

Bosworth Battlefield: The Way Forward



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Executive Summary

Introducing the Bosworth Battlefield Area

The Battle of Bosworth is a well-known historical event marking a turning point in English history. The Battle took place on the 22 August 1485 between King Richard III and Henry Tudor, who would later be crowned Henry VII. Arguably it marks the end of the Wars of the Roses.

This event has accrued even greater significance following the discovery of the remains of Richard III in Leicester in 2012 and plans for a Richard III Visitor Centre in Leicester, with a re-emphasis on the heritage of the area and the increased interest from tourists, local communities and schools.



The Dawn of the Tudor Dynasty

The site of the Battle is of national significance, and a Heritage Centre and Country Park was established in 1974 on Ambion Hill to cater for visitors and to tell the story. The site



was designated a Registered Battlefield Area by English Heritage in 1995. Within the existing Registered Battlefield there are two major landowners, Shenton Estate and Sutton Cheney Estate in the north, whilst in the south more than twelve separate landowners farm the Battlefield. The Heritage Centre and County Park is run by Leicestershire County Council (LCC), predominantly on land leased from the Sutton Cheney and Shenton Estates, with a small strip along the disused railway, which is owned by LCC.

Within the wider landscape there are a significant number of additional landowners.

The need to find a more exact location for the Battle was identified, and made possible in 2005 thanks to a Heritage Lottery Fund (HLF) grant. Subsequent detailed research and survey work has revealed many finds and located the likely Battlefield site partly outside the Registered Battlefield Area, to the south-west of Ambion Hill near Fenn Lane.

An Area of Historical Depth

The landscape in the Battlefield area has witnessed considerable activity and development throughout the prehistoric and historic periods right up to the present day. It is notable that the area contains more than just evidence of the Battle which has left its mark on the present day landscape.

Small finds and crop marks indicate activity from the Neolithic period onwards, though Roman evidence of road building and settlement is more substantial. Anglo-Saxon finds are scant, although it is likely that settlement of the area was continuous; a number of villages in the area have names of Anglo-Saxon origin. The Medieval period is defined by nucleated settlement set within an open field farming system. Medieval villages falling within the wider Battlefield area survive to the present day, along with traces of the wider settlement and farming pattern. Land enclosure during the late Medieval and post Medieval periods brought significant change to the landscape of the study area; open fields were reorganised and defined by the planting of hedges and hedgerow trees. The building of a canal and railway in the 18th and 19th centuries divided Redemore Plain creating prominent landscape features and contributing to the industrialisation of the area. The last forty years have witnessed considerable change to the landscape with many kinds of recreational, industrial and agricultural development, countered by a strong conservation focus in the area.

The Way Forward

The Way Forward presents a document which sets out a Plan for the conservation of this historically significant area, whilst at the same time respecting the living landscape, the business needs of landowners and stakeholders, the tourism interest, and the current planning policy and other statutory requirements.

To all intents and purposes this document is a Conservation Plan – a technical document that seeks to bring together in one place a fuller understanding of the significance of the Bosworth Battlefield landscape, the challenges and the opportunities going forward. It seeks to recognise the diversity of activity within the landscape and set out a future ambition for how key stakeholders could work together to realise their own goals whilst caring for the integrity of this nationally significant area.

Why do we need a Conservation Plan?

The Battlefield and wider area are already well managed, but this is a time of considerable change, and it is important to consider and seek to minimise the potential impact of current and future developments upon the Battlefield Area.

Numerous landowners manage the area, often expressing different views and aspirations for the future of their land including farming, conservation, educational, economic and environmental ambitions.

Management of the Heritage Centre is now focusing primarily on heritage rather than the Country Park. Subsequent to the discovery of the new location of the Battlefield, there are questions regarding the best ways in which to present updated information and arrange access to other areas - the new Battlefield location, and other sites associated with the Battle, are now outside the Registered Battlefield Area.

Conservation and development is taking place against a background of central and local government cuts, changes in funding and within the context of pre-existing and emerging local development policies. The Registered Battlefield and its landscape setting also contain a wide range of other cultural and natural heritage designations, demonstrating that the area is of considerable significance and not just important as the site of the Battle.

Under these circumstances there is a real need to bring parties together and to develop a shared understanding of the area, its values and significance as well as current issues and concerns, if the special qualities of the area are to be conserved for visitors and locals alike and a sustainable future embraced.

Why is the Bosworth Battlefield area so special?

The inclusion of Bosworth Battlefield on the English Heritage register of battlefields illustrates its immense historical significance as a turning point in English history, but the value of the area goes far beyond this. Public consultation clearly shows that the area is

highly valued for its unspoilt landscape and views. In a region that can be busy and urbanised, this area is a tranquil piece of English countryside that provides a sense of identity and belonging for locals, is a working agricultural landscape supporting local business, and a place which offers a wide range of recreation and leisure interests for those who visit it.

This area is particularly special because of the interplay of many different qualities: physical historical evidence, historical value through continuity and landscape features; the aesthetic value of a quintessential, peaceful English landscape, and communal value – the importance of a place giving people a sense of identity, a place for commemoration, as well as being a working agricultural landscape. The Battlefield and its wider environs offer countless examples of these values, ranging from the Battlefield site itself to the tranquil countryside with evidence of historical continuity, right up to more recent industrial heritage.

A partnership approach leading to a sustainable future

The Conservation Plan has identified and proposes 14 objectives that aim to point the Bosworth Battlefield Area on a path to a sustainable future. The objectives are set within six broad ‘themes’ that provide a structure upon which they and their associated policies can be built. It is proposed that a Bosworth Battlefield Partnership or Forum is established to take these policies forward and review progress on an annual basis.

The key themes of the Conservation Plan are:

- encouraging a partnership approach and communication between the various stakeholders
- fostering a local economy that supports conservation and the landscape protection of the archaeological resources in this historically rich area
- sustainable land management
- improving appreciation and understanding of the landscape
- improving access to and enjoyment of the Bosworth Battlefield Area

The Plan seeks a holistic and sustainable approach that will encourage visitors and support the local economy, whilst balancing this with the need to reduce damage to the fabric of the countryside and protect the tranquillity of the area. A partnership approach involving the landowners and other relevant national, regional and local organisations and individual stakeholders is vital to its success.

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- Drawing Number 1: New Registered Battlefield Boundary and Plan Study Area
- Drawing Number 2: Cultural Heritage and Nature Conservation Designations
- Drawing Number 3: Landscape Character Areas
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1 Introduction

1.1 What is a Conservation Plan?

This Conservation Plan (CP) is intended as an aid to management of the Bosworth Battlefield and its landscape setting¹.

It is a set of guiding principles and policies intended for all those involved in the management of the area, including those dealing with recreational activity, land management and planning matters.

The CP comprises a main document and associated appendices that provide a comprehensive overview of the Battlefield area and its setting. The CP provides a range of further reference material via footnotes and figures, drawings and photographs are dispersed throughout the document. Many are taken from other sources and are referenced as necessary.

The CP contains an extensive amount of site survey work, desk research, and the results of consultation with a wide range of stakeholders. Therefore, this document is a comprehensive single resource and a reference for understanding the area's value and significance. The CP highlights current issues affecting the significance of the area and factors which may have the potential to affect it in the future. It addresses these through the development of proposed policies and actions which will help to inform strategic planning as well as day-to-day management and decision making.

To maintain its effectiveness and value, the CP should be updated regularly. This will ensure that the guiding principles and policies, recommendations and understanding sections of the Plan continue to be relevant to on-going decision making.

1.2 Appointment and Brief

Alison Farmer Associates, in association with Carolyn Lloyd Brown and Countryside, were commissioned by Leicestershire County Council and English Heritage to prepare a Conservation Plan for the Bosworth Battlefield in March 2011.

Key representatives from Leicestershire County Council, English Heritage, Natural England and Hinckley and Bosworth Borough Council collectively formed the Steering Group for the Project.

The CP has been informed by a review of the wider strategic planning/policy framework within which it will be used and recent research findings².

1.3 Scope of Work

The principles of conservation planning were introduced by the Burra Charter, adopted by Australia ICOMOS in 1979. The principles and methodology thus established were adopted in the UK by the Heritage Lottery Fund (HLF) in 1998 and a number of useful guidelines have been published, including *The Conservation Plan - a Guide to the Preparation of Conservation Plans for Places of European Cultural Significance* by James Semple Kerr, which expands on the principles of the Burra Charter, and a more recent HLF publication entitled *Conservation Management Planning* published in 2008.

¹ Further information on what constitutes landscape setting can be found in *The Setting of Heritage Assets English Heritage Guidance*, (October 2011), English Heritage and is defined in appendix 1.

² Glenn Foard, August 2011: *Bosworth 1485: A battlefield rediscovered. A report on the battlefield investigations 2005-2010 (forthcoming publication)*.

The process of conservation planning relies fundamentally on developing an understanding of a place through research and analysis, from which an assessment of all aspects of its significance can be established. Significance is defined as broadly as possible and may include aspects of both tangible and intangible value to a wide community. Once the significance is understood, it is possible to assess the vulnerabilities to which a place may be subjected, and to develop strategies and policies for its conservation. The structure of the Bosworth Battlefield CP follows this approach.

The CP draws on site assessment, analysis and review, a desk-based review of research material and a wide range of consultations with landowners, special interest groups and local residents (refer to Appendix 1 for list of consultees). The report represents an understanding of the area as it stands at the time of issue. However, it should be anticipated that because the Bosworth Battlefield is a landscape under complex ownership and battlefield archaeology is an emerging specialist subject, new information and understanding will continually emerge. It is therefore important that the CP should be subject to review at regular intervals.

1.4 Study Area

The Bosworth Battlefield was included on the Register of Historic Battlefields by English Heritage in 1995 and is therefore recognised as being of national significance (refer Appendix 2 for registration document and Drawing Number 1 on page 10 below).

This CP focuses on the revised Registered Battlefield boundary following the newly located Battlefield³. It also includes the wider landscape which:

- forms its physical and historical context/setting
- is associated with the Battle e.g. Dadlington Chapel, Sutton Cheney and Stoke Golding churches
- has views over the Battlefield area
- has potential for related battlefield archaeology
- has complementary recreational activity

As a living document the study area has not been explicitly defined and the broad area considered in the CP can be found on Drawing Number 1.

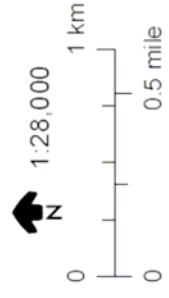
Throughout this document where reference is made to the Registered Battlefield area it relates to that within the newly registered boundary. Where reference is made to the 'wider battlefield' or 'battlefield area' it relates to the Registered Battlefield and its wider landscape setting.

³ This extended area of Battlefield was approved by the English Heritage Battlefields Panel in July 2011 following significant research and field survey. The final revised Registered Battlefield boundary was confirmed in June 2013 following an extended period of consultation.

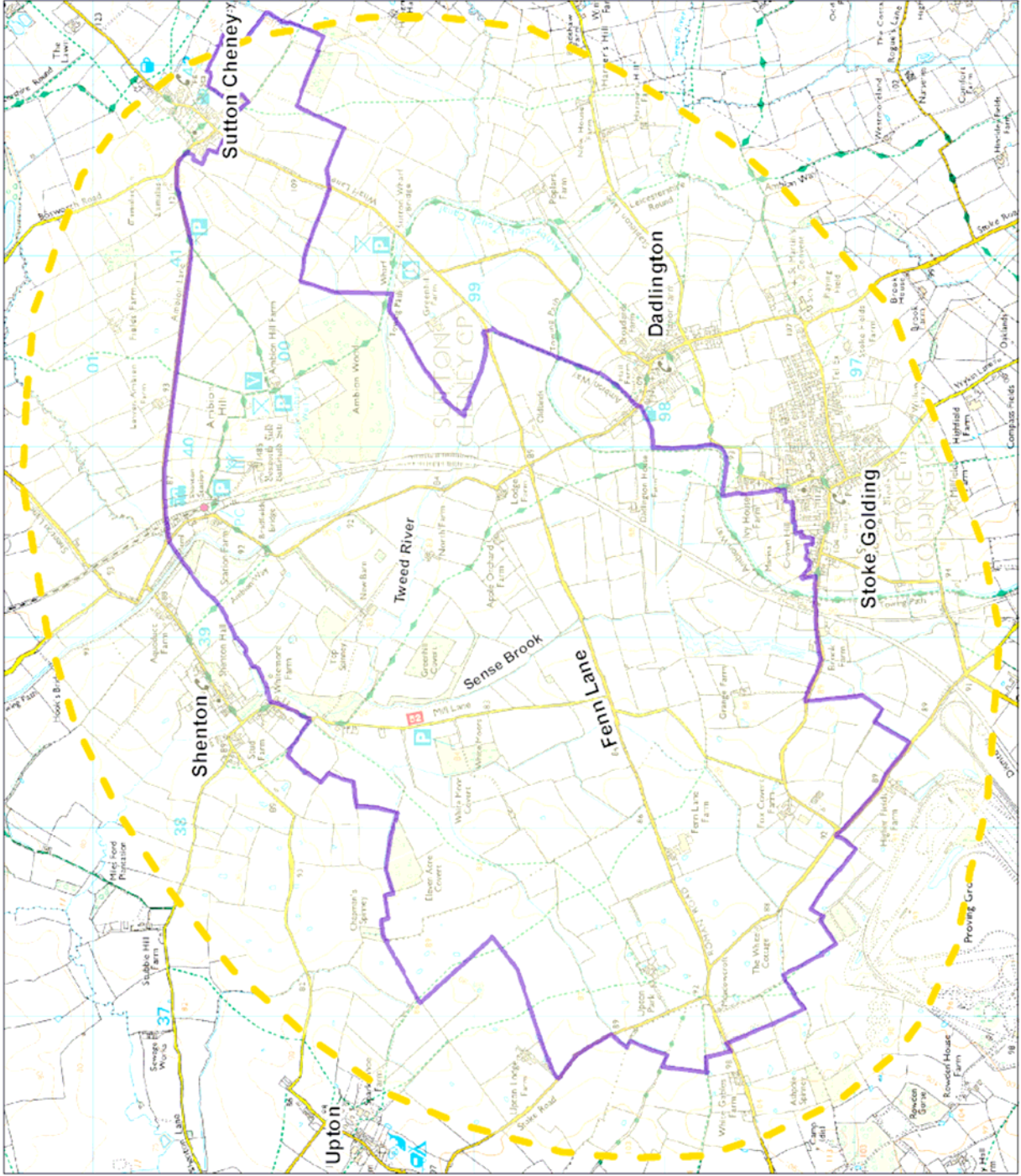
Bosworth Battlefield Conservation Management Plan

August 2013

Drawing 1:
Registered Battlefield and Study Area



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2 Bosworth Battlefield Conservation Plan

Summary

The Battle of Bosworth is a well-known historical event of national significance and international interest – the recent discovery of the remains of Richard III in Leicester in 2012 have served only to add to this interest from tourists, local communities and schools.

A Heritage Centre and Country Park was established in 1974 on Ambion Hill to cater for visitors wanting to visit the Battlefield and discover what happened at the Battle. The Battlefield was designated a Registered Battlefield Area by English Heritage in 1995. Several contradicting theories regarding the location of the Battle existed for many years, and the desire to determine a more exact location for the Battle was made possible in 2005 thanks to a Heritage Lottery Fund grant submitted by Leicestershire County Council and the generous assistance of the local landowners. Subsequent detailed research and survey work has revealed many finds and located the likely battle site to the south-west of Ambion Hill near Fenn Lane.

These recent discoveries have brought change. Management is now focusing more on heritage rather than on the Country Park, with a heritage team on site. While visitor information has been largely updated, there are questions regarding the best way to present the improved information and arrange access to other areas, as the new site for the Battlefield, and some other sites associated with the Battle, were outside the previous Registered Battlefield Area and are in multiple private ownership.

The Registered Battlefield and its landscape setting also contain a wide range of other cultural and natural heritage designations, demonstrating that the area is of considerable significance and not just important as the site of the Battle. Development and conservation of the Battlefield Area therefore needs to be carefully managed, balancing different values within a changing economic and planning context.

2.1 What Constitutes a Battlefield?

Definition

A battlefield is defined as an area where troops were deployed and fought while in battle formation.

Registration

English Heritage considers that for a battlefield site to merit registration the battle must:

- have involved **recognised military units**;
- be an area where forces amassed and fought, which is **capable of definition** on the ground;
- include evidence of **surviving topographical and built heritage features** which played a part in the course of the battle;
- have **potential for 'battlefield archaeology'** i.e. the survival of features and materials derived from the battle such as graves, projectiles and weapons which can shed unique evidence on the course of events and sometimes demonstrate the actual location of these events;
- include **documents which enhance the understanding** of the battle through eye-witness accounts or subsequent investigation;
- retain **memorials** that demonstrate the **resonance of the event for later generations**.

Registered Battlefields are a non-statutory designation and do not offer statutory protection to an area of landscape. However, the inclusion of land within the Registered Battlefield by English Heritage confers a 'material planning consideration' status on the area.

2.2 The need for a Conservation Plan

The Bosworth Battlefield Area lies to the south of Market Bosworth and adjacent to the villages of Dadlington, Stoke Golding, Sutton Cheney, Upton, Higham-on-the-Hill and Shenton within the Borough of Hinckley and Bosworth.

The Bosworth Battlefield Heritage Centre and Country Park was created on Ambion Hill by Leicestershire County Council and was officially opened in 1974 by the Property Department's Country Parks Service. Its purpose was to provide access to what was then considered to be the area of the Bosworth Battlefield and to provide interpretation, information and exhibition rooms in former farm buildings at Ambion Hill Farm. The landscape and footpaths associated with the Heritage Centre were managed by the Ranger Team as part of the Council's portfolio of country parks.

The Bosworth Battlefield was included on the Register of Historic Battlefields by English Heritage in 1995 as 'Battle of Bosworth Field' and included the Battlefield Centre and Country Park situated in the north-east of the area (refer to Appendix 2 for registration document and Battlefield Report). The Registered Battlefield Area covered some 632 hectares, this has now increased to 1071.76 hectares. By 1995, a number of different theories regarding the location of the Battle were in existence. At the time the designation took in the 'outer reasonable limit of the Battle' ensuring that the two main theories as to where the Battle was fought were included within the designated area. The 1995 designation included Ambion Hill (where Richard is thought to have camped), Crown Hill (where Henry Tudor is thought to have been crowned king), and the flat landscape between Shenton, Sutton, Dadlington and Stoke Golding villages, which Dr Peter Foss⁴ suggested was the Battlefield.

In 2005 Leicestershire County Council successfully secured just under £1,000,000 in Heritage Lottery Funding to update and improve the internal and external interpretation and to undertake a research programme to assist in locating the site of the Battle more accurately. In 2009 an archaeological survey located clear evidence for the Battle, recovering a discrete scatter of cannon balls and other battle-related small finds over a large area 2 km south-west of the Heritage Centre.



This has led to a strong consensus that the Battle took place south-west of Ambion Hill close to Fenn Lane and

this, along with HLF funding, has enabled LCC to refine the interpretation of the Battle within the Heritage Centre at Ambion Hill. LCC has also redeveloped the footpath trail between the Heritage Centre and Shenton Station and has established new viewpoints out across the Battlefield landscape and further external interpretation. There has also been a shift in management emphasis at the centre, from a country park to a Battlefield Heritage Centre with a small country park attached. This was reflected in the creation of a designated 'heritage' team at the site.

Importantly, the new location of a key part of the Battle close to Fenn Lane, layout of outside the original Registered Battlefield (RB) area and led to proposals by English Heritage to redefine the boundary of the Registered Battlefield. The new proposed

⁴ Dr Peter Foss (1998) *The Field of Redemore. The Battle of Bosworth, 1485.*

Registered Battlefield area was discussed by the English Heritage Designations Panel in July 2011 and was confirmed in June 2013 (refer to Drawing No 1) following a period of consultation.

