of each of the respective strategies and plans are searchable online. Furthermore, the Strategic Board members are on hand to explain connections between the Land of the Fanns and any changes to their respective local plans and strategies as needed.



	THURROCK	BRENTWOOD	HAVERING	BARKING & DAGENHAM
International	European Landscape Convention (2004)			
	Natural Environment White Paper (2011)			
	Making Space for Nature (2009)			
National	National Planning Policy Framework (2012)			
Regional	South East Local Enterprise Partnership Growth Deal (2015-2021)		London Plan (2012)	
			All London Green Grid Area 3 – Thames Chase, Beam, Ingrebourne	
	Thames Chase Plan (2013)			
Local	Thurrock Local Plan	Brentwood Local Plan	Havering Local Plan	Barking & Dagenham Local Plan
	Thurrock Greengrid (incl. GI & biodiversity) (2006)	Brentwood GI Strategy (2016)	Havering GI Strategy (2016)	Biodiversity SPD (2012)
	South Essex Catchment Plan (2015)		Roding, Beam & Ingrebourne Catchment Plan (2015)	
	Purfleet Town Centre Regeneration (2016+)		Nature Conservation & Biodiversity Strategy (2014)	
			Rainham Housing Zone (2016+)	

*Strategic Framework for Land of the Fanns. Landscape related strategies in GREEN.
Other relevant spatial strategies in LILAC.*

Delivery Mechanisms

Within the Land of the Fanns, there are a range of landscape-related delivery mechanisms. In relation to management, this has traditionally been through Environmental Stewardship and English Woodland Grant Scheme agreements. These have now been replaced with Countryside Stewardship, which will become a focus for the Land of the Fanns LPS. Other available delivery mechanisms include the Landfill Communities Fund; planning obligations (i.e. S106) and through development; and landowning and lease holding environmental organisations.

ENVIRONMENTAL STEWARDSHIP

Environmental Stewardship was an agri-environment scheme administered by Natural England providing funding to farmers and land managers to deliver effective environmental management. Entry Level Stewardship provided a straightforward approach to supporting good stewardship of the countryside. Higher Level Stewardship was based on specific local targets and involved more complex types of management.

Whilst Environmental Stewardship has been superseded by Countryside Stewardship (see below), there are a number of sites within the Land of the Fanns still benefiting from existing stewardship agreements. These are concentrated along the Beam and Ingrebourne valleys, Belhus Wood Country Park, Thorndon Country Park and Langdon Hills Country Park.

