



Environmental Scoping

Project

The Forgotten Levels of Avon & North Somerset

Client

English Nature/Avon Wildlife Trust

Background

The Levels and Moors of the South West are recognised as a unique and special landscape. Parts of the area, particularly the Somerset Levels, are protected by statutory designation. Other parts of the Levels and Moors, particularly those areas lying to the north of the Mendip Hills, still do not enjoy such recognition and protection despite their high conservation value.

Landmark was commissioned to determine the range and level of topics to be addressed by a proposed 'Forgotten Levels' campaign, designed to raise the environmental profile of the Avon Levels.

Description

The scoping exercise first identified the project boundary based on geophysical features, including soils and altitude and the patterns of land use. Within these boundaries targets for a campaign to conserve and enhance the Forgotten Levels would be addressed. The scoping identified the nature conservation resources of the area, threats to this resource and opportunities for enhancement. It considered the historical, archaeological and social context of the Levels and sought ways of reconciling these values with the need to sustain a healthy economy, particularly with regard to tourism and recreation. A priority was to influence agricultural reform and to demonstrate the ecological, cultural and economic benefits to be derived from an environmentally led approach to future management.

The scoping exercise was presented in an illustrated report to support fund raising and promotional activities by the client.

Client benefits

Cost effective production of a comprehensively researched, fully illustrated and accessible report, with clear recommendations for promoting the clients' campaign.