The discovery of the core area of the Battle has also had a dramatic influence on the visitor offer and has led to questions on how best to explain the Battle to visitors, raising issues of access and interpretation. In addition, the high profile of the new Battlefield location, as a result of the field survey and research, has led to a short-lived increase in specific rural crime, notably 'night hawking' (covert metal detecting) and an increased concern of trespass.

These issues are particularly important because the area in the Registered Battlefield, the new Battlefield location and the wider landscape setting of the Battle is owned and managed by numerous landowners. Within the new Registered Battlefield there are two major landowners - Shenton Estate (to the north-west) and Sutton Cheney Estate (to the northeast), with some of their land managed by tenant farmers. To the south, the Registered Battlefield is farmed by more than twelve separate landowners, while within the wider landscape setting there are a significant number of additional landowners, particularly to the south where the land holdings are relatively small.

Consultation has shown that many of the landowners hold differing views as to the value of the area and their aspirations for its future, but their vital contribution to the continued sensitive management of the area and the careful management of change is evident in the well maintained and characterful landscape. This management is often dependent on active cooperation with other bodies, including English Heritage, Natural England, Leicestershire County Council, Hinckley and Bosworth Borough Council, Canal and Rivers Trust⁵ and others.

Recent central Government spending cuts have started to affect local authorities' resourcing of sites such as Bosworth Battlefield Heritage Centre and Country Park. Staffing cuts have already taken place in relation to LCC Countryside Rangers, which in turn is likely to affect the coordination of management with landowners, particularly on land where there is a right of access for visitors.

All of the above signifies a time of change for Bosworth Battlefield and all those involved in its management and conservation. There is potential for competing demands and initiatives, inappropriate expenditure of already limited resources, confusion for the visitor and for landowners, loss of nationally important archaeology, together with associated landscape significance and values.

Under these circumstances there is a real need to bring parties together and to develop a shared understanding of the area – its values and significance as well as current issues and concerns – if the special qualities of the area are to be conserved and future opportunities embraced.

2.3 Relevant Designations, Policies and Initiatives

This CP sits within a framework of existing policy and the wider Battlefield area includes statutory and non-statutory designations which contribute to its overall significance. It lies within the Hinckley and Bosworth District and is subject to corresponding Local Plan documents including Supplementary Planning Documents (SPDs) and Conservation Area Statements. More broadly, there are other national initiatives which are of relevance to this CP in taking forward the proposed policies set out in section 9. Statutory and non-statutory designations relating to cultural heritage and nature conservation within the study area can be found on Drawing No 2.

⁵ Known as British Waterways until it was replaced by the Canals and Rivers Trust in July 2012.

Statutory and Non-Statutory Designations in the Area

Conservation Areas and Listed Buildings

Parts of Shenton, Stoke Golding, Sutton Cheney villages and a corridor along the Ashby Canal are Conservation Areas that fall within the Registered Battlefield, or lie adjacent to it. Conservation Area statements have been prepared for each of these⁶. The main listed buildings fall within the Conservation Areas with the exceptions of Apple Orchard Farm, Grange Farmhouse, Upton Lane, Church of St James, Dadlington and Hall Home Farmhouse, Dadlington.

Scheduled Monuments

There are three Scheduled Monuments in the study area as follows:

- The Moats at Stoke Golding SK3980 9700
- Deserted medieval village of Ambion SP4025 9998 (Appendix 3)
- Bowl barrow at Sutton Cheney SK4141 0062

Sites of Special Scientific Interest (SSSI)

There is one SSSI site within the study area at Kendall's Meadow that lies within the Registered Battlefield area and is valued for its grassland and orchids. Appendix 4 contains the citation for this site.

Registered Battlefields

Registered Battlefields do not offer statutory protection to an area of landscape. However, the inclusion of land within the Registered Battlefield by English Heritage confers a 'material planning consideration' status on the area.

Local Wildlife Sites

Local Wildlife Sites are the most important places for wildlife outside legally protected areas such as Sites of Special Scientific Interest. Within the study area there are a number of Local Wildlife Sites (LWS), which include mesotrophic grassland along the area's green lanes and are important wildlife corridors in an often intensively farmed landscape. They include verges along Mill Lane and Shenton Lane East and West.

A larger area of LWS also exists at Brook Farm (south and west of Stoke Golding) and includes an extensive meadow area between the disused railway and canal and the farm pond.

Enterprise Zone

To the south west of the Battlefield area lies the Motor Industry Research Association (MIRA), which was established in 1946 on the site of the former RAF aerodrome. It became a centre of excellence for the research resources of UK car manufacturers of the time.

The MIRA facility now comprises some 340 hectares of land and includes 53 miles of test track (known as the Proving Ground), specialist research and development buildings and testing facilities within a secured estate (see page 62 for the extent of the estate).

MIRA Technology Park houses both MIRA's operations and a large number of leading engineering companies working in the field of transport-related research and development. The growth and success of both MIRA and attraction of new companies has led to the proposed growth of the Technology Park through the development of a master planned expansion of operations on site. Planning permission was granted in

⁶ Hinckley and Bosworth Borough Council - Stoke Golding Conservation Area (Jan 2008), Shenton Conservation Area Appraisal (Jan 2008), Sutton Cheney Conservation Area Appraisal (Jan 2008) and Ashby Canal Conservation Area (Dec 2009).

March 2012 for the development of a 71 hectare Business Technology Park comprising replacement MIRA headquarters, office, research and manufacturing facilities, hotel and local facilities including retail/cafe/restaurant facilities.

The majority of development is proposed within the centre and the south of the estate; however the remaining area to the North West, in closest proximity to the Battlefield area comprises testing grounds and areas for Ministry of Defence activities. Given the sensitive nature of some of these testing activities, extensive landscape boundaries already exist at the perimeter of the site, which helps to contain the MIRA site in the wider landscape setting.

The continued operation of the MIRA site and its future expansion is supported through the Hinckley and Bosworth Local Plan and its award of Enterprise Zone status by the government. The national and local aspiration is to promote MIRA as the most advanced transport technology development in Europe, with the potential to generate more than 2,000 jobs over the next ten years.

The continued development of this site is important to the local economy and should be supported. However it is important that the development is sympathetic to the wider landscape and Battlefield Area and that it is brought forward in association with landscape belts and features in order to buffer and screen commercial activities.

Biodiversity Action Plan/Priority Habitats

The Leicester, Leicestershire and Rutland Biodiversity Action Plan (BAP) was published in 2010.

There are 19 habitats which are priorities for conservation and restoration; these are listed in Appendix 5. The following are relevant to the Bosworth Battlefield area: broadleaved woodland, field margins, hedgerows, lowland wood pasture and parkland, neutral grassland, reedbed, wet woodland, floodplain wetland, roadside verges, springs and flushes. There are also a number of protected species relevant to the Battlefield area including badgers, barn owls, bats, birds, Great Crested Newts and water vole. The BAP also provides guidance on the creation of new wildlife habitats and an extract of this can be found in Appendix 5.

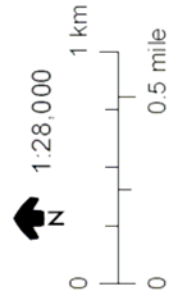
Bosworth Battlefield Conservation Management Plan

August 2013

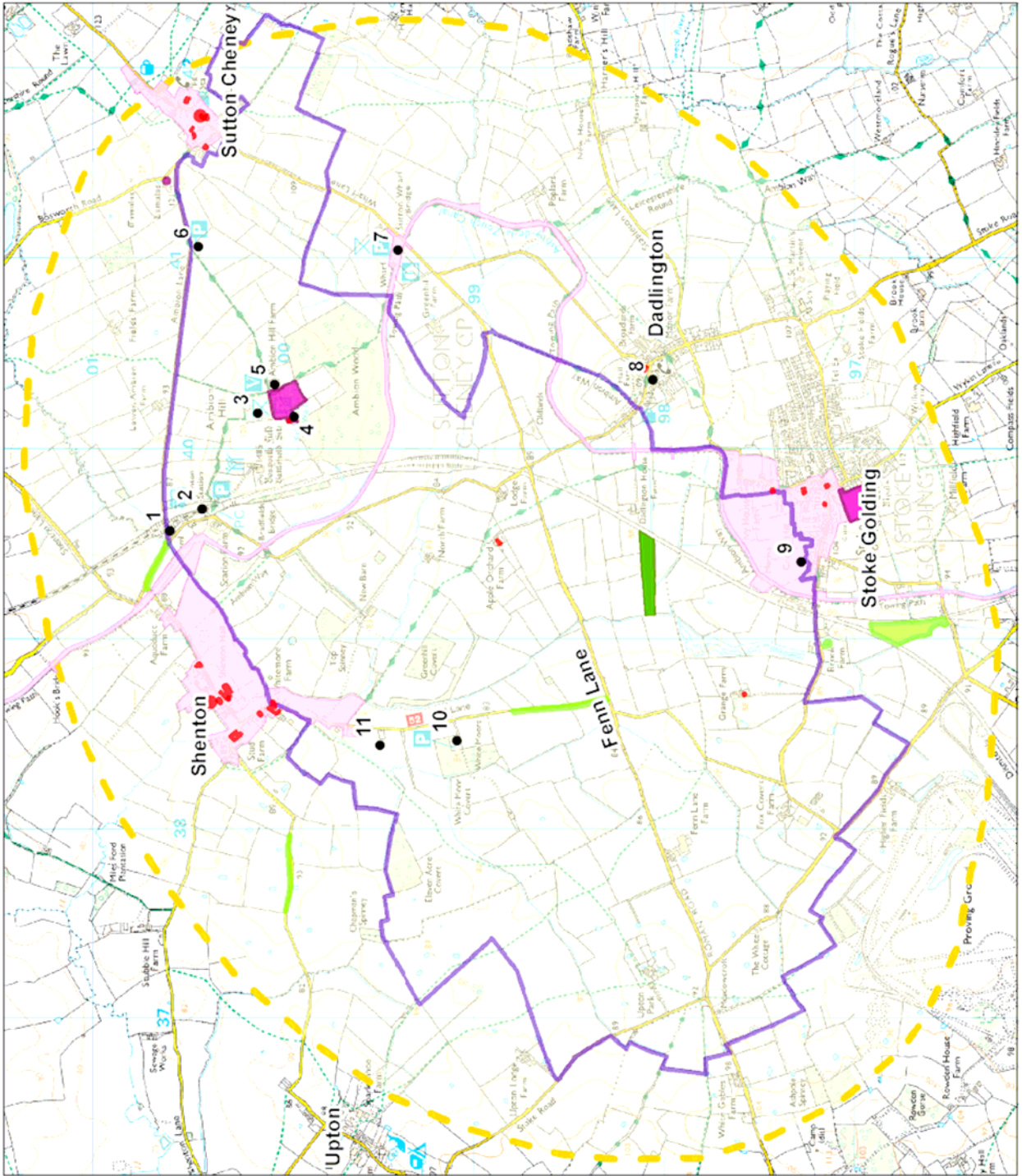
Drawing 2:
Cultural Heritage and
Nature Conservation
Designations and Key Sites

- Key Sites
- Listed Building
- Registered Battlefield
- Scheduled Monument
- Conservation Area
- Site of Special Scientific Interest
- County Wildlife Site
- Study Area

1. King Richard's Field
2. Shenton Station
3. Flag Pole Hill Viewpoint
4. King Richard's Well
5. Bosworth Battlefield Heritage Centre
6. Cheney Lane Car Park
7. Sutton Cheney Wharf
8. Dadlington Church
9. Crown Hill
10. White Moors Car Park
11. Possible Windmill Site



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National Policy

Localism Act

The Localism Act was given Royal Assent on 15th November 2011. This Act, in part, seeks reforms which make the planning system clearer, more democratic and more effective. One of the central tenants of the Act was the introduction of Neighbourhood Development Plans (NDPs). These changes have potentially far reaching effects for planning within the Bosworth Battlefield area.

National Planning Policy Framework

On 27 March 2012, the Government published the National Planning Policy Framework (NPPF) superseding all previous Planning Policy Statements. Importantly, the Framework largely carries forward existing planning policies and protections in a significantly more streamlined and accessible form. It also introduces the presumption in favour of sustainable development, and makes adjustments to some specific policies.

Local Policy

Core Strategy and Local Plan

The Hinckley and Bosworth Core Strategy was adopted in 2009 and provides the strategic context and policies to guide development in the borough. The following Core Strategy policies are relevant to the study area:

- Policy 5: Transport Infrastructure in the Sub-Regional Centre
- Policy 7: Key Rural Centres
- Policy 11: Key Rural Centres Stand Alone
- Policy 13: Rural Hamlets
- Policy 14: Rural Areas: Transport
- Policy 20: Green Infrastructure
- Policy 23: Tourism Development

These policies stand alongside the save policies of the existing Local Plan (2001) which shape and inform day-to-day planning decisions. The following saved Local Plan (2001) policies are relevant to the study area:

- BE7: Development in Conservation Areas
- BE12: Scheduled Ancient Monuments and Nationally Important Archaeological Sites
- BE13: Initial Assessment of Sites of Archaeological Interest and Potential
- BE14: Archaeological Field Evaluation of Sites
- BE15: Preservation of Archaeological Remains in Situ
- BE16: Archaeological Investigation and Recording
- BE17: Historic Battlefields
- NE5: Development in the Countryside
- NE6: Sites of Special Scientific Interest
- NE7: Sites of County and Local Nature Conservation Significance.

These saved Local Plan policies are due to be fully replaced by the development management policies with the Site Allocations and Development Management Policies Development Plan Document. These will be replaced upon adoption of this document, expected in December 2014.

In addition this document allocates land across the borough for various uses including housing, open spaces, employment and will also include the boundary for the battlefield.

Supplementary Planning Guidance

Landscape Character

A landscape character assessment for the Hinckley and Bosworth Borough was carried out in 2006 and adopted as supplementary planning guidance. More detail can be found in Section 5.2 of this report and in Appendix 6.

Green Infrastructure

In 2008, a green infrastructure strategy for Hinckley and Bosworth was undertaken and adopted as Supplementary Planning Guidance.

The Bosworth Battlefield area falls within the Western Zone of the study. Within this zone four green infrastructure priorities have been identified and a plan showing their location can be found in Appendix 7.

Biodiversity Assessment

This document, produced in March 2009, provides a baseline assessment of the biodiversity and nature conservation interest of the borough. It includes maps illustrating key habitat areas and nature conservation designations.

Other Heritage Initiatives

English Heritage - National Heritage Protection Plan

The overwhelming majority of people in England value and appreciate the historic environment and they want to see it appropriately protected. The National Heritage Protection Plan sets out a new framework which English Heritage believes will ensure this happens more effectively. It covers the period April 2011 to March 2015.

English Heritage - Heritage Crime Initiative

Crimes and anti-social behaviour that damage England's historic environment will for the first time be tackled in a much more coordinated way through a new initiative launched by English Heritage from February 2011. Further information can be found in Appendix 8. There are opportunities to consider these in the context of the development of the CP and the proposed action plan.

2.4 Remit of the Conservation plan

The remit of the Conservation Plan is particularly pertinent in the context of planning applications and the recently updated Registered Battlefield. The following seeks to clarify this situation and also touches on other matters relating to conservation areas, agricultural regimes and access and rights of way.

Registered Battlefield and Planning Policies

English Heritage, as the body responsible for the stewardship of our heritage has a statutory obligation to respond to the new archaeological evidence and to revise the boundary of the Registered Battlefield. This process has now been completed (June 2013).

The Register of Battlefields entails no additional statutory controls but it is recognised as a material consideration for the local planning authority when determining planning applications which stand within the Battlefield or have the potential to affect its setting.

This means that when in receipt of a planning application in the area, the local planning authority is obliged by national policy to take into account the historic significance of the site to inform a decision-making. It is also required by central government to incorporate protection for battlefield sites when preparing local development plans.⁷ This is the same regime as currently exists.

The Conservation Plan, together with the Registered Battlefield designation, will assist the local planning authority in assessing the significance of the Battlefield. It provides the evidence base for Hinckley and Bosworth Borough Council about where there are areas of sensitivity, and others which are not. There is currently a saved (2001) Local Plan policy BE17: Historic Battlefields which is used in determining planning applications within the designated Battlefield area (now extended).

This policy seeks to ensure that the character and setting of the battlefield is not adversely affected by proposed development. This only applies to development which requires planning permission i.e. nothing within the permitted development rights of householders or agricultural holdings.

This policy will remain active until the adoption of the Site Allocations and Development Management Policies DPD expected in early 2015, following public consultation in late 2013 and independent examination in 2014.

However, it is noted that the majority of the objectives and policies in the document Bosworth Battlefield: The Way Forward (see sections 9 and 10) cannot be directly enforced through the planning system as they stand out of its remit. Rather that the local planning authority is supportive of a partnership approach to achieving a sustainable future for the Battlefield area.

Implications

For those who have been living with the Registered Battlefield area since 1995, it means that there will be little significant change – developers are already required to consider the implications of their developments on the Battlefield area as part of the National Planning Policy Framework (NPPF).

For those who are newly included in the Registered Battlefield area, they will be obliged to identify the battlefield's significance and the effect of the proposals on that significance which is a requirement of the NPPF and cannot be avoided.

However, it is not the intention of the local planning authority for proposals to be curtailed by excessive survey requirements. The demonstration of impact upon the significance should be proportional to the scheme being proposed. For example a barn would be required to be accompanied by a short statement highlighting what lighting will be required as part of the development, what daily activities are expected to be undertaken and the height and mass of the building.

In relation to wind turbines, planning applications will be rigorously assessed on their landscape impacts, noise, overshadowing and effect on birds (amongst other material considerations) no matter where they are in the Borough. There may be additional sensitivities within the Registered Battlefield which will be considered in this context.

⁷ Letter from English Heritage on revised designation (7.6.13)

The benefit for all parties (developers and planning authorities) is that all the heritage significances relating to the Battlefield are now contained within the Conservation Plan and this information can be drawn upon to aid that process. It is also a body of evidence and document that Natural England will recognise and that can help those landowners wishing to pursue future stewardship schemes

Conservation Areas

The Conservation Plan is not proposing that a Conservation Area is created for the Battlefield area under the Planning (Listed Buildings and Conservation Areas) Act 1990.

Conservation Areas are designated for their special architectural and historic interest i.e. their built heritage and are mostly designated by the local planning authority. This is usually based on policies which clearly identify the features of the area that should be preserved or enhanced, and set out this can be done.⁸ It may be that at some future point the local planning authority and other stakeholders develop additional conservation areas based on the heritage and other significances identified in this report (see Section 8).

Agricultural Regimes

The Conservation Plan outlines some of the physical factors that can impact on the archaeological evidence including those which can potentially result from agricultural regimes such as ploughing, use of fertilisers or drainage of land (see page 59).

The Conservation Plan can not and does not seek to impose any changes on agriculture regimes. Any scientific research relating to, for example the impact of fertilisers on metal artefacts, will be made available to landowners to inform decisions that they may or may not want to make with regard to agricultural regimes. This research will also aid archaeologists when assessing the age, wear and tear and significance of artefacts; and those working in the natural environment.

Access and rights of way

One of the issues identified by landowners and users during the course of the Conservation Plan related to access and rights of way. Any future changes would only be undertaken with the consent of the landowners. There may be opportunities to link these to agri-environmental stewardship schemes and formal permissive paths can offer options to land managers to allow access without the risk of formally creating rights of way, if desired.

⁸ English Heritage website

3 The Battle of Bosworth - A Summary of Key Events

Summary

The Battle of Bosworth took place on the 22 August 1485 between King Richard III and Henry Tudor, who would later be crowned Henry VII. It arguably marks the end of the Wars of the Roses. Understanding about what happened at the Battle comes from a combination of documentary sources, artefacts found in the area and also through the archaeology of the landscape itself – the terrain, patterns of settlement and roads and the management of the land at the time.