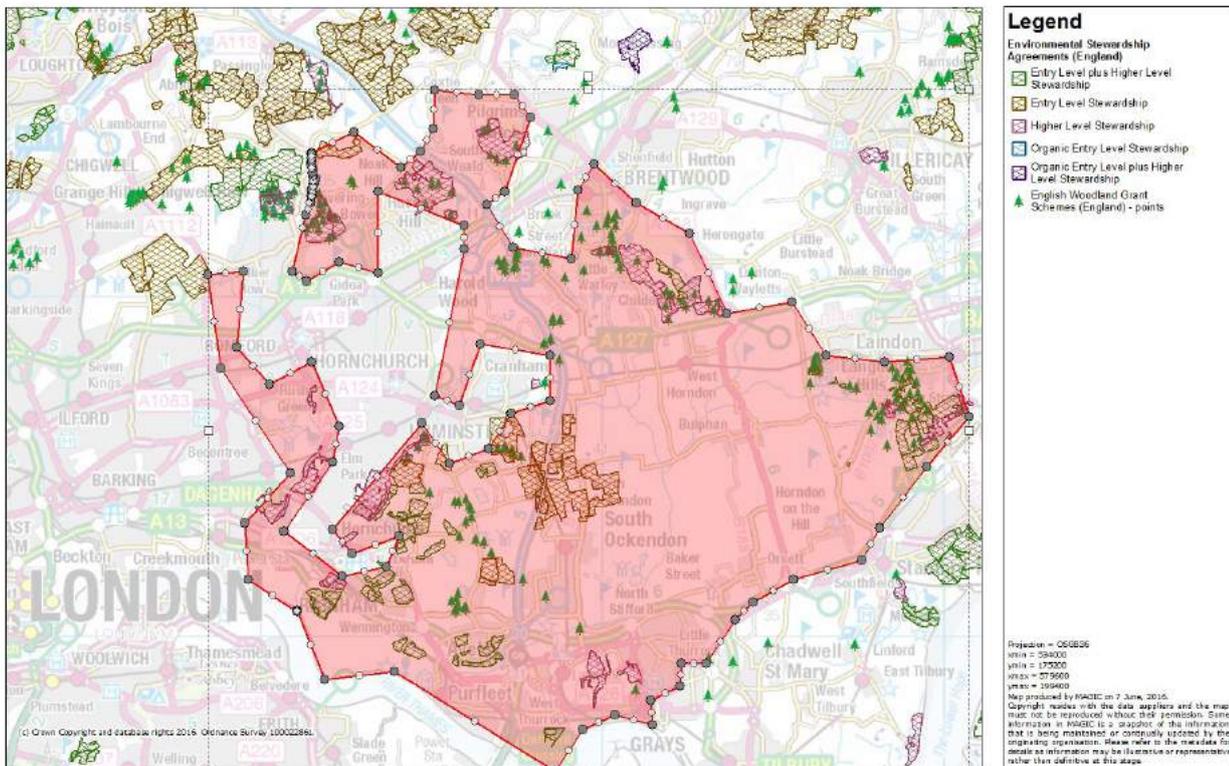
ENGLISH WOODLAND GRANT SCHEME

The English Woodland Grant Scheme (EWGS) was administered by the Forestry Commission. It provided grant support for landowners wanting to create new woodland and carry out sustainable woodland management, particularly where this protects and enhances the woodland's environmental or social value.

Whilst the EWGS has been superseded by Countryside Stewardship (see below), there are a number of sites still benefitting for EWGS agreements. These tend to be concentrated on the western and northern fringes of the landscape.

MAGIC

Land of the Fanns Environmental Stewardship & Woodland grant



Environmental Stewardship and English Woodland Grant Scheme coverage within the Land of the Fanns.
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COUNTRYSIDE STEWARDSHIP

Countryside Stewardship formally replaced Environmental Stewardship and English Woodland Grant Scheme in 2015. The competitive scheme will contribute around £900 million to help protect and improve the environment, and is open to all eligible farmers, foresters and land managers. The new regime has the following priorities:

- **Wildlife and Nature:** restoring habitats, providing food and nesting places for birds, insects and other animals creating areas for rare flowering plants and managing hedges
- **Pollinators:** providing pollen and nectar sources and nesting places and ensuring the right resources for wild pollinators where they are most needed.
- **Water/flooding:** making water cleaner and reducing risk of flooding by encouraging changes to farming practice (such as crop management), improving farm infrastructure and establishing woodland
- **Woodland:** funding the establishment of new woodland and supporting the management of existing woodlands.

There are three main elements:

- **Mid Tier:** multi-year agreements for environmental improvements in the wider countryside, including multi-year management options and capital grants;
- **Higher Tier:** multi-year agreements for environmentally significant sites, commons and woodlands where more complex management requires support from Natural England or the Forestry Commission, including management options and capital grants
- **Capital Grants:** a range of 1-2 year grants for hedgerows and boundaries, improving water quality, developing implementation plans, feasibility studies, woodland creation (establishment), woodland improvement and tree health.

The scheme also provides support for organic conversion and management and access to a Partnership Facilitation Fund. This Facilitation Fund is intended to support landscape scale partnership working and is therefore of high relevance to our Scheme.

LANDFILL COMMUNITIES FUND

The Landfill Communities Fund is a tax credit scheme enabling operators of landfill sites to contribute money to organisations enrolled with ENTRUST as Environment Bodies. Given the number and history of land fill sites within the Land of the Fanns, there is a specific Environmental Body for our landscape: The Veolia North Thames Trust.

The Trust is often integral to environment and heritage focussed schemes within the Land of the Fanns and therefore is an important fundraising mechanism for our Scheme.

PLANNING OBLIGATIONS AND MITIGATION

The Land of the Fanns is an area of extensive development pressure where balancing social, economic and environmental need is tricky. Consequently, large scale developments are often linked with planning obligations (in the form of S106 agreements). These are used to help make unacceptable development compliant by funding the infrastructure required to make that development acceptable. These funds can sometimes be used to resource landscape delivery where this would comply with the agreement terms.

In other cases, the outline and details of a planning application can be influenced through the planning process to secure delivery through development. Depending on the development, this could be on or adjacent the development site or elsewhere in the

landscape where this would successfully mitigate adverse development impact caused. This influence is most strongly wielded by local authority planners through their Local Plans, therefore it is crucial that the Land of the Fanns connects information generated by the LPS to the planning process so that delivery through the planning system can occur.