Henry returned from the safety of Brittany in 1485 with an army to challenge the Yorkist Richard. Having landed in Wales, he marched towards London but was confronted by Richard and a far larger army, which had marched from Leicester and then camped in the area.

The Battle began with Richard occupying the higher ground, though it is thought the time of day and position of the sun worked to Henry's advantage. A defeat of his vanguard by Henry's commander, the Earl of Oxford, is thought to have spurred Richard and his personal army into a direct mounted charge against Henry Tudor. Evidence from the Battlefield Survey suggests that it may have been in the low lying marshy area near Fenn Lane that Richard lost his life.

The Battle lasted just two hours, and according to Henry's official historian Vergil, Henry then moved to the 'next hill' where he rallied some of his forces and was crowned in front of them. Local tradition has placed this event on Crown Hill in Stoke Golding.

3.1 Context

The Battle of Bosworth took place on the 22 August 1485 between King Richard III and Henry Tudor. Fourteen years after the Yorkist Edward IV won the battles of Barnet and Tewkesbury, Bosworth represents an entirely separate phase of the Wars of the Roses. After Edward's death in 1483, Richard of Gloucester became King after a brief power struggle and the public claims that Edward's sons (The Princes in the Tower) were illegitimate and therefore could not succeed their father. Once King Richard's popularity faltered heavily, mostly because many people at the time believed he had the two princes killed.

After Tewkesbury, in 1471, Edward had taken care to execute, imprison or exile all the Lancastrian supporters and claimants, but Jasper Tudor and his young nephew, Henry, escaped to the Low Countries and ended up in Brittany. Henry attempted a military landing in 1483 to claim the throne over Richard of Gloucester, but this plot was thwarted.



In August 1485, spurred on by Richard's unpopularity, and his mother's ambition, Henry Tudor set sail for England with a small rebel army and 2000 mercenaries.



3.2 The Battle

The following account is based primarily on the scant historical sources and the recent findings of an archaeological survey undertaken by the Battlefields Trust between 2005-2010 and documented in Foard (2011) *Bosworth 1485: A Battlefield Rediscovered*.

In August 1485 Henry Tudor sailed from France to Wales and gathered an army of 5,000 men on route. He marched towards London down Watling Street, a significant road since Roman times. He was confronted by King Richard III's large Royal army, which had marched from Leicester. The forces of Henry's stepfather, Lord Stanley, and the younger Stanley brother, Sir William, were also involved, but remained uncommitted to either side at the start of the Battle.

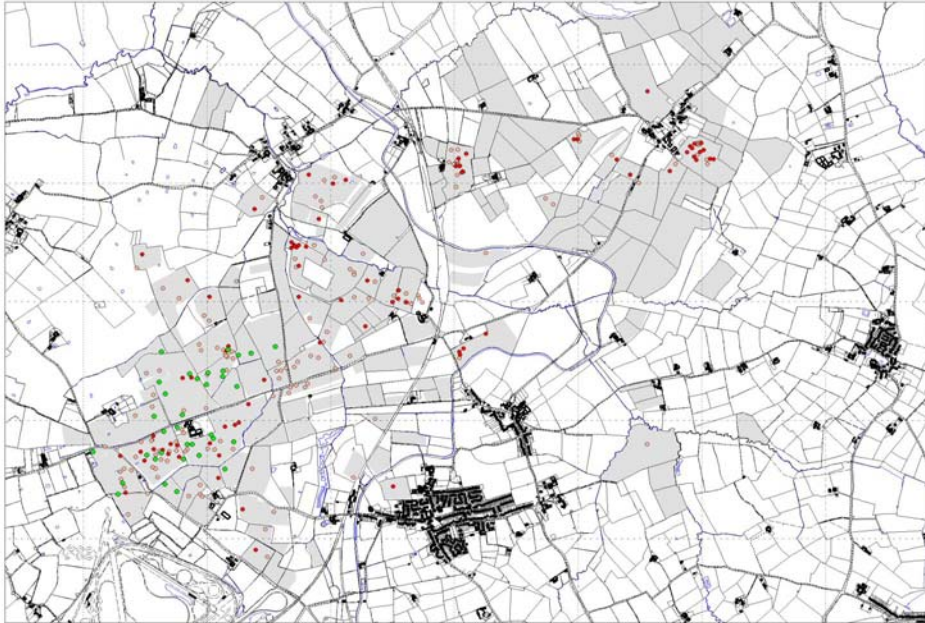
Where Richard camped before the Battle is still uncertain, but it is likely to have been on the hills overlooking lower lying land known as Redemore Plain i.e. around Sutton Cheney, Ambion Hill and Stapleton. On the night before the Battle it is likely that Henry's army camped somewhere east of Atherstone.

Primary sources indicate that Richard chose the ground for the Battle and was deployed on the higher land before Henry approached, thereby taking advantage of the topography of the area. Henry is likely to have approached along the Roman Road (now Fenn Lane) from Atherstone.

Armies of the 15th century were typically organised in two or three 'battles', the **vanguard**, the **main battle** and the **rearguard**. There is some dispute as to exactly how Richard's army was deployed at Bosworth. The royal vanguard was commanded by the **Earl of Norfolk**, with archers to the fore and a wing of cavalry on either side of the infantry. It seems likely that Richard also deployed his rearguard, under the **Duke of Northumberland**, in line with the vanguard, forming a left wing, again of infantry and cavalry. The king himself was behind the main battle line with a small reserve or lifeguard, probably solely heavy cavalry numbering perhaps one to two hundred at most.

Henry deployed most of his troops in the vanguard under the command of the **Earl of Oxford**, in a 'slender' battle array. Henry himself was with the main battle, a small force of perhaps just a troop of cavalry and a company on foot behind the vanguard. The **Stanleys** appear to have formed a separate battle array, between the two other armies, probably off to the south of the field on the rising ground towards Dadlington and Stoke Golding.

The illustration below is taken from the results of the archaeological survey undertaken by the Battlefield Trust that has resulted in a reinterpretation of the Battle of Bosworth and its location. Given the partial nature of the archaeological and historical evidence it is not yet possible to indicate the locations of the battle lines.



Map of Battlefield finds from the 2005-2010 Survey

Richard's deployment of troops is likely to have taken advantage of the topography (i.e. the slightly rising land overlooking an area of lower lying poorly drained landscape known as Redemore Plain), in order to fire artillery to best effect. However the time of day and the position of the sun are known to have influenced tactics on the Battlefield and to have played to Henry's advantage.⁹

In addition, the pattern of artillery rounds recovered during the archaeological survey, suggests that there may be two overlapping patterns; one possibly fired from Richard's main deployment as Henry advanced to within 600 metres of Richard and the other from an exchange of fire between the two vanguards (Norfolk and Oxford) as they engaged on the west side of the fen (near the position of White Moors Car Park today). Norfolk was killed in this action and according to the documentary evidence¹⁰ he died beside a windmill.



It is known from various sources that Richard then attacked Henry directly in a mounted charge, perhaps as a result of seeing his vanguard defeated and in a desperate attempt to snatch victory. This took Richard off the higher land and onto the low lying marshy terrain around Fenn Lane. Artefacts recovered from the survey (including a Ricardian Boar Badge), reveal that Richard and Henry, and subsequently William Stanley, are likely to have engaged in the area around Fenn Lane Farm and documentary evidence indicates that Richard lost his life when his horse became stuck in a mire.

⁹ Peter Foss (1998), *The Field of Redemore, The Battle of Bosworth 1485*, Second Edition, Kairos Press (page 45).

¹⁰ Stanley Ballads 'Lady Bessiye and Bosworth Field'



The Ricardian Boar Badge as found by the metal detector team

The Battle lasted just 120 minutes and according to Vergil, when the Battle was won, Henry moved to the 'next hill' and there he rallied at least some of his forces, in front of whom he was then crowned. Local tradition has long placed these events on Crown Hill in Stoke Golding, which documents tell us was renamed Crown Hill Field between 1470 and 1604.

4 Landscape Evolution

Summary

The landscape in the Battlefield area has witnessed considerable activity and development throughout the prehistoric and historic period's right up to the present day. It is notable that the area contains more than just evidence of the Battle which have left their mark on the present day landscape.

Small finds and crop marks indicate activity from the Neolithic period onwards, though Roman evidence in the form of roads (Fenn Lane), a possible villa and a possible temple complex is more substantial. Anglo-Saxon finds are scant and restricted mainly to burial sites, though it is likely settlement of the area was continuous. Later occupation is represented by a number of villages in the area whose names are of Anglo-Saxon origin.

A distinct pattern of nucleated settlement is evident in the area by the medieval period, set within an open field farming system. Five medieval villages falling within the wider Battlefield area survive to the present day: Shenton, Sutton Cheney, Dadlington, Stoke Golding and Upton, along with traces of the wider settlement and farming pattern represented by ridge and furrow, networks of lanes, isolated farms and churches.

Land enclosure during the late Medieval and post Medieval periods was one of the most significant changes to the landscape of the study area; open fields were reorganised and defined by the planting of hedges and hedgerow trees, and settlement in some areas became more dispersed as a result. The low-lying land was also drained in order to improve it for agriculture.

The construction of the Ashby Canal between 1768 and 1804 and later, the Ashby and Nuneaton railway (which severed the low lying area of Redemore Plain in two), resulted in the growth of two small industrial centres to the east of Shenton and west of Stoke Golding. Over the last 40 years there has been considerable change to the landscape around Ambion Hill, represented by the construction of large farm buildings, continued land drainage, planting of copses, canalisation of streams, and the creation of fishing lakes and an airfield in the Stoke Golding area. A strong conservation focus in the area was marked by the development of the Bosworth Battlefield Centre and Country Park in 1974, the listing of buildings and the designation of Conservation Areas.

4.1 Introduction

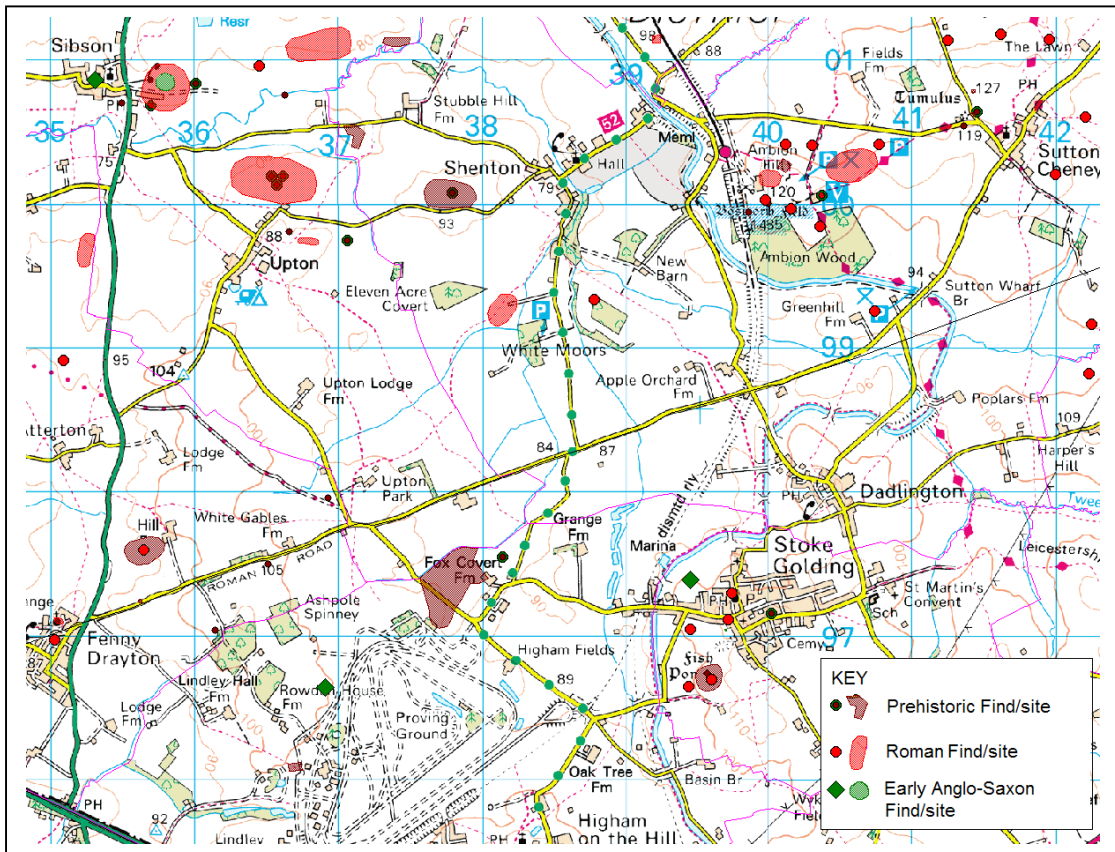
A detailed chronology of the Bosworth Battlefield area can be found in Appendix 9 and a broad description of the historical evolution of the landscape is set out below. This text has drawn on a review of the Historic Environment Record, an earlier Conservation Statement¹¹ and the Reassessment of the Bosworth Battlefield¹². Where relevant, the significance of the historic evolution of the landscape in relationship to the events of the Bosworth Battle and its appreciation today are highlighted.

4.2 Early Landscape

Archaeological evidence of the early landscape is derived from a thin scatter of Neolithic, Bronze Age and later Iron Age finds, including spear and axe heads found by field walking and metal detecting. These finds, together with crop mark evidence from aerial survey, suggests that there was widespread activity from c.6000 to 600 BC within the study area, with a strong likelihood of Iron Age settlement also.

¹¹ Chris Burnett Associates (March 2004), Bosworth Battlefield Conservation Statement

¹² Glenn Foard (2004) Bosworth Battlefield, A Reassessment



Map of prehistoric to early Anglo-Saxon sites and finds from the Study Area (supplied by LCC Historic and Natural Environment Team)



Roman statue fragment



Neolithic axe head



Roman brooch

Roman archaeological evidence is more substantial, including a Roman road (Fenn Lane), which once linked Mancetter Roman Town with Leicester. There is also evidence of a possible Roman villa site just north of Fenn Lane, a further Roman site west of White Moors and a possible temple complex on Ambion Hill. This evidence suggests that by the Roman period this landscape was settled and farmed. It is likely that low lying land was not drained so that areas adjacent to streams would have been waterlogged, marginal land.



Early Anglo Saxon brooch

There is currently little evidence of early Anglo-Saxon activity in the area, but pottery of this period is often difficult to find, and metalwork is usually restricted to well spread out burial sites. It is more than likely that this area of landscape continued to be farmed and settled between the 5th and 8th centuries AD. Later Anglo-Saxon activity within the Study Area is best represented by the villages of Shenton, Sutton Cheney, Upton, Stapleton and Stoke Golding, which all bear Anglo-Saxon names.

4.3 Medieval Landscape (pre 1485)

By the Medieval period there was a distinct pattern of nucleated settlement in the area set within an open field farming system. Five medieval/post medieval townships impinge upon the wider Battlefield area and four have surviving medieval villages including Shenton, Sutton Cheney, Dadlington and Stoke Golding. The fifth, Upton, now reduced in size from the medieval footprint, lies to the west. It is notable that each township extended from the surrounding hills onto the lower lying land of Redemore Plain where it is likely there was poorly drained land providing common pasture/meadow. Within the Sutton Cheney township there was also the settlement of Ambion, located on the southern slopes of Ambion Hill (Scheduled Monument), which first appears in records in 1271¹³. It is likely that this village became abandoned as a result of the Black Death or subsequent plagues and was never reoccupied.

It is also likely that there were several isolated farms within the study area in the medieval period; including a moated site in Dadlington and possibly Apple Orchard Farm (this building may have structural evidence of 17th century date)¹⁴. There is additional evidence for a possible site of a windmill, south-west of Brook Spinney which may have been significant at the time of the Bosworth Battle, in line with the historical account in the Stanley Ballads.

Each settlement would have been surrounded by open fields for which ridge and furrow evidence has been mapped by Hartley¹⁵ and subsequently Hall (forthcoming).

It is within this context that the events of the 22nd August 1485 played out on the Battle of Bosworth Field.

Features present in the present day landscape relating to this period include:

- ridge and furrow
- settlement pattern and churches
- network of lanes
- Fenn Lane
- river courses

Significance of the landscape for the Battle of Bosworth:

- topography
- drainage pattern
- lack of enclosure
- settlement pattern
- road pattern

¹³ Chris Burnett Associates (March 2004), Bosworth Battlefield Conservation Statement (pg 7, para 2.1.7)

¹⁴ Chris Burnett Associates (March 2004), Bosworth Battlefield Conservation Statement (Pg 7, Para 2.1.9)

¹⁵ Chris Burnett Associates (March 2004), Bosworth Battlefield Conservation Statement (Pg 8, Para 2.1.11)

4.4 Post 1485

One of the most significant changes to the landscape of the study area has been the late Medieval and early post medieval period of enclosure where areas of open field were reorganised and defined by the planting of hedges and hedgerow trees. Not all areas were enclosed at the same time or in the same way. Stoke Golding was enclosed by agreement around 1602 and all of the townships in the study area were enclosed by the early 18th century, apart from Sutton Cheney, which was enclosed by Act of Parliament in 1797. These different periods of enclosure have resulted in different field patterns and concentrations of hedgerow trees that are readily apparent in the landscape today, and which significantly influence present day landscape character (see Section 5.3).

During this period the drainage of the land and its improvement for agriculture was another significant change, as demonstrated by palaeo-environmental analysis¹⁶.

Documentary evidence and artefacts found in the Battlefield area indicate that a Civil War skirmish, between small forces of Lords Grey and Hastings, also took place at Bosworth in 1644.

By the mid 18th century a significant part of the enclosed field system was transformed by the laying out of a landscape park around Shenton Hall, in the Shenton Township.¹⁷

By 1880 the parkland covers a large area to the south-east of Shenton village altering the former pattern of enclosure and introducing a more wooded character with parkland trees and woodland coverts. During the 19th century there appears to have been the addition of estate cottages within the village.

Within the wider area the creation of isolated farms, following enclosure, was a further development of the 19th century landscape i.e. a period of settlement dispersal, although this is not evident in the Shenton Parish, which was influenced by a resident major landowner and managed parkland.

A major development in this landscape was the construction of the Ashby Canal between 1768 and 1804, and the construction of the Ashby and Nuneaton railway on a significant embankment, severing the low lying area of Redemore Plain in two. The result of these communication routes was the establishment of two small centres of industrial activity to the east of Shenton and west of Stoke Golding. Here wharves and/or sidings developed, together with brickworks at Shenton (presumably made possible by the import of coal as fuel along the canal from mines to the south).



Narrow boats on the Ashby Canal. Coal transportation on the canal ceased in 1970.

¹⁶ Glenn Foard (2004) *Bosworth Battlefield: A Reassessment*

¹⁷ Chris Burnett Associates (March 2004), *Bosworth Battlefield Conservation Statement* (pg 9, para 2.1.19)



Canal bridges from the canal side and from the road. The narrow, blind summits created by the canal bridges are a distinctive feature of the local country lanes.

Features in the present day landscape relating to this period include:

- field enclosures - pattern of hedges and hedgerow trees (early - Dadlington, Stoke Golding and Shenton and late - Sutton Cheney).
- parkland landscape at Shenton
- place names
- canal and railway embankment
- canal bridges on lanes
- canal aqueduct just north of Shenton Station
- cairn over King Dick's Well

4.5 Recent Landscape Changes (1970s onwards)

Over the last 40 years there has been considerable change to the landscape around Ambion Hill with the development of the Bosworth Battlefield Centre and Country Park in 1974 and the creation of Shenton Station on the old Ashby and Nuneaton Railway. The station was created by relocating a station building from Humberstone Road, Leicester to the terminus at Shenton. Today trains run along the Battlefield Line from Shackerstone, via Market Bosworth, to Shenton Station and are operated by the Shackerstone Railway Society.

The last half century has seen a period of conservation with the designation of Conservation Areas, an increased desire for biodiversity and rural preservation amongst landowners, the registering of the Bosworth Battlefield and the listing of particular structures and buildings.

This period is also marked by the significant debate on the location of the Bosworth Battle and the subsequent field walking and survey that has now helped to locate the battle with greater certainty.



Shenton Station building moved to the area from Humberstone Road, Leicester

Key physical changes to the landscape have been the development of large farm buildings, screen planting of non-native species around farmsteads, planting of woodland copses, the development of the Stoke Golding airfield, the creation of fishing lakes to the west of Stoke Golding and the growth of a number of the settlements. This period has also seen further drainage of the landscape and canalisation of streams and the widening of field entrances and gates.

5 Landscape Character and Views

Summary

The Battlefield and its environs are set within a landscape of low lying land and gently rolling hills. The geology of mudstone, sandstone, and drift deposits of boulder clay, sand and gravels result in a varied landscape and one which is agriculturally productive. The landscape patterns seen today are a reflection of the geology and productivity of the land but also of the area's evolution, resulting in historic patterns of lanes, woodland, parkland and villages which collectively form a quintessentially English landscape.

An assessment of the landscape character of the Battlefield area and its wider setting is vital for understanding how and why different areas are significant as well as identifying issues affecting particular areas. This understanding is particularly valuable in terms of safeguarding the character of the Battlefield and its setting in land management and planning terms, and forms the grounding for this Conservation Plan. The local-scale landscape character assessment carried out for this Conservation Plan has recorded four different landscape character areas (LCAs) relevant to the wider Battlefield area.

Shenton Parkland LCA is a small discrete area associated with the medieval village of Shenton and the Shenton Estate, being defined by scenic parkland and the Conservation Area of the village. It is a mature and well-managed landscape mostly down to pasture, with strong recreational value, although access and parking for visitors can be problematic, with directional and interpretive information for visitors about the Battlefield now being out of date, following the recent research.

Ambion and Sutton Cheney Farmland/Hills LCA comprise rolling and elevated topography, which, along with the intensive arable farming and well-trimmed hedgerows with few trees, gives the area its defining character. This landscape with its long, open views has considerable historic interest associated with its hilltops including two Scheduled Monuments – Ambion medieval village (deserted) and bowl barrow at Sutton Cheney – and the site of a probable Roman temple with associated finds. It is also the setting for the historic village of Sutton Cheney. The intensity of farming and loss of trees through felling or lack of management are issues for this area both in terms of wildlife and the effects on views.



Redemore Plain LCA is a relatively flat, low lying landscape regarded as the likely location of the Battle of Bosworth. Today it has a very mixed character, with current and disused transport routes crossing it, areas of mixed farming and areas for recreational activity. There are some areas of wetland and species-rich habitat, including some SSSI. Multiple ownership and land enclosure means the landscape can appear fragmented in character, and access to, and understanding of the elements of the historic landscape here can be difficult.

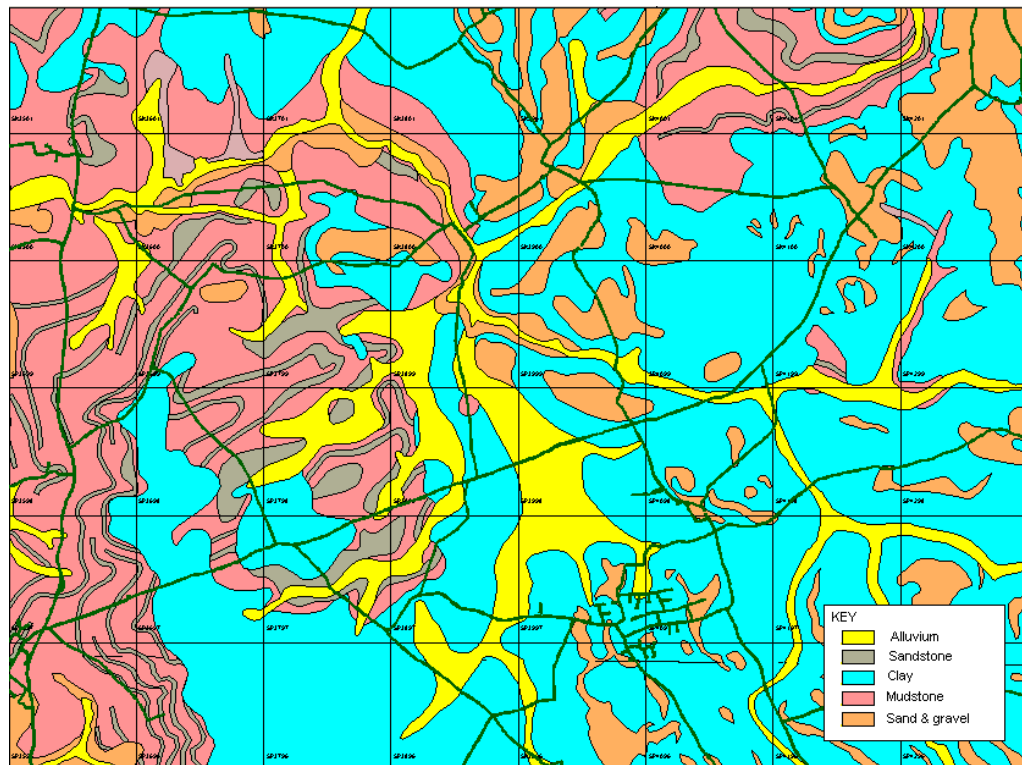
Dadlington and Stoke Golding Hills LCA comprise gently undulating settled hills, two of which are topped by the historic villages of Dadlington and Stoke Golding; the latter is a Conservation Area. The area has many associations with and features that are likely to be contemporary with the Battle. However, growth of villages is affecting the historic character of the area and there is pressure for growth in housing. Road congestion and safety are also an issue in the narrow lanes and on the bridges which cross the canal and railway.

The views across Bosworth Battlefield and features associated with the Battle enable an appreciation and understanding of the evolution of the landscape and events of the Battle; these are therefore highly significant in themselves. This study has identified eight key viewpoints that are publicly accessible and it is noted that all may be affected by factors such as the growth of hedgerows and trees or the construction of large buildings.

5.1 Background

Geology and Soils

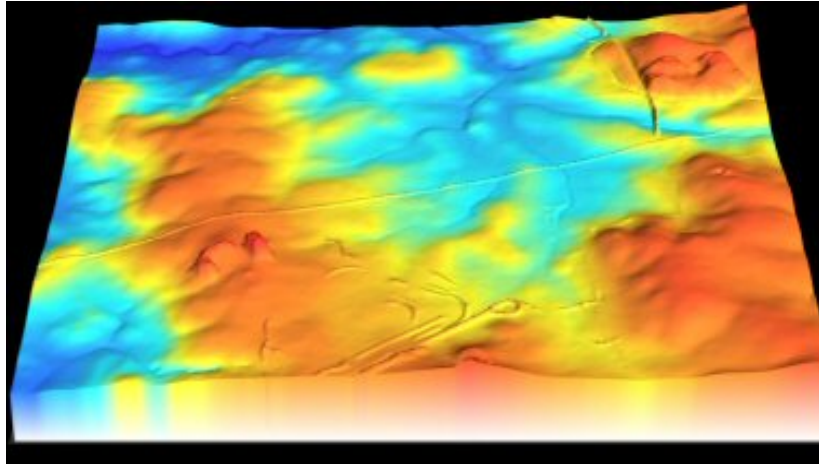
The Battlefield area and its wider context comprise mudstone and sandstone, which reach the surface to influence the character of soils and drainage, most notably to the west of the Registered Battlefield (RB). Elsewhere it is drift geology which is most influential on land use and landscape character, comprising fluvio-glacial boulder clay on the higher land/hills and fluvio-glacial sands and gravels in lower lying areas, coupled with deposits of alluvium adjacent to watercourses. The soil type, drainage and pH vary dramatically between these different geologies, affecting both land use and the survival of archaeological artefacts and potential human remains.



Map of the drift geology in the area

Topography and Drainage

Topographically, the Battlefield and its landscape setting is low lying with hills to the south-east and west and also to the north. The hills are gently rolling and rounded, while the lower lying areas are relatively flat or slightly undulating - topographic variation is subtle but significant in terms of views. On the hills there are occasional springs that drain into small streams, notably Tweed River and Sence Brook. These watercourses flow in a westerly and northerly direction respectively across the lower lying landscape and meet with other streams just south of Shenton village. The lower lying areas through which the streams flow have generally poorer and often impeded drainage.



The topography of the area

Land Management

The Battlefield area and its landscape setting is productive agricultural land, the majority of which has an agricultural land quality classification of Grade 3¹⁸. Land use is predominately arable, including crops of wheat, barley and fodder beans. There are also some areas of pasture, including those on Scheduled Monuments or areas of ridge and furrow, around Shenton village and adjacent to the disused railway and the canal.

The majority of farms are in Entry Level Stewardship¹⁹, with the Shenton Estate having a significant area in Countryside Stewardship and Higher Level Stewardship²⁰. Other landholdings in the southern half of the RB area are also in Higher Level Stewardship. There are also, however, areas of land within the Registered Battlefield area which are not within any form of stewardship agreement.

Current arrangements for Environmental Stewardship schemes are due to end at the end of 2013. In June 2013 the European Parliament, the EU Council of Ministers and the European Commission reached an agreement on reforming the Common Agricultural Policy (CAP) which includes reference to ensuring a 'greener CAP' including direct payments for environmentally-friendly farming practices.

Through Natural England, interim arrangements are likely to be in place 2014 until the new schemes are launched in 2015²¹. There is willingness by some landowners involved in schemes to enhance the natural environment and to explore other opportunities. However, funding will need to be available to support this process.

Farm diversification in the area includes:

- The selling of farm produce (there are at least five farm shops)
- An education centre used for a variety of activities, notably by the Country Trust to engage inner city children in environmental education

¹⁸ The Agricultural Land Classification provides a framework for classifying land according to the extent to which its physical or chemical characteristics impose long- term limitations on agricultural use. Grade 3 is good to moderate quality agricultural land.

¹⁹ Entry Level Stewardship (ELS) is a 'whole farm scheme' that gives farmers and land managers in England access to funding in return for maintaining land in Good Agricultural and Environmental Conditions (GAEC) over the course of five years.

²⁰ This is more targeted than ELS, and not all land is eligible. It is designed to offer more support to more active and environmentally beneficial management practices. Unlike ELS it also offers grants for capital works, such as the restoration of traditional farm buildings. All HLS agreements must be underpinned with basic management from an ELS agreement, but in contrast the agreement lasts 10 years.

²¹ http://europa.eu/rapid/press-release_IP-13-613_en.htm

- Farm visits and tours at Fenn Lane Farm and The Shenton Estate
- Bed and breakfast accommodation
- Light industry
- Shooting
- Renting of property/farm buildings

5.2 Landscape Character Assessment (LCA)

Landscape Character Assessment provides a framework for understanding the variation of landscape across the Battlefield area and its wider landscape context, how and why different areas are significant as well as articulating the issues which affect particular areas. This understanding is particularly valuable in terms of safeguarding the character of the Battlefield and its setting in land management and planning terms. It informs the development of policies within the CP, helping to shape initiatives that can conserve and enhance the special qualities of the area, ensuring future sustainability.

LCAs can be carried out at a range of scales. A number of existing assessments cover the study area. At a national level²² the study area falls within the National Character Area 94 Leicestershire Vales. Within the Leicester, Leicestershire and Rutland Character Assessment²³ it falls within the Mease/Sence Lowlands. At the Borough level²⁴ the study area is divided between three character areas namely Market Bosworth Parkland to the north, Stoke Golding Vales to the south and Fen Lanes to the west. Descriptions of each of these character areas can be found in Appendix 6.

Each of the above character assessments provides valuable information about the landscape in the study area. However, they do not reflect subtle changes in character at a local level and in particular, changes which are relevant to the Battle of Bosworth, visitor appreciation and special qualities. The local character assessment undertaken as part of the CP and detailed below subdivides the Hinckley and Bosworth character assessment and reflects changes in character at a local level. The Hinckley and Bosworth Borough assessment and local character areas defined as part of this study can be found on Drawing No 3.

²² Countryside Commission National Character Areas

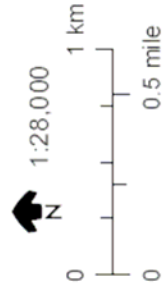
²³ Leicester County Council (2001) Leicester, Leicestershire and Rutland Landscape and Woodland Strategy

²⁴ Hinckley and Bosworth Council (2006) Landscape Character Assessment

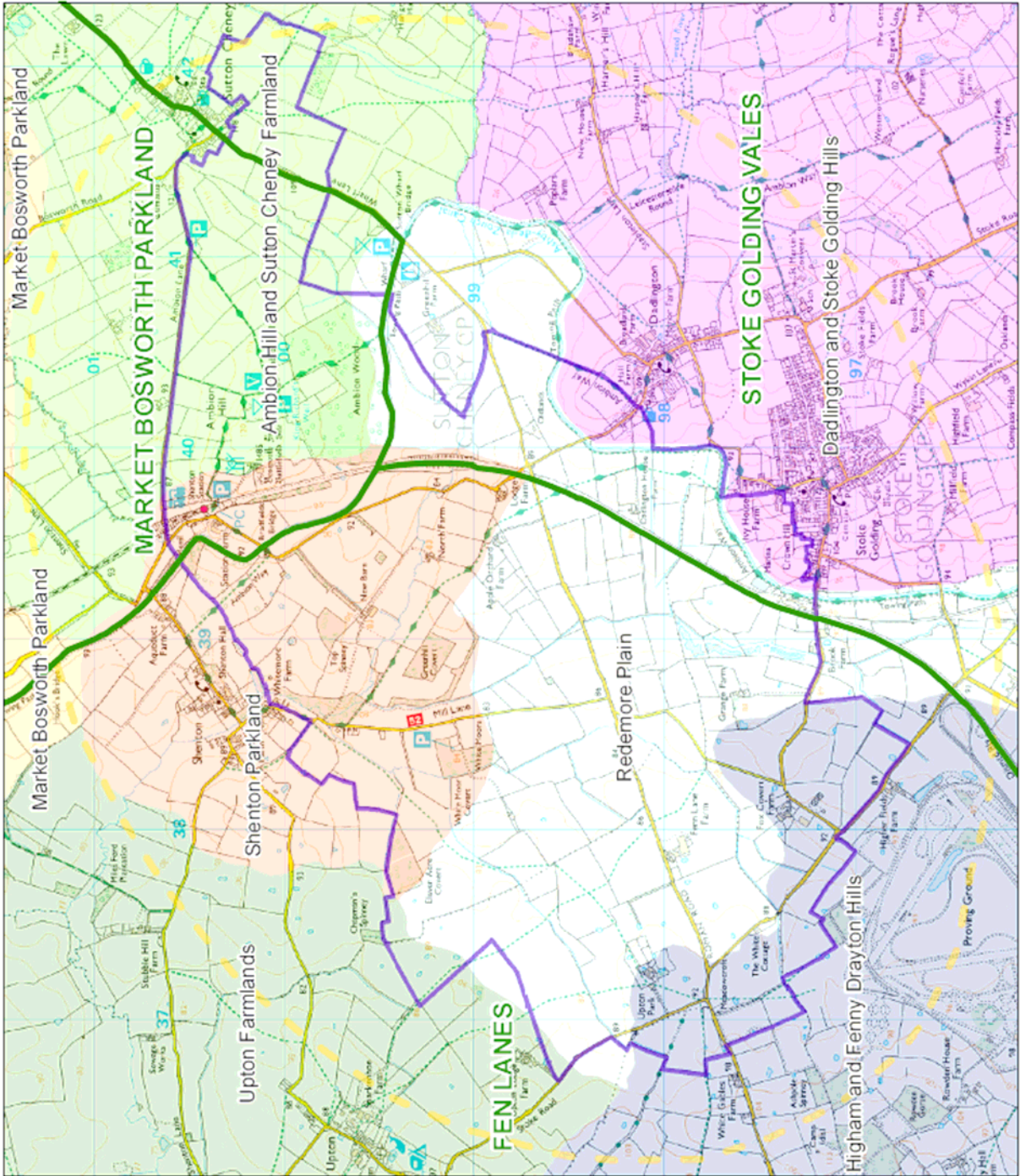
Bosworth Battlefield Conservation Management Plan

August 2013

Drawing 3:
Landscape Character



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Leicestershire County Council, 1000/197/1, Published 2011.



5.3 Landscape Character Areas

The local landscape character areas are geographically specific and unique, and help reflect local distinctiveness and identity within the study area. For example, they help explain why the area around Shenton feels different from that around Dadlington. Defining character areas requires an understanding of subtle changes in topography, vegetation cover and patterns as well as settlement pattern, access and associations. Having an understanding of character can help to explain the Battle of Bosworth, but also highlight sensitivities relating to the landscape and how different areas may require particular management.



SHENTON PARKLAND

This landscape falls predominantly within the Fenn Lanes character area of the Hinckley and Bosworth Character Assessment and extends slightly into the Market Bosworth character area.



Aerial view of the Shenton Estate

This landscape comprises a small discrete area associated with the medieval village of Shenton and the Shenton Estate.

Its historical development reflects the continuity of a resident major landowner and the development of a parkland landscape linked to 17th-century Shenton Hall.

Key characteristics

- Relatively low lying landscape rising gently in the west
- Designed parkland landscape including lime avenue, drive, house and tree clumps as well as infield veteran trees
- Confluence of Sence Brook and Tweed River
- Well treed landscape with woodland copses and belts giving rise to enclosed and sheltered character
- Land use is predominately pasture (livestock farming and horses)
- Field ponds often associated with groups of trees are a feature
- Focus on Shenton Estate including estate village and home farm (Whitemoors Farm)
- Distinctive vernacular architecture
- Limited isolated farms
- Recreation points of interest include Richard's Field, Shenton Station, Battlefield Line, section of disused railway, section of canal and tow path, Sustrans cycle route 52, woodlands used for shooting

- Present day features thought to be contemporary with the Battle include Shenton Village, Mill Lane, watercourses
- Area contains a high concentration of battle related finds and notable areas of ridge and furrow

Special Qualities



This landscape has a distinctive character and is of high scenic quality and has been managed with a strong nature conservation focus. Of particular note are mature trees, in the form of veteran in-field trees, tree belts and woodland copses, which give rise to a sheltered and mature landscape character. Veteran trees include species such as horse chestnut, lime, sweet chestnut and beech. There is also a relatively high concentration of pasture in this landscape; found in areas of former parkland, adjacent to the village and in areas of archaeological sensitivity, including ridge and furrow. Along the watercourses there are buffer margins enhancing wildlife corridors and giving a softer naturalistic character.



Shenton Village

Shenton Village

Shenton village is a defining element of this landscape and is designated a Conservation Area for its high quality and intact historic character. The character of the settlement is derived from its agricultural origins, its close links to the countryside and the Wollaston dynasty, which has owned the estate for over 500 years and managed the village's development.



The key building in the settlement is not the church, but Shenton Hall, which dominates most views in the village. Its monumental appearance can be summed up as turrets, chimneys, gate piers and stone dressings. These features are also reflected in the estate's other two principal buildings, St John's church and the school. These were constructed in the mid-19th century, at the same time that the Hall was extended. Other village properties consist of dispersed farmsteads, their related agricultural buildings and farm workers cottages. Each farm has been designed in a unique manner. The widespread use of red bricks, diaper work and Staffordshire blue plain clay tiles gives a continuity of appearance throughout the Conservation Area.

Key Issues

- Car parking on verges (Richard's Field, Shenton Station and adjacent to canal)
- Pony paddocks and associated features such as post and rail fencing, jumps etc.