LANDOWNERS AND LEASE HOLDERS

Within the Land of the Fanns there are a range of environmentally focussed organisations that either own or lease land. As part of their strategic objectives, they directly deliver and manage landscape related improvements on their sites through their staff and revenue budgets. These organisations include:

- Local authorities
- Forestry Commission
- Woodland Trust
- The Land Trust
- Essex Wildlife Trust
- RSPB

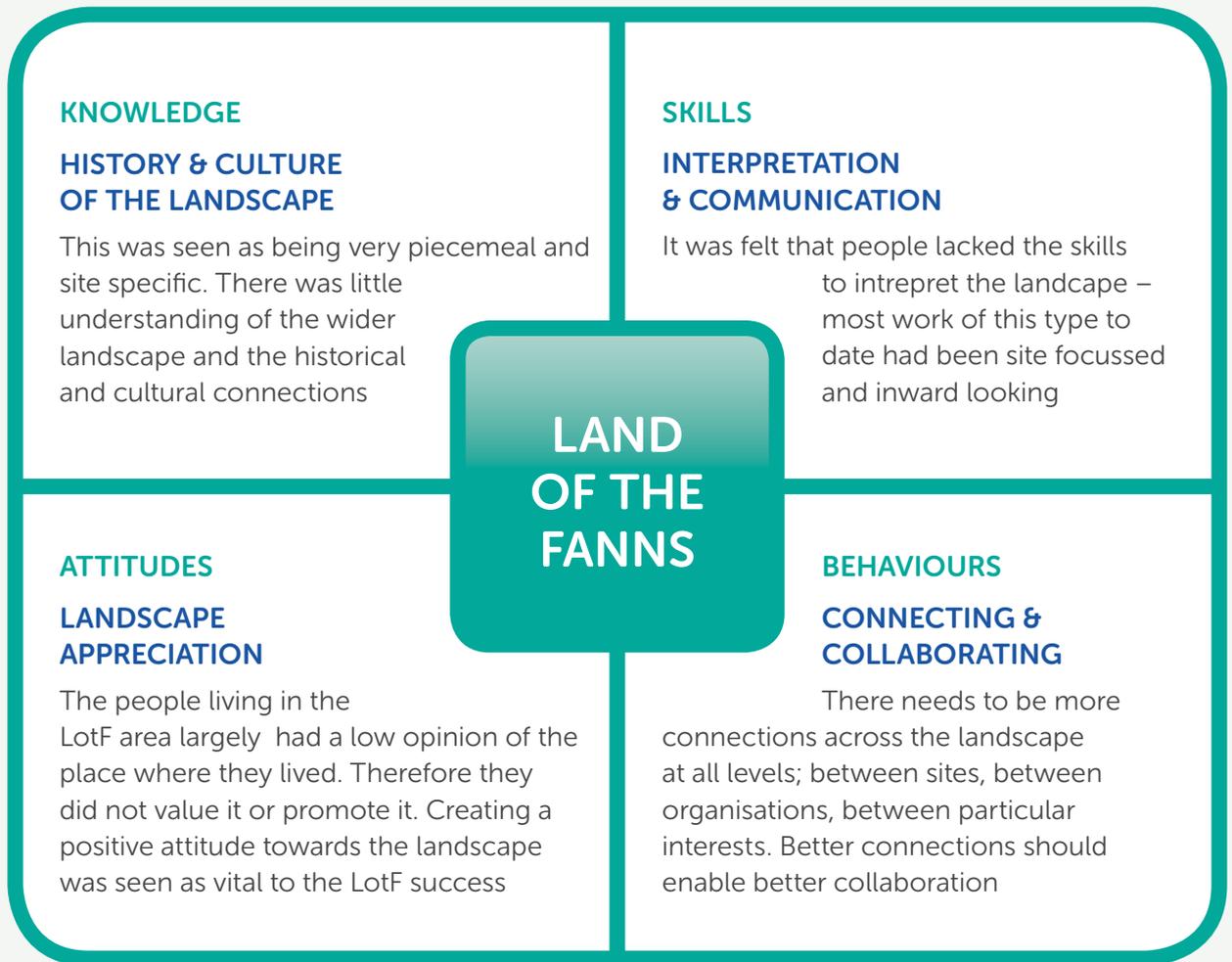
Management of Skills and Training

Assessing the skills and training needs and opportunities across a whole landscape is a complex process. There is a lot of local variation to the way land and heritage features are managed, those heritage aspects of the landscape are very varied and there are many organisations working in different ways and with different audiences. To help the partnership maintain a landscape wide focus, the Skills and Training Audit developed a framework called Landscape Learning. This framework has four components:

- **Knowledge** – what do people need to know to engage with the heritage of this landscape
- **Skills** – what skills do people require to participate in the care and conservation of that heritage
- **Attitudes** – what attitudes would we like people to have towards the landscape and its heritage
- **Behaviour** – how would we like people to behave when out in the landscape.



Using this framework, the Skills and Training Audit identified a number of key strategic landscape scale needs:



The Skills and Training Audit then combined these landscape scale needs with the key audiences for skills and training (see p. 69) resulting in a comprehensive overview of skills and training needs for our Scheme. This is summarised in the table below.

AUDIENCE	KNOWLEDGE	SKILLS	ATTITUDES	BEHAVIOUR
Partners	<ul style="list-style-type: none"> History and culture of the landscape 	<ul style="list-style-type: none"> Partnership working 	<ul style="list-style-type: none"> Outward looking Collective responsibility 	<ul style="list-style-type: none"> Collaborative
Project Implementers	<ul style="list-style-type: none"> History and culture of the landscape Knowledge of traditional landscape management 	<ul style="list-style-type: none"> Habitat management Technical skills Interpretation & communication Working with and training volunteers Wildlife surveying Community engagement 	<ul style="list-style-type: none"> Welcoming & Engaging 	<ul style="list-style-type: none"> Collaborative

AUDIENCE	KNOWLEDGE	SKILLS	ATTITUDES	BEHAVIOUR
Heritage hosts	<ul style="list-style-type: none"> • The Landscape Partnership • History and culture of the landscape 	<ul style="list-style-type: none"> • Interpretation & communication • Working with and training volunteers • Community engagement • Running & leading public events 	<ul style="list-style-type: none"> • Welcoming & Engaging • Sharing knowledge and enthusiasm 	<ul style="list-style-type: none"> • Collaborative • Connecting & networking
Locals engaged	<ul style="list-style-type: none"> • The Landscape Partnership • History and culture of the landscape 	<ul style="list-style-type: none"> • Technical skills • Wildlife surveying • Interpretation & communication • Running & leading public events • Local history research 	<ul style="list-style-type: none"> • Welcoming & Engaging • Sharing knowledge and enthusiasm • Landscape appreciation 	<ul style="list-style-type: none"> • Connecting & networking • Responsible countryside use (Gates, litter, dog fouling etc.)

Finally, the Skills and Training Audit then considered the supply of skills and training opportunities in relation to these needs. It determined that there was a lot of local provision but it tended to be skills focused and linked to specific sites or existing projects. Natural heritage subjects appear to be well covered, with the exception of geology and geomorphology which is an important gap considering the importance of ice-age and quarrying on the landscape.

Archeology and built heritage is less well catered for although in most categories there is at least one provider (with the exception of woodland archaeology).

There were limited opportunities for people to learn about the landscape and its natural, historical or cultural heritage as a whole. This was compounded by the fact there was no person or body with an overview or co-ordination role for skills, training and learning provision across the landscape.

Management of Interpretation

Future management and delivery of interpretation was considered during the development phase as part of defining an Interpretation Strategy. This work helped the partnership define a series of learning, emotional and behavioural objectives for Scheme interpretation:

LEARNING OBJECTIVES – AFTER ENGAGING WITH THE INTERPRETATION, PEOPLE WILL:

- know that they are in the Land of the Fanns
- understand that the Land of the Fanns has a rich history
- understand that the Land of the Fanns contains valuable wild habitats
- know that local people are working to protect and enhance the local heritage and natural environment

EMOTIONAL OBJECTIVES – AFTER ENGAGING WITH THE INTERPRETATION, PEOPLE WILL:

- have a stronger connection to the Land of the Fanns
- feel that the human heritage and natural environment makes the Land of the Fanns a better and more interesting place to live or visit

- wish to explore more of the Land of the Fanns

BEHAVIOURAL OBJECTIVES – AFTER ENGAGING WITH THE INTERPRETATION, PEOPLE WILL:

- participate in another heritage or environmental activity
- promote the area to family and friends
- be more likely to volunteer to support heritage or environmental organisations

Local people were identified as the primary audience and of over-riding importance (see Audience Development Plan). Many local people do not have pride in or affection for where they live and are not involved with existing heritage initiatives. Consequently, the interpretation needs to build a stronger 'sense of place' so local people can recognise, enjoy and value the area. This is connected with building 'a pride of place', both for its own social value and as a foundation for communicating the qualities of the landscape to others.