- Narrow lanes and bridges affecting safety on roads for different users (cars, bikes and walkers)
- Loss of parkland character due to past ploughing
- Veteran trees show signs of entrenchment and reduced canopy
- Battlefield signage and points of interest (Richard's field, Whitemoors car park) are now out of date following new research
- Planting of mixed woodland copses (including conifers) for shooting
- Little is known of the parkland features extant in the landscape today

AMBION AND SUTTON CHENEY FARMLAND/HILLS



This landscape falls within the Market Bosworth Parkland character area of the Hinckley and Bosworth Character Assessment.

This landscape comprises the broad rolling hills which lie to the north and east of the study area.

Key characteristics

- Open exposed intensively farmed arable landscape
- Elevated, gently rolling landform affording views across open countryside
- Occasional woodland blocks are visually strong in an otherwise arable landscape e.g. Ambion Wood and Hangman's Wood
- Strong rectilinear enclosure pattern with few hedgerow trees - hedges are well trimmed - reflecting late Parliamentary enclosure
- Wide grass verges along roads
- Natural springs on steeper slopes e.g. Ambion Hill/King Dick's Well
- Historic hilltop villages e.g. Sutton Cheney and Ambion (DMV)
- Concentration of archaeology on hilltops including barrows, DMV, Roman temple site
- Sutton Cheney Church is a local landmark and internationally known.
- Pattern of isolated farmsteads reflecting period of settlement dispersal in 19th century
- Recreation points of interest include Bosworth Battlefield Heritage Centre, King Dick's Well, Leicestershire Round long distance path
- Present day features thought to be contemporary with the Battle include Ambion Deserted Medieval Village (last known record 100 years prior to the Battle), Sutton Cheney village and church

Special Qualities

The rolling and elevated topography typical of this landscape along with the intensive arable farming and well-trimmed hedgerows with few trees give the area its defining character. Views are often open and of long distance. This landscape has historic interest associated

with its hilltops including Scheduled Monuments (Ambion DMV and bowl barrow at Sutton Cheney), and site of Roman temple and associated hoard of brooches.

Sutton Cheney

Sutton Cheney is a Conservation Area and comprises an ensemble of small cottages built of mellow reddish brick straddling Main Street. The focus of the village is the church of St James. Brick walls, trees, country views and farmyards define the character of the village. The village, as an architectural group, is of value in its entirety having retained many interesting vernacular details. Important buildings other than the church include six sandstone Alms Houses built in 1612 by Sir William Roberts, a Jacobean mansion dated 1601 and two coaching inns.



The Alms Houses, Sutton Cheney



Church of St James, Sutton Cheney

Key Issues

- Loss of veteran field oaks
- Damage of ridge and furrow due to tree planting and future felling activity
- Lack of woodland management resulting in reduced age structure and health and safety issues where there is public access
- Intensity of arable agriculture and limited wildlife interest
- Car park and tent structures on Ambion Parva are widely visible from the surrounding landscape to the north and east
- Felling of trees in Ambion Wood may make development at the Heritage Centre more visible in the future

REDEMORE PLAIN

This landscape falls within the Fenn Lanes and Stoke Golding character areas of the Hinckley and Bosworth Character Assessment.

This landscape comprises relatively flat, low lying land, regarded as the likely location of the Battle of Bosworth. It is framed to the east, northeast and south by rising land, while the more wooded character of Shenton Estate frames it to the



The Plain from Fenn lane



Sutton Cheney Wharf

north.

Key characteristics

- Open, flattish, low lying farmland
- Regular field enclosure patterns defined by hedges with few hedgerow trees
- Views may be medium/long distance but due to the relatively flat topography are often blocked by tall hedgerows, subtle change in topography (i.e. ridge on which Apple Orchard Farm is located) and the disused railway embankment
- Linear transport corridors pass through the area including Fenn Lane (Roman road), disused railway and canal
- Mixed farming resulting in patchwork of arable and pasture
- Area drained by series of small streams/brooks which have been deepened and straightened
- Past areas of wetland and some areas still prone to poor drainage
- Fragmented areas of species rich meadow (SSSI) and undesignated pasture
- Ashby Canal is a Conservation Area and valued as a ecological and recreational resource
- Limited farmsteads reflecting very late dispersal of settlement onto this lower lying area
- Recreation points of interest include Stoke Golding Airfield, section of canal and tow path, Sustrans cycle route 52, Sutton Cheney Wharf
- Present day features thought to be contemporary with the Battle include Fenn Lane, Mill Lane, watercourses, Apple Orchard Farm
- Area contains a high concentration of battle related finds

Special Qualities

The flat open character of this landscape is a quality which distinguishes the area from the more elevated surrounding landscape. The repetitive pattern of watercourses and remnant areas of meadow and wet pasture are memorable features of this landscape.

Key Issues

- The busy nature of Fenn Lane and high speed of traffic
- Multiple ownership of disused railway and physical fragmentation due to loss of bridges and land use
- Embankment and vegetation along disused railway blocks views
- Loss of wetland meadow/marsh due to drainage - remnant sites are fragmented/isolated

- Area targeted by night hawkers resulting in issues of trespass and creation of holes presenting possible threat to Stoke Golding Airfield operations
- Atypical conifer planting around farms can be visually prominent
- Difficulties in accessing the Battlefield area (physically but also intellectually) because the landscape is privately owned and has changed so radically as a result of enclosure
- Sensitivity of area to minor changes which block views including vegetation growth, earthworks and new development
- Development of new large scale farm buildings

DADLINGTON AND STOKE GOLDING HILLS

This landscape falls within the Stoke Golding character area of the Hinckley and Bosworth Character Assessment.

This landscape comprises gently undulating settled hills which afford views over lower lying land to the north and west.

Key characteristics

- Gently undulating hills - appear prominent from lower lying areas to the west and north
- Small scale field pattern defined by hedgerows and significant numbers of hedgerow trees many of which are veteran trees
- Evolution of the landscape reflects early and piecemeal enclosure
- Significant views across to the north and west from edge of hills, including across Redemore Plain
- Hilltop villages of Dadlington and Stoke Golding (the latter is a Conservation Area)
- Churches act as local landmarks in the landscape
- Dispersed pattern of farms reflecting 19th century dispersal of settlement
- Significant earthworks north of Dadlington Chapel
- Recreational points of interest include Crown Hill, part of the Ashby Canal, Ambion Way long distance footpath
- Present day features thought to be contemporary with the Battle include Stoke Golding village and church, Dadlington village and church, Fenn Lane, Dadlington Lane
- Dadlington Church is the resting place and contemporary commemorative church for those who died on Bosworth Field
- Stoke Golding Church was allegedly a place where people watched the Battle take place

Special Qualities

The special qualities of this landscape relate to the views afforded to the north and west across the Redemore Plain and the historic nature of the settlement, the landmark churches and strong historical associations with the Battle of Bosworth.



Redemore Plain

Stoke Golding



Stoke Golding is a Conservation Area and comprises a ridge top settlement established in the Anglo-Saxon period, the area around the Parish Church of St Margaret of Antioch representing the settlement's earliest foundation. Until the beginning of the 19th century the village developed with an essentially agricultural based economy. The development of coalfields to the north during the 19th century led to the construction of the Ashby Canal and a railway, and a domestic framework knitting industry developed in the village. As the industry grew and became factory based, new places of worship were built for non-

conformists, and formal education facilities and additional social facilities were created.

The character of the Stoke Golding Conservation Area is primarily derived from the agricultural origins of the settlement. This can be identified through a number of former farmhouses and farm buildings within the area, strong visual links to the countryside and several very important green or hard surfaced spaces. The ancient street pattern with its unique twists and turns has added a further layer of local distinctiveness to the Area. The mixture of loose fit residential properties, punctuated by larger commercial or public buildings, of which the Parish Church, Park House, the Baxter Hall and former Halls hosiery factory are important examples, is characteristic of the village.

Dadlington

Dadlington is a ridge top settlement to the north of Stoke Golding. The key historic building within the village is the 12th century church of St James the Greater. In 1511 King Henry VIII authorised the founding of a Chantry Chapel here to commemorate the souls of those killed at the Battle of Bosworth (1485). The village is built on very gravelly ground and evidence of past gravel extraction is clear in the large hollow to the west of the church. Historically the village supported farming communities and later the domestic framework knitting industry.

The main historic buildings centre around the church and village green to the south, while more recent housing development has occurred to the south and northwest towards the Ashby Canal, altering the historic form of the village.

There are elevated views from the edge of the village across Redemore Plain to the northwest. The village is not a Conservation Area



Dadlington Village

Key Issues

- Lack of access to Crown Hill
- Lack of open space within Stoke Golding
- Growth of villages has altered historic character

- and in places is visually intrusive
- The housing allocation for Stoke Golding as been met and additional housing on a large scale is unlikely to be successful.
- Narrow lanes and bridges cross the canal and disused railway affecting safety on roads for different users (cars, bikes, horse riders and walkers)

5.4 Visual Analysis

Views across the Bosworth Battlefield and views to features associated with the Battle such as Stoke Golding church or Crown Hill enable an appreciation and understanding of the evolution of the landscape and events of the Battle. They therefore have a significance value in themselves.



Fieldwork undertaken as part of the preparation of this CP has identified a number of key viewpoints from publicly accessible land, which are illustrated on Drawing No 4.

The identification of these views and an analysis of their historic significance is consistent with recent guidance provided by English Heritage.²⁵ The value of this approach in identifying key views helps to provide a consistent baseline for assessing the potential impact of future change/development on heritage significance within views.

It should be noted that the views illustrated are not exhaustive. They reflect key views from existing public locations only identified during site assessment. In future, changes in the landscape, such as the removal of woodland or creation of new access, may result in new views that are of particular value.

It is noted that the disused railway (currently in private ownership with the exception of a length around Shenton Station) cuts through the Registered Battlefield on embankment and represents a significant potential resource for providing carefully managed elevated views over the Battlefield. In addition the assessment has revealed that currently there are no public viewpoints from Crown Hill, Stoke Golding - views from this area are likely to be of high quality and of high significance.

For each view there is a description of the historic interest in, and the context of the view which can be used to promote appreciation and understanding of heritage significance.

Nature of views

Of the eight viewpoints, three fall within the existing Registered Battlefield (viewpoints 1, 3 and 4), two fall within the proposed extension to the Registered Battlefield (viewpoints 6 and 7) and three lie outside of the Registered Battlefield (viewpoints 2, 5 and 8).

²⁵ English Heritage, 2011, *Seeing the History in the View: A method for assessing heritage significance within views.*

Factors affecting views

A number of factors have been noted as affecting views across the Battlefield - examples are noted in the list below.

Many of these elements will have been implemented by landowners, farmers and other parties as a result of sound land management decisions or past industrial developments. There is no implied criticism other than to raise these in the context of the range of factors to be considered in the future. Any significant changes will need to be agreed with stakeholders, local communities and the local planning authority.




- The growth of hedgerows and woodland copses which obscure and or foreshorten views
- Changes in landform as a result of earth bunding e.g. railway embankments or bunding at Fenn Lane Farm
- Development which alters the perception of subtle topographic changes or prominence of key landmarks as a result of direct scale comparison e.g. construction of tall features such as large farm buildings may have a 'flattening' effect on vertical topography or reduce the visual prominence or setting of a key landmark
- Woodland planting or building development which may draw the eye and detract from key landmarks
- Potential impact of wind turbines beyond the setting of the Battlefield area. Large-scale wind turbines in particular are likely to be very visible from the Battlefield due to their prospective height

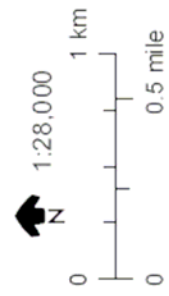
With respect to the risks associated with wind turbines, Hinckley and Bosworth Borough Council are currently preparing a Renewable Energy Capacity Study which is seeking to evaluate potential renewable energy development sites in the borough. Whilst the Battlefield area is omitted as a potential area for development due to their impact on this sensitive landscape, it is feasible areas outside the Battlefield area may be identified or applications for large-scale interventions submitted at any time.

Bosworth Battlefield Conservation Plan Management Plan

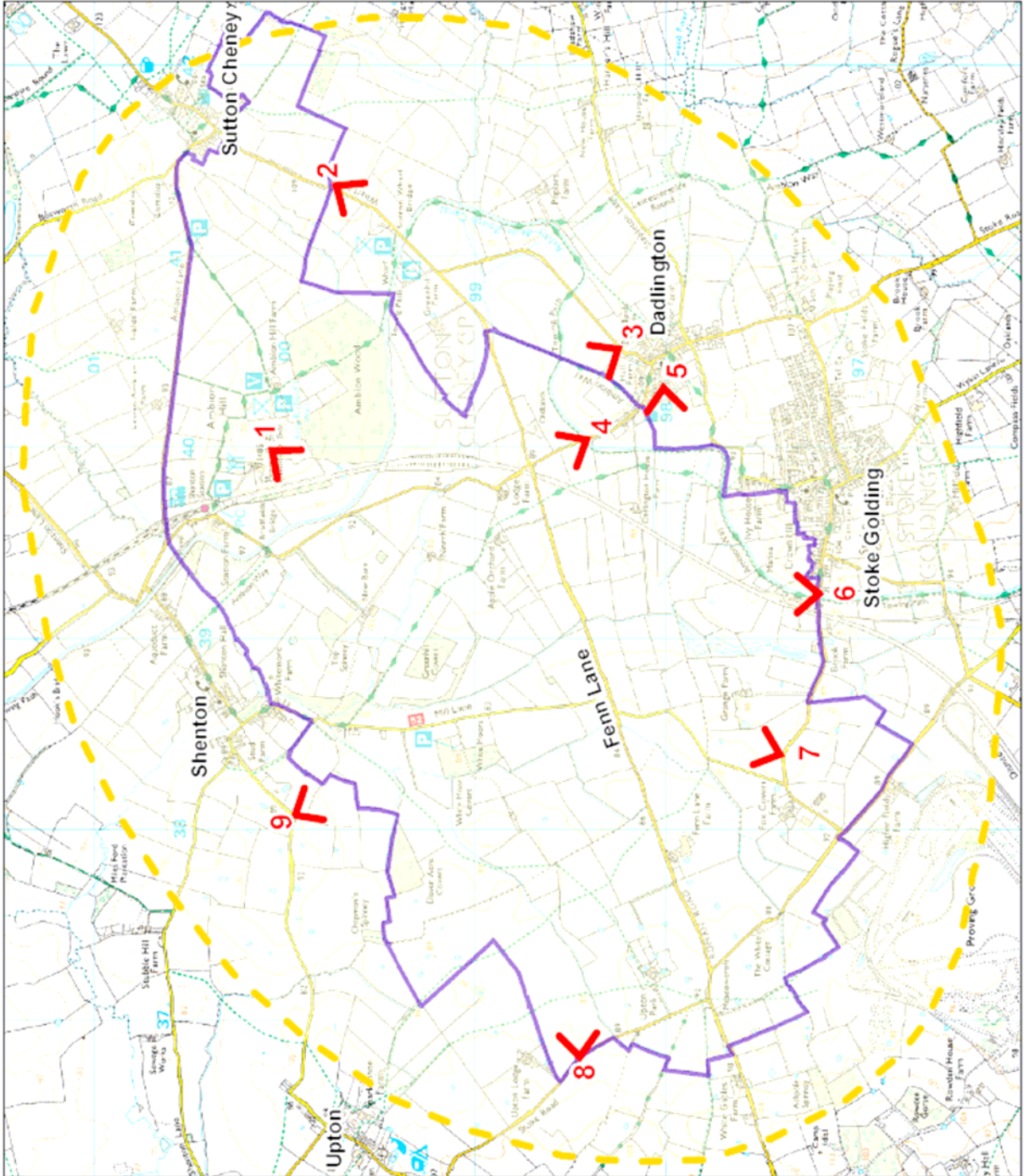
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Drawing 4:
View Analysis

-  Viewpoint
-  Study Area
-  Registered Battlefield



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Bosworth Battlefield Vistas



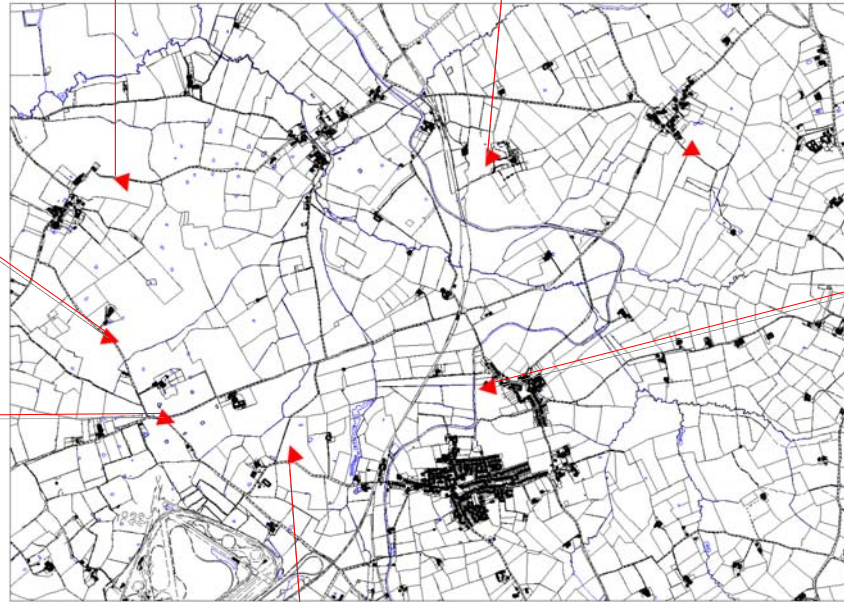
From Upton towards
Fenn Lane Farm



From the Ambion Hill sundial
towards Merevale



From Upton Lane towards
Dadlington



From Fenn Lane crossroads
towards Dadlington



From The Dog and
Hedgehog, Dadlington
towards
Fenn Lane Farm



From Upton Lane across
Redemore Plain

6 Collections

Summary

There are many different physical sources of evidence about the Battle of Bosworth, ranging from contemporary written accounts of the event and later artistic depictions of the battle, through to artefacts which have been uncovered through field survey, chance finds and excavation. Artefacts found within the Battlefield area also include materials which pre and post date the battle.

6.1 Documentary Sources

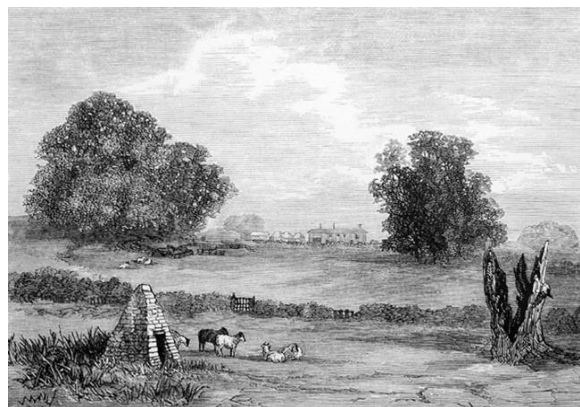
Documentary sources include:

- Polydore Vergil's account of the Battle
- York House Book 2-4 169v is the earliest record of the Battle
- Jean Molinet; c1490 *Chroniques de Jean Molinet (1474-1506)*
- Diego de Valera; *A Castilian report*, early 1486
- William Shakespeare gives prominence to the Battle of Bosworth Field in his play, *Richard III*
- Stanley Ballads 'Lady Bessie and Bosworth Field'

The originals and Copies of these documents are held in Libraries around the world.

A plethora of publications has been written on the Battle, many of which are still available for sale and reference copies of which are held at the Heritage Centre.

The Battle of Bosworth, an event important in the public psyche for hundreds of years, nowhere more so than in this area, has over the centuries inspired a number of artists resulting in a collection of drawings, paintings and engravings associated with the Battlefield, including works by John Flower and Rimmer. These collections are in private and public collections.



View of Ambion Hill, Rimmer 1899

6.2 Artefacts

In addition to documentary and artistic collections there are many significant artefact collections from the Battlefield area. Bosworth Battlefield related artefacts have come into the Leicester and Leicestershire Museum collections since 1849. They are varied and date from different historical periods, ranging from prehistoric stone axes to swords associated with Civil War skirmishes dating to 1644. They also include important artefacts relating to the Battle itself, many of which have been recovered from the recent archaeological survey, including round shot and metal small-finds, such as buckles and the Boar Badge.



The Boar Badge after conservation



A fragment of sword crossguard



The first lead cannon ball to be found at Bosworth



Lead cannon ball fresh from the field



Yorkist Sun in Splendour lead badge



A selection of small finds

Some significant finds from the 2005-10 Battlefield Survey

Many of the artefacts are retained and cared for by Leicestershire County Council and are accessible at the Heritage Centre.

7 Leisure, Recreation and Tourism

Summary

This section provides an overview of audiences, tourism activity and recreation opportunities within the Bosworth Battlefield area. Tourism is an important industry in Leicestershire and heritage-related activities form a significant part of that industry. Particular focus is placed on the Bosworth Battlefield Heritage Centre, as it is central to visitor access and appreciation of the wider battlefield area. Activity here also has a considerable bearing on the current and future recreation and enjoyment activity within the Registered Battlefield and wider landscape as a whole.

The Heritage Centre attracts local visitors as well as families, school parties, national and international tourists. Business customers also make use of the Centre's meeting rooms and facilities. As well as presenting important information about the history of the Battlefield area, the Centre houses temporary and permanent exhibitions and important collections of archaeological finds from all periods. It is also home to Ambion Parva, a site for medieval re-enactments including an annual re-enactment of the Battle of Bosworth.



Ambion Way

A series of footpaths across private farmland extend the reach of the Heritage Centre into the wider landscape and connect it to points of interest such as King Dick's Well and Shenton Station, Ambion Wood and Sutton Cheney Wharf and new interpreted viewpoints on Ambion Hill and Shenton Cutting. Battlefield guides also provide guided walks and tours around the area. Shenton Station performs an important role in bringing visitors almost to the doorstep of the Heritage Centre by steam train, giving tourists an extra experience and a taste of a different period of history as they travel.

The wider study area has a broad range of other recreational activities to offer, including the airfield, steam railway, motor racing circuit, canal wharf, long-distance footpaths and a Sustrans cycle route, plus antique, craft and farm shops and a selection of accommodation to suit all types of visitors.

The Heritage Centre and Country Park are managed by LCC, who are currently in the process of cutting departmental budgets. This may have implications for the Centre and the Park in terms of succession planning and knowledge sharing for the site and the landowners.



Sustran Cycle route through Shenton

7.1 Tourism as an Economic Driver

Within the county of Leicestershire the volume and value of the tourism industry is apparent, with figures for 2010 demonstrating the economic impact to be worth £1.321 billion, generated from 30.5 million visits. Within the county, tourism provides some

19,500 full time jobs and the value of the industry has grown by 10% with employment growth being 5.5% over the last five years.

The economic impact of tourism in the Borough of Hinckley and Bosworth is estimated to be £221.6 million generated from 5.65 million visits, in turn employing some 3,400 full time earners in the sector. Specifically for Bosworth in 2010, a total value of £0.49 million was generated by 131,000 tourist days.

The Borough's distinctive qualities are summarised as:

*World Class attractions, where history continues to be made, sit as comfortable neighbours with charming villages and breathtaking rural vistas. Anchored by a thriving market town and cutting edge meeting, sporting and research facilities at the heart of the country's road infrastructure. Take time out to breathe, think, relax, plan and discover in Hinckley and Bosworth - the place to come together.*²⁶

The Hinckley and Bosworth Tourism Partnership²⁷ is working to promote the Borough as an appealing and diverse leisure destination with an attractive landscape and high quality visitor experiences. Its three main tourism propositions are centred on:

- family fun / enjoying time together
- history and heritage
- conferences and events

7.2 Heritage Centre and Country Park

The Heritage Centre

The Bosworth Battlefield Heritage Centre is located in converted farm buildings on Ambion Hill (refer to drawing number 5). Although called a Country Park, it does not comprise an extensive cohesive tract of land, rather a series of small dispersed parcels of land either owned by Leicestershire County Council (including Shenton Station car park and land along the disused railway to the west of the Heritage Centre) or leased from local landowners e.g. Whitemoors car park from Shenton Estate and the Heritage Centre and Cheney Lane car park from Sutton Cheney Estate. Footpath access across private farmland enables the various land holdings to be physically connected with the Heritage Centre.



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From the car park, the visitor is directed to the main courtyards housing the Tithe Barn restaurant, toilets, offices, Tourist Information, the Heritage Room (conference room) and temporary and

The Heritage Centre is approached from the north along a road leading to the car park on the north side of Ambion Hill. Parking is charged with the use of parking ticket machines.



The Tithe Barn and Heritage room

²⁶ Hinckley & Bosworth Tourism Blueprint presentation, June 2011 including Leicester STEAM analysis at mediarchives.thedms.co.uk/.../LM/.../Hb_promotions_June_20113.pdf

²⁷ <http://www.visithinckleyandbosworth.co.uk/>

permanent exhibition areas, as well as the gift shop.

The award-winning permanent exhibition provides information about the Battle of Bosworth as well as recent archaeological research, funded by a substantial grant from the Heritage Lottery Fund.

To the west there is access out of the courtyard to a picnic area overlooking pasture fields and the deserted medieval village earthworks of Ambion village (designated a Scheduled Monument). From here signage directs the visitor to three different footpath routes, although some is now out of date - one through Ambion Wood to Sutton Cheney Wharf, a second to King Dick's Well and the disused railway/Shenton Station and the third to a new viewpoint/memorial sundial on Ambion Hill, overlooking the Battlefield area. Each of these routes connects to create a series of circular walks. The routes take the visitor through the landscape and new information and interpretation points are provided.



Ambion Parva – medieval re-enactment area

'Ambion Parva' is a gated area enclosed by fencing. It used to contain a reconstructed 'medieval village', built like a film set with temporary planning permission (duration 5 years), which was dismantled in 2010. Whilst it was operational, visitors could meet the onsite re-enactment group, Les Routiers de Rouen, within an atmospheric and engaging area.



Since the dismantling of the buildings, the area of Ambion Parva is still used by Les Routiers des Rouen, whose members put up tents and regularly create a medieval camp. Their activities are organised through a separate company, providing a service to the Heritage Centre.

Ambion Parva is also used by Hawkwise Falconry; a relatively new attraction (a micro enterprise) based on site, for which a separate charge is made. This offers visitors an opportunity to experience birds of prey in flight and at close quarters, adding value to a visit.



Battle of Bosworth Anniversary Weekend

On the August weekend closest to the Battle anniversary each year, the site hosts its main event - the Battle of Bosworth Re-enactment. This attracts many thousands of visitors to the site and the area is extended by the sub letting of an extra fields from the local landowner to accommodate the living history camp, battle, jousting and modern camping for reenactors. Les Routiers populate the Ambion Parva area with activities for adults and children, and a large number of re-enactors from other groups camp in the fields adjacent to Ambion Parva coming together to re-create events from the Battle. This leads to dramatically increased traffic in the area for the weekend.



Battlefield Guides

The Heritage Centre has a team of Battlefield Guides who deliver well-attended guided walks and tours. They offer a bespoke, tailored service to different audience groups, including schools, Special Educational Needs (SEN) groups, serving soldiers and specialist interest groups. The guides provide supporting information to the visitors, including an explanation of modern archaeological techniques, landscape research and historical theories. They also provide information on other battle comparisons, (for example Towton), as well as wildlife interest, farming activity and a history of the landscape across the ages, including the evidence left by the Romans.



Extended guided walk, providing managed access to the whole Battlefield area

Shenton Station

LCC owns Shenton Station including the car park (parking is charged with the use of parking ticket machines), the station building (relocated from Humberstone Road, Leicestershire), toilet block and the railway cutting from the station to just beyond the bridge over the Ashby Canal. The station and the lamproom are now rented out to Station Glass Studio and Gallery and Station Pottery. Steam trains from Shackerstone arrive at Shenton Station on a regular basis bringing people to the doorstep of the Bosworth Battlefield Heritage Centre. The Heritage railway is a good asset, with family audience appeal and is run separately from LCC and the Heritage Centre by the Shackerstone Railway Society and their volunteers.

Until recently, a footpath from the station led along the road to King Richard's Field which contained a memorial stone commemorating the place where Richard III was thought to have died.

As a result of the new evidence from the archaeological survey this memorial stone is now considered to be in the wrong location and it has therefore been moved temporarily to the Battlefield Centre pending possible relocation to the Fenn Lane area.



Management and staffing

The Heritage Centre is managed by Leicestershire County Council through a dedicated Heritage team and other teams who support its promotion and delivery. The Country Park (including the car park) is operated by members of LCC's Country Park team. At the time of consultation and writing, LCC is in the process of dramatically reducing its departmental budgets. This raises potential issues for succession planning and knowledge sharing for the site and landowners.

Bosworth Battlefield Conservation Management Plan

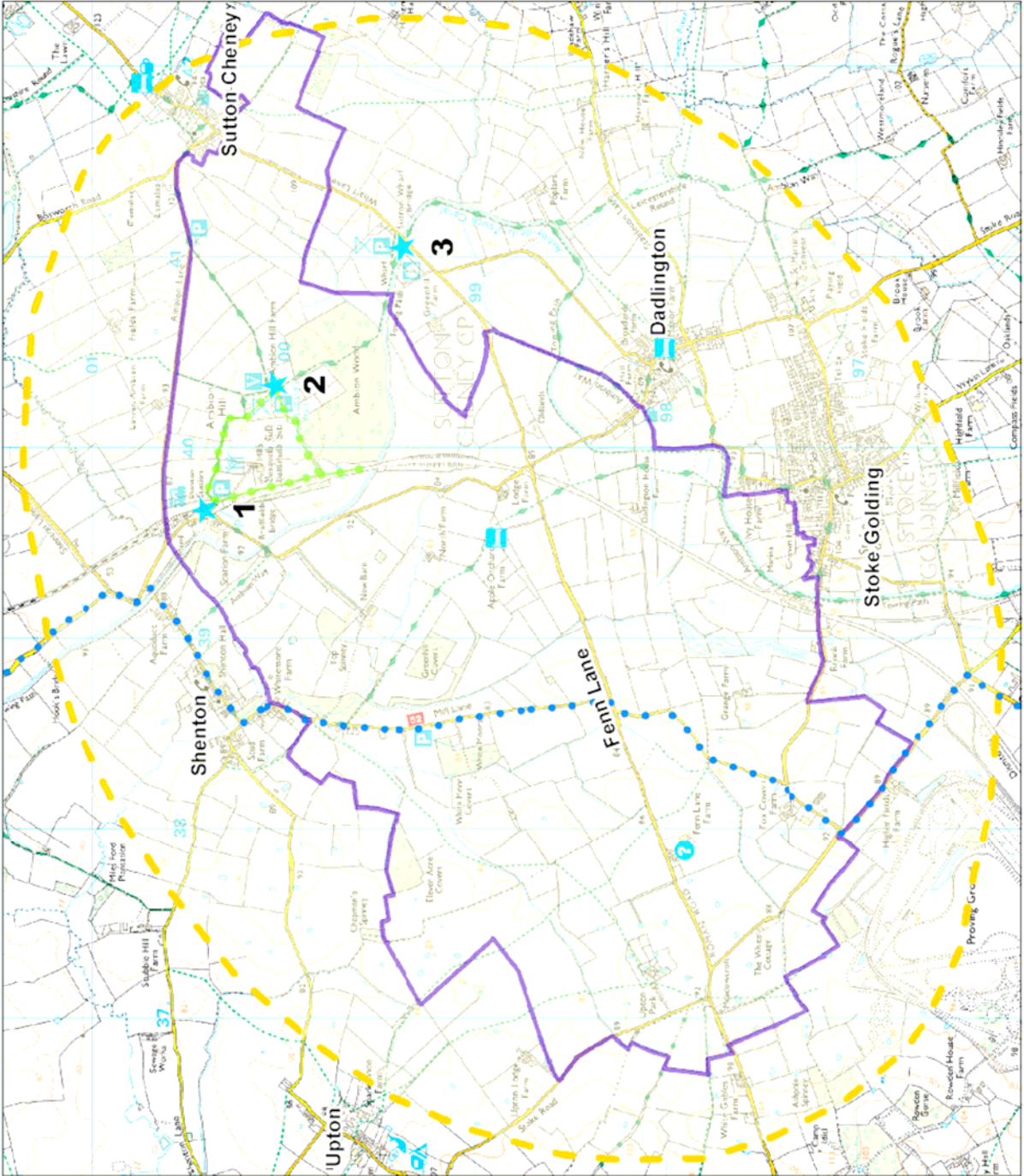
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Drawing 5:
Existing Recreation

-  Registered Battlefield
-  Study Area
-  Footpath
-  Bridleway
-  Long distance route
-  Guided Walk
-  Sustrans Cycle Route 52
-  Canal
-  Car Park
-  Accommodation
-  Environmental Education
-  Visitor Attraction / Facilities



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7.3 Recreation Activities within the Battlefield Area

There are many different recreation opportunities within the area beyond that of the Heritage Centre, all of which have great appeal for a variety of audiences and these are illustrated on drawing number 5

These include:

- **Sutton Cheney Wharf** - cafe/bistro, toilet facilities, car park, moorings for canal boats and boat trips in a 12 seater boat which runs up to eight times a day at weekends, Bank Holidays and school holidays from Sutton Cheney Wharf.
- **Stoke Golding Airfield** - attracts many small aircraft enthusiasts throughout the year and hosts an annual aviation event in August (the 'Stakeout' including a full weekend fly-in, camping, food and refreshments both days, a hangar party and hog roast and live music). Held annually since 2003, it has grown in popularity with over 100 visiting aircraft and many visitors to the event
- **Battlefield Line steam railway** - the last remaining part of the former Ashby & Nuneaton Joint Railway which was opened in 1873. It runs from Shackerstone via Market Bosworth to Shenton Station and is operated by the Shackerstone Railway Society. Trains run at weekends Easter to October, on Wednesday afternoons in July and August and on December weekends. There are also special 'Thomas the Tank Engine days' and an opportunity to hire a train for a party/special event.
- **Station Glass** - Shenton Station comprising a glass studio and gallery.
- **Station Pottery** – The old lamproom houses the Pottery workshop and gallery.
- **Whitemoors Antiques and Crafts Centre**, Shenton - including tea rooms and gardens.
- **Fenn Lane Farm Countryside Education** – comprises a conference room/classroom and facilities which are used by The Country Trust which seek to help urban children understand the countryside offering farm visits and indoor/outdoor activities.
- **Sustrans cycle route 52** which runs between Market Bosworth to Highham on the Hill via Shenton village to the west of the RB area.
- **Ambion Way and Leicestershire Round Long Distant Footpaths** cross the area and collectively offer a circular route connecting Barwell and Hinckley with Stoke Golding, Dadlington, Shenton, and Bosworth Battlefield Heritage Centre. The route crosses open countryside as well as following the towpath along the Ashby Canal.
- **Church End Beers Micro Brewery based in Nuneaton** - opened its first pub at George and Dragon, Stoke Golding.
- **Mallory Park Racing Circuit**, Kirkby Mallory is a motor racing circuit offering track days and race events for motor enthusiasts. Daily activity with large events held at weekends.
- **MIRA rallying courses** at weekends
- **Fishing on Ashby Canal and at Lychgate Fisheries, Stoke Golding**
- **Numerous farm shops selling local produce** including cheese, beef and pork.



Horse riding is a popular pastime in the area



Sutton Cheney Wharf

There are also a range of public houses and accommodation available in the area including:

- **The White Swan Public House**, Stoke Golding
- **The George and Dragon Public House**, Stoke Golding
- **The Three Horse Shoes**, Stoke Golding
- **The Dog and Hedgehog Public House**, Dadlington
- **The Hercules Public House**, Sutton Cheney
- **The Olde Red Lion Public House**, Market Bosworth
- **Bosworth Water Park Caravan site**, Market Bosworth
- **The Gatehouse Caravan Park**, Cadeby
- **Upton Barn Caravan site**, Upton
- **The Royal Arms Hotel**, Sutton Cheney
- **Ambion Court Hotel**, Dadlington
- **Bosworth Hall Hotel**, Market Bosworth
- **Apple Orchard Farm Bed and Breakfast**, Dadlington
- **Vale Farm Bed and Breakfast**, Highham-on-the-Hill
- **Stud Farm Bed and Breakfast**, Shenton

As well as attractions and businesses, the area has a number of attractive villages (see character assessment in section 5) many of which are Conservation Areas, together with many footpaths and some bridleways and cycle routes and a network of historic lanes. These combine to provide an appealing, high quality landscape for living, working and visiting.

Additional attractions in the locality include local microbreweries, fishing at Stoke Golding and Mallory Park Racing Track hosting various race, music and charity events.



Bosworth beers produced by
a local microbrewery



Mallory park is a local employer and bring visitors to the area, but the activities held there are usually, by their very nature noisy

Research published by VisitBritain in 2010 noted that, *“the bulk of potential overseas visitors to Britain have little appreciation for the strength of our rural landscapes and settlements as holiday destinations. There is definite potential to unlock here in promoting Britain’s countryside and villages more effectively, by delivering a new dimension to a visit for visitors already familiar with ‘urban’ Britain, and by attracting altogether new visitors who may not have been aware that such a rich rural experience could be enjoyed here in Britain.”*²⁸

There are many shabby or redundant signs around the battlefield area, generally erected by LCC over the past 40 years, which impinge on the general aesthetic look of the battlefield and surrounding landscape. These could potentially also lead to confusion for visitors from outside the area.

²⁸ Visits to villages and countryside: Foresight Issue 85, November 2010, VisitBritain

8 Significance, Values and Issues

Summary

The value of the wider Battlefield area to the public and a measurement of its overall significance are important considerations and vital when developing an effective Conservation Plan. It is only through understanding what is of value, that fully informed decisions can be made. This section examines the many different ways in which value can be ascribed to this landscape as a whole, and what issues may affect that value.

The inclusion of Bosworth Battlefield in the English Heritage register of battlefields illustrates its immense historical significance as a turning point in English history, but the value of the area goes far beyond this. Public consultation clearly shows that the area is highly valued for its unspoilt landscape and views. In a region that can be busy and urbanised, this area is a tranquil piece of English countryside that provides a sense of identity and belonging for the local population. It is a working agricultural landscape, supporting local business and a place that offers a wide range of recreation and leisure interests for those who visit it.

A considerable part of the area's overall significance comes from the interplay of the many qualities described in this section: physical historical evidence (such as finds); historical value through continuity and landscape features such as place names, medieval settlement patterns or examples of industrial archaeology; aesthetic value (tranquillity, attractive landscape features, villages etc.) and communal value (places giving people a sense of identity or emotional links, a place for commemoration or a focus for collective memory as well as a working agricultural landscape). The Battlefield and its wider environs offer countless examples of all of these types of value, ranging from the Battlefield site itself to the tranquil countryside, with evidence of historical continuity right up to examples of more recent industrial heritage.

All of these qualities are, however, vulnerable to a range of issues in the study area. Physical historical evidence can be subject to loss or damage and suffer due to land management activity, poor communication between parties and gaps in knowledge. The same applies to the historical value of the area, which may also be affected by building development or even tree growth and planting.



Roadside litter, particularly in gateways is an ongoing issue.

Aesthetic value can be similarly affected by land use decisions, and an increase in population and visitors may result in traffic congestion, litter, building development and visual clutter. This also affects the communal value of the area, with personal and emotional experiences, enjoyment and understanding of the landscape affected and peoples' concern that they have no say in how it is changing.