Interpretation that highlights the local heritage can build support, including volunteering, for conservation of the local heritage and environment. The most important group of visitors to the area are 'visiting family and friends'. If local people are more aware of and connected to the local heritage and environment, they are more likely to take guests on visits to local sites.

IMPLICATIONS OF A LOCAL AUDIENCE FOR INTERPRETATION

- Interpretation should focus on introducing residents disconnected from heritage and the natural environment to these aspects of the area. This could involve innovative work with new partners from the arts, community, health and social services sector to create tailored activities.
- Partners should collaborate with local interest groups to create events using local sites. These should aim to encourage independent visits.
- Events and social, participatory activities are valuable in encouraging people to visit an unfamiliar place or to try a new activity.
- Fixed interpretation, such as panels, can be valuable for welcoming and orienting first time visitors and introducing them to the site. However, they have limited value for repeat visitors as people will only read them once.
- Temporary, changing interpretation is important for repeat visitors.
- Local people can be involved in creating interpretation. This can be a valuable mechanism for increasing understanding and engagement and involving different people.
- A local audience creates opportunities for longer-term projects e.g. creative work and research or a programme of walks and visits, rather than focusing on one-off visits. This can lead, over time, to high quality learning and engagement.
- Interpretation that highlights links between sites can encourage local people to explore the wider landscape, rather than just their familiar site.

People remember what they think and talk about. Good interpretation presents people with carefully-planned experiences and information to provoke thought and dialogue. This requires clarity about the ideas or 'themes'.

The landscape themes are what we want to get people thinking and talking about in the Land of the Fanns. The Partnership identified four themes that will run across the Landscape Partnership Scheme.

MAIN THEME: *THE LAND OF THE FANNS IS AN INTRICATE LANDSCAPE, FULL OF SURPRISES AND 'HIDDEN GEMS' AND REWARDS EXPLORING.*

- This is a 'people place'; the Land of the Fanns we see has been changed over many centuries by the people who came before.
- The underlying geology, climate and human management have created many good places for wildlife.
- This is a landscape where rural and urban, past and present, decay and regeneration mix.
- There are many good places to explore, with surprising views, fascinating stories, old treasure and new adventures to discover.

SUB-THEME 1: *THIS IS A CROSSROADS LANDSCAPE: BECAUSE OF ITS LOCATION ON THE THAMES AND NEAR TO LONDON, PEOPLE HAVE ALWAYS TRAVELLED INTO, THROUGH AND AWAY FROM THIS AREA.*

- The combination of trade and transport on the busy River Thames and quiet, green landscape behind made the Land of the Fanns a popular place for the rich and influential people of London.
- The Land of the Fanns has, throughout history, been associated with the defence of London and the River Thames.
- From pre-history to the present day, vital, busy transport routes, including trade routes, pilgrim routes, rivers, roads and railways, have run across the Land of the Fanns.
- People of all classes have moved from London to live here, some attracted by the rural idyll, others by the industries. They have fuelled the area's development

SUB-THEME 2: *THE LAND OF THE FANNS IS ABOUT LAND AND WATER AND THE OFTEN SHIFTING RELATIONSHIP BETWEEN THEM.*

- The changing dynamics of water and land have controlled how people and wildlife live here.
- People have worked with the water and its levels: there is a long history of drainage and flooding.
- This is fertile land that has always been important to wildlife, farmers and gardeners.
- The wetland habitats of the Land of the Fanns are home to a wealth of beautiful wildlife including some rare and special species.
- The Land of the Fanns is rare survivor of the type of landscape that once surrounded London.

SUB-THEME 3: *THIS AREA IS JUSTLY FAMOUS FOR TRADE, COMMERCE AND INDUSTRY: THESE HAVE BEEN IMPORTANT HERE FOR MANY CENTURIES.*

- This is a functional, working landscape that has underpinned the growth of London.
- Shipping from around the world came to the docks and wharves in the Land of the Fanns, bringing international trade, people and influences to the area.
- In popular reputation, the area is associated with large-scale heavy industry, including car manufacture.
- The area was home to famous industrialists, entrepreneurs and inventors.
- Extraction industries, particularly for gravel made a considerable impact on the landscape. Restoration of old workings has opened new opportunities for local people and wildlife.