There are particular issues affecting the Heritage Centre, particularly since the latest research has more accurately pinpointed the site of the Battle, making the location of some car parks inappropriate and some signage out of date. Design of and access to the Centre could also be improved to accommodate increasing visitor numbers, and to improve the aesthetics of external views of the venue. The Centre gives a wide offer to the public, but would benefit from developing a clearer focus.

Wider economic and social issues are also of concern – policing of local crime, a worry that increasing tourism could restrict traditional land use and that the proposed extension of the Registered Battlefield area could restrict local farm diversification and business activities. There is also a lack of centralised outlets for local produce.

8.1 Overarching Public Values

A focused programme of public and stakeholder consultation was undertaken as part of the preparation of the CP to establish how the Bosworth battlefield area is valued.

People's experience and involvement in the area include local residents from the adjacent villages, farmers and landowners, walkers, naturalists, heritage and local history groups, and local businesses. The following points summarise their primary views of the most memorable aspects of the area.

Landscape

- The area is highly valued for its unspoilt rural character which reflects an oasis of beauty in an otherwise pressured and urbanised context
- The countryside is considered to be well maintained, attractive and interesting
- The open character of the landscape and views from higher land, particularly the villages and Ambion Hill, is especially valued
- The countryside is highly valued for its wildlife interest and diversity

Identity and belonging

- Village residents and local landowners draw a strong sense of identity and pride from the Battlefield – 'this is where history was made'
- Local residents feel a sense of belonging and partnership when they visit the battlefield area
- Many landowners have farmed in the area for generations and feel a strong affinity with the landscape and sense of protection for their heritage

Recreation

- The area is valued for its local walks and access, particularly along the canal
- The area is valued for its diversity of recreation facilities including canals, railway, battlefield walks, refreshments, parkland landscapes, shooting, fishing, horse-riding
- The relative peace and tranquility of footpaths and bridleways enables restorative reflection and relaxation
- The area and landscape is a place for study and learning, including all periods of history and natural heritage



8.2 Statement of Significance

The following overarching statement of significance has been prepared specifically for this Conservation Plan.

A quintessential English landscape is the setting for The Battle of Bosworth Field, one of the most important battles in British history, marking a turning point in the nation's heritage.

This tranquil area of lowland Leicestershire belies the bloody events of August 1485 when Richard III was slain, the last English King to die in battle.

The defeat brought to an end the powerful Plantagenet dynasty and initiated the rise of the Tudors with the crowning of Henry VII on Crown Hill, Stoke Golding.

The 'Battlefield Church' at Sutton Cheney and, to a lesser extent, Dadlington Church, with its Tudor Battlefield Chantry continue to commemorate those who fell in battle, attracting local, national and international pilgrims.

Archaeological research continues to reveal new insight into the topographic significance and deployment of early firearms alongside formations of cavalry and archers.

Local residents are proud of their battlefield heritage and appreciate the tranquillity of footpaths and bridleways for quiet recreation and leisure. The well-managed landscape provides significant conservation and economic value to the region through the diversity of its farming, sporting and tourism activity.

8.3 Overarching Significance

People may value a place for many reasons including its distinctive landscape, the story it can tell, association with notable people, flora and fauna, beauty and aesthetics or as a focus for a community.

Many heritage values are recognised by statutory designation or inclusion on a national register. Bosworth Battlefield is one of 43 registered Battlefields in England and is the only Registered Battlefield in Leicestershire. English Heritage registers battlefields to offer them protection and promote a better understanding of their significance. English Heritage identifies four ways in which battlefields are significant as follows:

- A turning point in English history.
- Where tactics and skills of war still relevant to the defence of the country are illustrated.
- A place for thousands of unknown soldiers, nobles and commoners alike, whose lives were sacrificed in the making of the history of England.
- Where important topographical and archaeological evidence can increase our understanding of the momentous events of history which took place.

Although inclusion on the Register of Battlefields signifies the importance of Bosworth, decisions about day to day management should take account of all the values that contribute to the significance of the area.

The significance of the Bosworth battlefield area derives from a complex range of factors. Although these can be separated out (see below), the listing of such factors should not be taken to imply that each can be considered as a separate entity: many are intrinsically related, and a large part of the area's significance derives from the interplay between a whole range of complementary qualities.

The significances associated with the Bosworth Registered Battlefield and its wider setting are provided below under four main headings based on English Heritage conservation principles²⁹:

- Evidential
- Historical
- Aesthetic
- Communal

For each significance, relevant issues are also explored and have been informed by research, site assessment and consultation with special interest groups, landowners and residents in the area. The issues raised highlight what makes the study area vulnerable and what factors detract from significance or have the potential to do so. Although the complex significance of the battlefield area is affected principally by physical factors (human activity or lack of action, the effects of land use, and the impact of recreation), there are more abstract factors such as lack of knowledge, or the absence of research, which also have an impact.

This is a process of identifying and understanding the significances and values which allows stakeholders to consider the opportunities for mitigating those risks where possible, or acknowledging that there will inevitably be some consequences in a living, breathing, working landscape. It is not seeking to imply criticism of current practice but rather to work together in partnership to find potential solutions where required. The proposed Partnership Forum (see Section 9) could lead the way in resolving some of those in-built challenges for the Battle of Bosworth landscape.

8.4 Evidential Value

*Evidential Value is derived from the potential of a place to yield **physical evidence** about past human activity*

- The **time depth of the entire area is complex and extensive**, ranging from prehistoric round barrows to the Ashby Canal of 1804 and beyond.
- The **battlefield and its setting is of immense archaeological potential** for furthering understanding of the battle and warfare of this period, together with understanding human activity and land use development pre and post battle³⁰
- The **Roman temple complex** and associated features on Ambion Hill are potentially **one of the most important Roman temple sites in the Midlands** and associated with high status finds including 1st-century Samian ware pottery and disc brooches and coins
- The **collection of horse and rider brooches** associated with the Roman temple complex on Ambion Hill is the largest of its kind
- The **Deserted Medieval Village (DMV)** on Ambion Hill is designated a Scheduled Monument - the earthworks are still **visible and well preserved**

²⁹ English Heritage (2008) Conservation Management Planning

³⁰ David Knight, Blaise Vyner and Carol Allen (2012) East Midlands Heritage An updated research agenda and strategy for the historic environment of the East Midlands (page 103)

- The ***Ricardian Boar badge, the lead round shot scatter*** and other 15th-century artefacts associated with the Bosworth Battle help confirm the Battlefield's geographic location
- The ***consistent and systematic large scale intensive survey*** carried out by volunteers led by Foard, under the jurisdiction of the Battlefields Trust, is ***unique for a battlefield*** anywhere in the world. It has resulted in a ***more meaningful collection of non-projectile finds*** enabling potentially greater reliability in interpretation
- The ***research at Bosworth*** has contributed to our ***understanding of the origins of firepower in Europe*** and has the potential to further this understanding
- The ***round shot*** from the Battlefield site now comprises a ***unique collection*** greater than from the whole of the rest of Europe. The scatter corroborates Henry's mercenaries coming under heavy artillery fire from the King's guns and offers a subject for academic and scientific research.

Issues affecting Evidential Value:

Undocumented loss or removal of artefacts

- Many of the historic artefacts relating to the Battle have been potentially moved as a result of farming activity since the Battle took place, however they are still relatively in situ and provide valuable information about the Battle
- Registering the Battlefield and altering the boundary can highlight the location and potential for archaeological finds, making the area vulnerable to looting and night hawking
- The 2011 English Heritage reviewed the Registered Battlefields in England and considered Bosworth Battlefield to be at medium risk due principally to its vulnerability to unauthorised metal-detecting
- Looting and night hawking of the area by metal detectorists gives rise to trespass issues, loss of artefacts, damage to ground and health and safety issues
- The sale of artefacts allegedly from Bosworth on the internet strains relationships between the researchers and landowners

Physical damage

- Ploughing has the potential to damage artefacts and other buried archaeological remains; conversely it can have the benefit of bringing artefacts to the surface assisting in plotting the geographical extent of the Battlefield
- The effect of agricultural regimes including the use of fertilisers on artefacts still in the ground is not known, nor is the rate of decline due to factors such as soil acidity. This is a consideration for any archaeological remains and many survive despite these factors
- Drainage of farmland particularly former fen areas has resulted in a loss of valuable evidence which could be used to understand the original extent of the fen at the time of the Battle



Knowledge and research

- A strong focus on the location and distribution of archaeological finds when interpreting the Battle underplays the value and opportunities to tell the story of Bosworth through the use of the wider landscape

- The full extent of battlefield archaeology at Bosworth is still unknown and further survey and research is required, particularly in relation to locating mass burial pits³¹
- There is a lack of written reports associated with some areas of historic research i.e. Roman finds on Ambion Hill
- There is still limited knowledge of the extent and nature of the medieval 'marsh', resulting in limited information being available to inform potential wetland habitat restoration



Co-ordinated management

- The Battlefield landscape is managed by a large number of landowners with differing interests and views. In a number of cases the landownership and management is complex comprising multiple family involvement and tenant farmers. This can result in a variety of land management activities with potential for conflicting priorities affecting the conservation of buried archaeology
- A perceived lack of trust and poor communication between various stakeholders and other bodies with an interest and involvement in the management of the area, e.g. landowners, LCC, Hinckley and Bosworth District Council, English Heritage, making conservation planning problematic

Guardianship

- The archaeological survey of the Battlefield has provided new evidence on the main location of the Battle and has highlighted that the existing Registered Battlefield boundary needs to be revised. A new extended and refined boundary³² for the Battlefield has been discussed by the English Heritage Battlefield Panel and a revised boundary is to be confirmed in due course, following consultation. However the full extent of the Battle is still not known and future research may require further revisions to the Battlefield boundary as more information comes to light
- Features and places associated with the Battle, but outside of the Registered Battlefield boundary, may be susceptible to adverse change e.g. Dadlington and Sutton Cheney churches
- Although the Battlefield Heritage Centre holds the material from the Survey and displays some of the previous Battlefield relics, there is no official centralised repository for all battle related artefacts and archives, resulting in such material from the Battlefield not all being held locally.

8.5 Historical Value

*Historical value is derived from the ways in which past people, events and aspects of life can be connected through a place to the present. It tends to be **illustrative or associative and can relate to cultural and natural heritage.***

Illustrative - may depend on visibility or may aid interpretation of the past through making connections

³¹ David Knight, Blaise Vyner and Carol Allen (2012) East Midlands Heritage An updated research agenda and strategy for the historic environment of the East Midlands (page103)

³² The revision to the Registered Battlefield includes an extension to the south west and two areas of deletion - one to the north of Ambion Lane and one to the southeast between Fenn Lane and Dadlington (refer to drawing no 4).

- The Ashby Canal is a **Conservation Area** valued for its **industrial archaeological interest** and demonstrates the **art of civil canal engineering**
- The **geography of the landscape influenced the construction of the Ashby Canal** which was constructed using the contour principle, following the natural contours of the low hills and avoiding the lower lying land of Redemore Plain
- The **aqueduct at Shenton is one of only two aqueducts associated with the Ashby Canal**
- The **industrial development** of the area in 19th century is reflected in the railway, canal and the **architecture** in the settlement of Stoke Golding
- **Place names and field names** reflect the former landscape and its evolution from Anglo Saxon times
- The **geography of the landscape was decisive in the Battle** - topographically it has remained largely unchanged save for the canal and railway construction - **landscape archaeology research advanced by Foss and Foard**, has extended our **understanding of the medieval battle**, and has great significance for future battlefield designation, conservation and research
- **Fenn Lane is a Roman Road still used today** - the majority of the current route closely follows the Roman Road and was of strategic importance to the Battle of Bosworth
- The **historic villages** of Shenton, Sutton Cheney and Stoke Golding are Conservation Areas and together with the pattern of **rural lanes**, they reflect the **medieval settlement pattern** and contain many listed buildings
- There are **notable areas of ridge and furrow** found throughout area, but particularly within Shenton Parkland, Ambion Hill and Crown Hill
- **Hedgerow trees and parkland trees**, particularly around Shenton and Stoke Golding, illustrate the past evolution of the landscape in relation to enclosure and emparkment
- **Crown Hill** is visually prominent in the landscape and is **associated with the crowning of Henry as King**
- **'King Dick's Well'** has historically been associated with Richard's camp prior to the Battle
- **Dadlington Church** is associated with the Battlefield war dead and a copy of the early 16th century document which discusses a Chantry chapel to commemorate the fallen is displayed within the church
- **Kendall's Meadow** is a **Site of Special Scientific Interest (SSSI)** within the Registered Battlefield, and is valued for its grassland and orchids. It may be one of the best examples of hay meadow in the East Midlands
- **Lychgate Fisheries** include areas of open water and reed bed, the latter being a **rare habitat within the Borough**
- There are many **Local Wildlife Sites** in the area. These cover woodland copes, grassland, grass verges along rural lanes and scrub areas along the disused railway and Ashby Canal

Associative - includes association of a place with notable people, events and movements

- The Battle of Bosworth ranks with Hastings as **one of the most decisive battles in British History** – it marks the **death of the last King of England to die on a battlefield; the end of the Wars of the Roses; the end of the Plantagenet dynasty and the start of Tudor dynasty**
- The **application of gunpowder weapons** at Bosworth potentially transformed the nature of warfare - shaping and defining British history
- **Polydore Vergil's** account of the Battle is the most detailed of the early accounts
- **York House Book 2-4** 169v is the earliest record of the Battle

- **Shakespeare** wrote about the Battle in '*Life and Death of Richard III*'
- The **Stanley Ballads 'Lady Bessie and Bosworth Field'** reflect an oral tradition, albeit poetically rendered, which is well informed and nearly contemporary with the Battle. They also reflect something of the geography of the landscape and Battle.
- The historic significance of the area has inspired artists including John Nichols 1791 (*engraving of Dadlington Chapel*), Philip James de Loutherbourg 1804 (*Painting of the Battle of Bosworth*) and Rimmer 1899 (*Painting of Ambion Hill* showing King Dick's Well)
- Samuel Parr erected a **cairn over a spring on Ambion Hill** in 1813 thought to be the source of King Richard's last drink during the Battle

Issues affecting Historical Value:

Physical damage

- Ploughing has the potential to damage physical earthworks such as ridge and furrow, as is the case with much archaeology nationally
- Development of settlements and loss of their historic form, character, relationship to landscape setting and individual identity

Visual fragmentation through partial loss or concealment

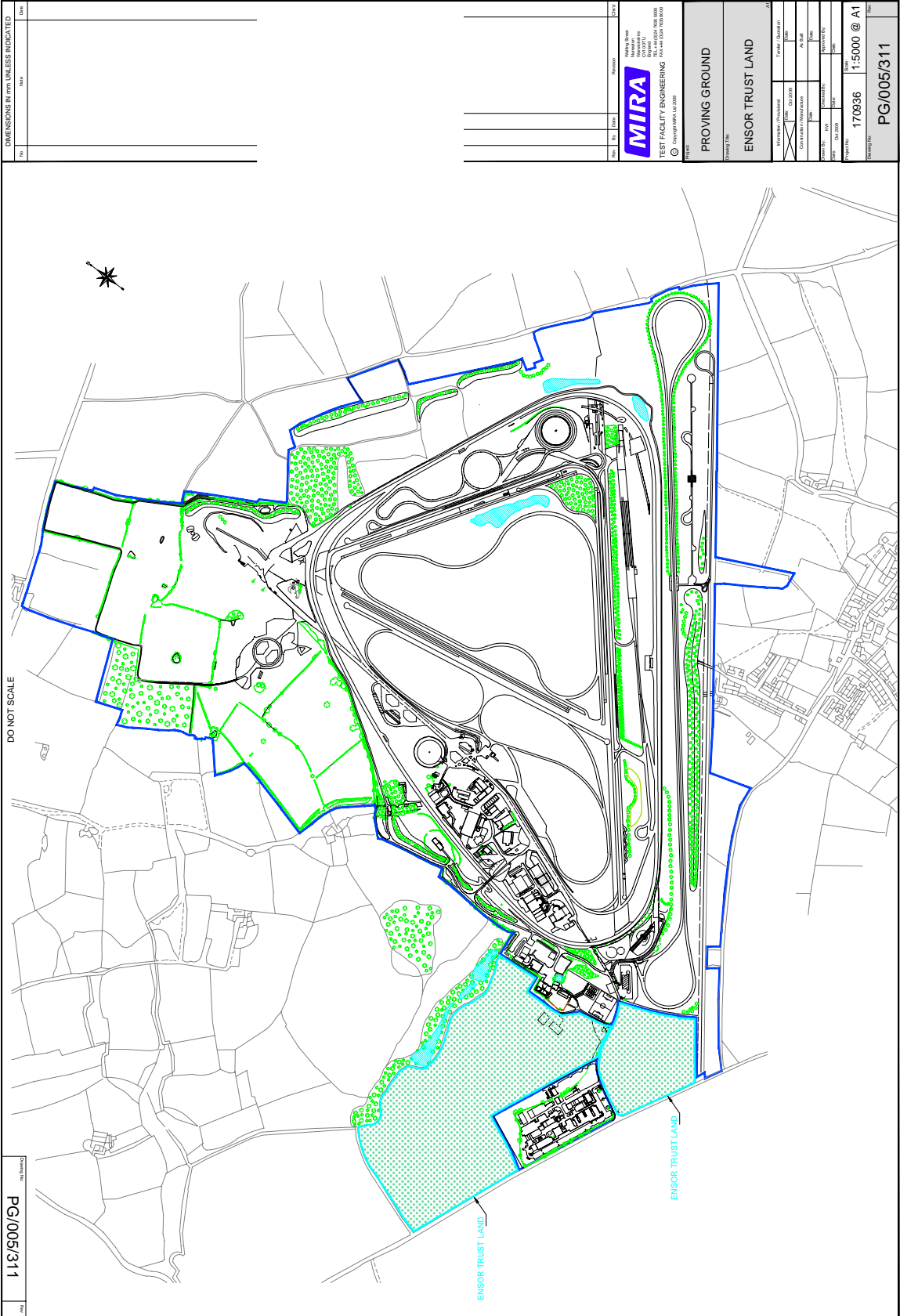
- Post battle landscape patterns (notably hedgerow enclosure and woodland planting) have obscured views and make it difficult to understand and visualise the landscape at the time of the Battle
- On average there are 2 - 4 planning applications a year that have a physical or visual effect on the Battlefield and/or its setting
- The adopted Core Strategy identifies a housing requirement for Stoke Golding of 60 dwellings. However a planning application for 59 dwellings was approved in 2010 and 2011 and the development is currently under construction³³.
- In addition development proposals within the vicinity of the Battlefield include expansion of the MIRA site to the south-west, associated with the Enterprise Zone, and a potential composting site on Fenn Lane
- Planting of woodland copses or hedgerows may sever views between landscape elements which aid understanding of the area and or have a visual association with the battle area
- Loss of hedgerow trees or veteran trees associated with parkland due to lack of management or replanting
- The subtle topographic changes, of value to understanding the Battlefield landscape, are vulnerable to potential changes in landform e.g. bunding or built development such as new large scale buildings which may alter perceptions and appreciation



Gaps in understanding

- Other significances associated with the Battlefield area, including industrial archaeology, Roman sites and nature conservation interest are underplayed
- There is a lack of interpretation within parts of the Battlefield area
- There has been little research into the evolution of Shenton estate village and parkland
- There is no complete record of surviving ridge and furrow within the battlefield area

³³ Hinckley and Bosworth Borough Council, 2009, Local Development Framework Core Strategy and Strategic Housing Land Availability Assessment (SHLAA) Review 2010



8.6 Aesthetic Value

Aesthetic Value is derived from the way in which people draw sensory and intellectual stimulation from a place

- The **quintessential Englishness of Bosworth** as an archetypal landscape comprising villages, the village church, narrow winding lanes, the ploughed fields, small streams and hedgerows
- The area has a **strong rural / countryside** feel and is of **high quality** (previously identified as an area of Particularly Attractive Countryside within the 2001 Hinckley and Bosworth local plan)
- **It has rural tranquillity and quiet character** - important area for open air recreation including walking, horse riding and cycling
- The **road bridges over the Ashby Canal** form **distinctive and repetitive features** across the area and contribute to local distinctiveness
- The **different periods of field enclosure** are evident in the landscape today and **contribute to local landscape character**
- **Hedgerow trees and parkland trees**, particularly around Shenton and Stoke Golding, make a significant contribution to **landscape character and quality**
- The **historic villages** of Shenton, Sutton Cheney and Stoke Golding are Conservation Areas and are valued for their **historic integrity and unique character**
- The **landscape gap between Dadlington and Stoke Golding** helps these settlements retain their individual identity
- The **Church of Stoke Golding is a key landmark** from the Registered Battlefield area, aiding orientation and interpretation
- The **views from the hills and higher surrounding Redemore Plain** help **provide an overview** of the area **and place the Battlefield in context**
- The **woodlands and copses in the area are of value for shooting and nature conservation**
- **Natural habitats** which reflect the subtle changes in topography and drainage of the area **reinforce and enrich local landscape character e.g. Kendall's Meadow**, valued for its grassland and orchids and may be one of the best examples of hay meadow in the East Midlands, **Lychgate Fisheries** include areas of open water and rare reed bed and many **Local Wildlife Sites** covering woodland copses, grassland, grass verges along rural lanes, scrub areas along the disused railway and Ashby Canal
- The **River Sence, River Tweed and Ashby Canal** form important **ecological corridors** through an otherwise farmed landscape
- **Shenton Wildlife Walk** along the disused railway is a haven for wildlife and supports **three types of orchid**

Issues affecting Aesthetic Value:

Physical character - stewardship and management

- Much of the area is covered by Entry Level Stewardship or Higher Level Stewardship. However there are significant areas of land, within the Registered Battlefield area and within the Redemore Plain character area, which are not included in any stewardship scheme including some areas of ridge and furrow

- Potential loss of field ponds due to filling in and scrub development or isolation of ponds from other habitats due to intensive arable farming and subsequent eutrophication³⁴ of water
- Drainage of farmland, particularly former fen areas, resulting in a loss of meadow habitat and of valuable evidence which could be used to understand the original extent of fen at the time of the Battle
- Gripping of road verges and inappropriate mowing regimes reducing nature conservation value
- Lack of woodland management in Ambion wood – resulting in an underused resource and a potential health and safety issue relating to trees and permissive access
- Silting up of canal due to overhanging trees
- Conservation Area status for large areas of land around Shenton may result in a decline in woodland management due to increased planning costs
- Grass verge erosion due to car parking at King Richard's Field and south of Shenton Station in part due to car park charges at the Heritage Centre and Shenton Station
- Dog fouling on country lanes and footpaths (particularly tow path) and fly tipping and litter on country lanes and along footpaths undermines unspoilt rural character of the area



Lack of free car parking within the area has led to regular verge side parking, causing serious erosion and health and safety issues.

Change affecting visual character of area

- Potential for new development – the adopted Core Strategy³⁵ identifies a housing requirement for Stoke Golding of 60 dwellings. However a planning application for 59 dwellings was approved in 2010 and 2011 and the development is currently under construction
- In addition development proposals within the vicinity of the Battlefield include development of the MIRA site to the south-west associated with an Enterprise Zone and a potential composting site on Fenn Lane
- On average there are 2–4 planning applications a year that may have a physical landscape or visual effect on the Battlefield and/or its setting.
- The subtle topographic changes which contribute to changes in local landscape character are vulnerable to potential changes in landform e.g. bunding or built development such as new large scale buildings which may alter perceptions and appreciation

³⁴ “The process by which a body of water acquires a high concentration of nutrients especially phosphates and nitrates. These typically promote excessive growth of algae. As the algae die and decompose, high levels of organic matter and the decomposing organisms deplete the water of available oxygen, causing the death of other organisms, such as fish. Eutrophication is a natural, slow-aging process for a water body, but human activity greatly speeds up the process.” (Art, 1993)

³⁵ Hinckley and Bosworth Borough Council, 2009, Local Development Framework Core Strategy and Strategic Housing Land Availability Assessment (SHLAA) Review 2010

- Past planning decisions at the Heritage Centre have adversely affected the wider landscape e.g. car park on Ambion Hill (particularly when full) and white tent on Ambion Parva (now replaced with a green/ grey marquee)
- The growth of villages may result in loss of individual identity and potential for coalescence - particularly Dadlington and Stoke Golding and may cause visual intrusion adversely affecting the character of the landscape and battlefield area

Change affecting perceptual qualities (tranquillity/rural idyll)

- The extent of prohibitive negative signage (keep out/private etc) in the wider landscape gives a negative impression of the area
- Potential for visual clutter and insensitive change in character due to increased signage/interpretation
- Loss of tranquility/peace due to increasing visitors, annual battle re-enactment event, light aircraft and motor racing in vicinity
- Development of street lighting in villages resulting in night light spill and urbanising effects
- The conversion of farm buildings to residential use or holiday cottages with risk of urbanisation due to boundary treatments and associated domestic planting
- The speed of traffic on the country lanes and also on Fenn Lane which carries traffic between the A5 near Fenny Drayton and the A447 near Sutton Cheney
- Lack of management at Whitemoors and Cheney Lane car parks (leased by LCC) resulting in an unkempt feel
- Potential for increased traffic to the area if the Battlefield attracts more visitors and potential increase in risk of trespass if unmanaged



Security measures at Shenton Station car park



Fast traffic on Fenn Lane is one of the issues for increasing pedestrian access to the battlefield area

8.7 Communal Value

Communal value includes the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory. People may draw identity from the place or have emotional links to it.

Commemorative and Symbolic

- The **area is a place of pilgrimage** and is especially venerated for its association with Richard III and his death
- A **stone to commemorate Richard III's death** was erected in King Richard's Field **close to Shenton Station**³⁶
- A **re-enactment of the Battle** is held each year to commemorate the 22nd August when the battle took place
- A **Commemorative sundial, planted with red and white roses, has been constructed on Ambion Hill** offering visitors and walkers space to reflect on the battle events and those that fell in the Wars of the Roses and in other conflicts around the world

³⁶ this has recently been relocated to the Battlefield Centre pending possible further relocation to the Fenn Lane Area

- **Sutton Cheney Church** has been unofficially designated as 'The Battlefield Church' and is a focus for commemoration of the fallen. The church contains several commemorative items funded by the Richard III Society
- **Footpaths** through the area are **valued for opportunities for quiet relaxation and reflection**

Social

- Village residents and local landowners draw a **strong sense of identity and pride from the Battlefield** - 'this is where history was made'
- There is a **strong continuity in the farming community** - many farms have been managed within the same families for generations resulting in a wealth of knowledge and strong sense of belonging
- There are **opportunities** for people **to engage with the environment** - **Country Trust Education Centre**, located at Fenn Lane Farm, provides **environmental education** for inner city children and **farm walks are run at Shenton Estate and Fenn Lane Farm** providing the general public with access to areas not usually publicly accessible
- **The Ambion Way and Leicestershire Round long distance routes** connect the Battlefield with a wider context
- Bosworth Battlefield is **one of only three battlefield sites in England which have outstanding interpretive facilities**³⁷ in the form of a Heritage Centre which is a **key attraction and local facility**
- The Heritage Centre offers **volunteering and training opportunities** for local residents
- **The Ashby Canal, The Wharf, Shenton village and the Battlefield Line** are all **popular destinations** that are physically 'linked' and appeal to families

Economic

- The landscape comprising the Registered Battlefield and its wider setting is important in providing **economic farming units** and provides considerable **local employment**
- **Local produce** is made and sold in the area including beef, pork, chicken, eggs as well as cheese
- **Cheese** made at Upton includes two named after the Battle - **Bosworth Field and Battlefield Blue** which are sold throughout the UK and internationally
- Other **local businesses** include livery, bed and breakfast, pubs, antique centre, steam train, boat trips, tea rooms, Stoke Golding airfield and farm shops
- The **Heritage Centre is a key employer** in the area

Issues affecting Communal Value:

Spiritual quality

- The potential visual and aural impact of large development or activity which may affect the quiet, rural and tranquil character of the area and the intangible spiritual quality of this landscape
- Potential for increased visitor numbers and difficulty in finding easily accessible locations within the battlefield area for quiet contemplation
- Sense of belonging undermined by perceptions of having 'no say' in how the area changes in the future

³⁷ Bosworth Battlefield Heritage Centre won the Classic Award in the **Museums and Heritage Awards for Excellence 2009**, East Midlands Tourism England **Excellence Awards (Bronze) for small visitor attraction 2008** Heritage centre and was Highly Commended in **VisitEngland Tourism Awards in 2012**

Enjoyment and understanding

- The current Battlefield Heritage Centre has become physically remote and, past signage and interpretation in the wider landscape is now out of date and confusing to the visitor. This follows the archaeological survey which located the main activity of the battle around Fenn Lane
- There is a lack of interpretation within geographical parts of the Battlefield and limited orientation and directional signage
- Road safety issues occur due to the differing road users (drivers, walkers, cyclists and horse riders), speed of traffic and nature of humped back bridges over the canal and railway which create blind spots to oncoming traffic
- Poor siting of limited car parks in surrounding landscape due to re-interpretation of location of the battle
- There is limited physical access to key Battlefield sites (e.g. Crown Hill) and limited access to higher viewing areas to appreciate the extent and character of the Battlefield landscape and context
- The disused railway has been identified as a multi functional recreational route in the Green Infrastructure Strategy. It is in multiple land ownership and has varied use, including storage of disused vehicles, and this, coupled with the loss of the railway bridge over Fenn Lane, means that the route is physically fragmented. Its potential use as a recreational route would therefore require cooperation between landowners, collaborative working and financial investment to achieve a recreational route of value to visitors and residents alike
- Disability access to the wider landscape beyond the LCC managed areas is limited
- Footpaths across the wider Battlefield are frequently used for dog walking resulting in conflicts with breeding birds, conservation management activity and issues of livestock disturbance, dog fouling and disturbance of farm shoots
- There is poor provision of bridleways within the study area - the main route is from Shenton Station through the Heritage Centre to Sutton Cheney which is shared with walkers. It is narrow, resulting in conflicts with other users including pushchairs, mobility scooters, cyclists and groups of school children
- The entrance to the Heritage Centre from the car park is poorly designed reflecting piecemeal development – there is a poor sense of arrival and the entrance to the site is unclear
- There are points of interest at the Heritage Centre which are currently not emphasised or interpreted e.g. Deserted Medieval Village and Roman Villa site
- There is limited orientation information at the Heritage Centre placing it in the extended landscape context of the wider Battlefield and its setting
- New audio interpretation at the Heritage Centre causes disturbance to horses using the bridleway through the area. There are also difficulties for horse riders when crossing the railway line due to trains and metal gates
- There is no cycle hire in the vicinity of the Battlefield - the closest hire centres are at Atherstone, Tamworth and Leicester



Economic decision making

- There is a lack of qualitative evaluation of visitor experiences and therefore no comprehensive way to evaluate the impact of investment in interpretation and infrastructure
- There is a need to clarify the primary focus of the Heritage Centre in terms of its role as a heritage site or country park
- Money raised from car parking charges is not reinvested into the management of the Heritage Centre or wider battlefield area

- Les Routiers des Rouen and Hawkwise are retained by LCC to add value – but it is viewed by some parties that they can currently confuse and compete with the LCC offers on the site
- Vandalism of farm property and damage to private land with limited local policing or deterrents
- Lack of outlets for local farm produce and threats from supermarkets
- Concern that some farm businesses are marginal and may not be economically viable in future/not passed on to future family generations
- Concern that more tourism may restrict traditional land use and management
- Concern that any proposed extension of the Registered Battlefield area and preparation of a CP may inhibit farm diversification and economic viability of family businesses
- Concerns over illegal activity including badger digging, fish and game poaching and hare coursing

8.8 Conclusions

This section has demonstrated that the Battlefield is significant in many different, and often interlinked, ways and that these significances are vulnerable to a range of differing, and sometimes conflicting, issues. Many of the activities, policies, processes or circumstances which damage the Battlefield landscape and its attributes, have complex and multiple impacts. Each one may diminish the significance of the Battlefield in a number of different, often interactive and cumulative, ways.

Although presented as issues affecting significance, and therefore the vulnerability of the significances, each issue also highlights areas of positive opportunity for change and development. This understanding provides a firm basis for identifying the policies and actions needed to tackle the issues and conserve and enhance significance.

9 Addressing the Issues

Summary

This section sets out the proposed objectives and actions of this Conservation Plan. They aim to address issues affecting the Battlefield and its wider landscape whilst protecting the area's special qualities and intrinsic value. The Heritage Centre is the focus for many of these actions, as it is a key attraction in the area and central to people's understanding and enjoyment of the history and landscape. However there are many stakeholders within the area who already have and will continue to have an important role to play in shaping the Battlefield landscape.

The 14 objectives proposed are set within six broad 'themes' that provide a structure upon which the objectives and their associated policies can be built. Each objective has at least one policy, which takes the form of a proposed action. It is proposed that a Bosworth Battlefield Partnership or Forum is established to take these objectives forward. One of the first actions of such a group would be to review the proposed objectives and actions and to define priorities for the Partnership.

The primary theme focuses on encouraging partnership and communication, which is paramount for the successful conservation of the area. This is particularly important as the area is managed by a number of different landowners and stakeholders. Partnership with local, regional and national organisations, with agreed responsibilities and actions, will help secure the future of the area.

The second theme is about fostering a local economy that supports conservation and the landscape. It aims to encourage a sustainable level of tourism that also supports local business, without adversely affecting the quality of the landscape.

The third theme focuses on the protection of the archaeological resources in this historically rich area; encompassing artefacts, sites and areas from a range of historical periods.

Sustainable land management is the focus for the fourth theme. The aim is to encourage farming that works within sustainable environmental limits, producing good quality food and creating successful businesses for farmers whilst protecting ecological diversity and the character of the landscape.

The fifth theme is about the appreciation and understanding of the landscape; the Bosworth Battlefield area provides many opportunities for both formal and informal learning about cultural and environmental subjects. Understanding of and access to this valuable resource can be improved.

The final theme addresses access to, and enjoyment of, the Bosworth Battlefield area. It looks at ways to encourage visitors while balancing this with the need to reduce damage to the fabric of the countryside and protect the tranquillity of the area.

9.1 Introduction

The focus of this part of the CP is on future management and action.

The objectives, policies and actions set out below reflect an understanding of the values associated with the Bosworth Battlefield area and the range of issues currently affecting it. They therefore aim to address issues and safeguard special qualities of the area for the future. In being clearly stated, it is hoped that they can enable all parties to work together cooperatively.

Included in the objectives and policies are those relating specifically to the Bosworth Battlefield Heritage Centre as it is one of the premier attractions in the area and of specific relevance to an understanding and appreciation of the Battlefield. Any action on this site can have a direct impact on peoples' movement within, and enjoyment of, the surrounding landscape as well as management and conservation priorities within the wider area.

The objectives, policies and actions all fit within the statutory and non-statutory designations, responsibilities and strategies outlined in Section 4. The action plan provides a basis to facilitate taking the CP forward through the establishment of a Bosworth Battlefield Forum or Partnership, which will help to develop actions, set priorities, set initial timetables and identify resources.

The policies and actions are indicative and not absolute. A developmental process is envisaged in which, as policies are implemented and solutions to certain difficulties are achieved, further courses of action will be identified and developed.

9.2 Over-arching Objectives for the CP

This section of the CP starts by providing a strategic direction through the development of overarching objectives under six key themes. These form the structure for the development of more detailed policies for the area shown below.

Theme 1: Partnership and Communication

The process of preparing this CP has repeatedly highlighted the need for improved communication and the establishment of trust between all parties, especially with those who live and work within the area. Regular communication, clear and agreed responsibilities and priorities for action will be essential to the successful implementation of the policies within this CP.

The objectives are:

- To foster complementary partnerships with national, regional and local organisations and build trust between parties through clear, transparent and regular communication
- Establish clear and agreed responsibilities between parties and agree initiatives and priorities for consensual and collaborative action

Theme 2: Living Landscape and Local Economy

The challenge is to ensure a local economy that supports, directly or indirectly, the conservation and enhancement of the landscape's natural and cultural heritage and diversity of character. Products and services need to be developed that ensure the economic viability of sustainable land management. This includes the development of sensitive sustainable tourism that supports the diversification and economic viability of farm businesses and local services, and is of a scale and type that does not detract from the peace and quiet of the Bosworth Battlefield area. In this respect there are opportunities to learn from, and work with, the National Forest Company.

There is scope for the diversity of attractions and the appealing landscape context of the Battlefield to be marketed jointly to provide a compelling, quintessentially English destination under a '*Destination Bosworth*' brand. By working in partnership to promote the many small enterprises within the Battlefield area, there is the potential to increase penetration into current markets and to develop new ones. Notably, this includes overseas visitors, who are increasingly interested in Britain's lesser-known countryside and characterful villages.

The objectives are:

- To support a buoyant local economy which contributes to the sensitive management of the landscape's natural and cultural heritage
- To ensure sustainable visitor attractions at the Bosworth Battlefield Heritage Centre and other sites across the Battlefield area

Theme 3: Protection of the Archaeological Resource

The Bosworth Battlefield area is a rich archaeological landscape. Current land uses provide the present face to a landscape of complexity and intensity of use. It incorporates nationally significant sites and artefacts from a range of historical periods and is complemented by intact historic villages of high quality. The historic environment is a key contributor to the area's character and local distinctiveness, being a primary source of visitor interest and inspiration, helping to stimulate well-being and maintain vibrant communities.

The objectives are:

- To ensure adequate understanding, protection and recognition of all artefacts, sites and areas associated with the Bosworth Battlefield
- To ensure clear procedures for the collation and safe keeping of archives and artefacts relating to the Bosworth Battlefield
- To promote identification and implementation of appropriate research agendas for the Bosworth Battlefield

Theme 4: Landscape Management

A new policy agenda is emerging for agriculture. The main thrust of the agenda is to engender an industry that operates within environmental limits, where sustainable land management is supported by the market for safe good quality food and by payments for public benefits provided. Such benefits include landscape, biodiversity, flood alleviation, natural resource protection and access. This heralds a new era of sustainable, multi-functional land management, where individual land management activities have the potential to deliver a range of benefits, of which food production may be only one. The farming and land management communities lie at the heart of the delivery of sustainable land management, members of which seek to conserve and enhance local distinctiveness and offer opportunities for increasing ecological diversity.

The objectives are:

- To maintain and enhance landscape and village character, and the special qualities offered by the Bosworth Battlefield area
- To conserve and enhance wildlife habitats, seeking a balance with heritage conservation and historical authenticity

Theme 5: Appreciation and Understanding

The Bosworth Battlefield area provides great opportunities for both formal and informal environmental and cultural education and lifelong learning. With appreciation comes respect, and with respect comes a desire to support beneficial change and an appreciation of the issues involved.

The objectives are:

- To improve understanding of, and intellectual access to, the area's natural and cultural heritage through the development of appropriate interpretation enabling an appreciation of the area's special qualities
- To enable safe and respectful recreational enjoyment of the Bosworth Battlefield area in a way which conserves the area's special qualities

Theme 6: Access and Enjoyment

The Bosworth Battlefield area is already valued for its opportunities for outdoor recreation and quiet enjoyment of the countryside. There are significant opportunities to increase the welcome to visitors, while sensitively managing recreational use to ensure that it does not damage or impinge on the fabric of the countryside and the area's special qualities.

The objectives are:

- To reduce reliance on the car and to address traffic issues on the lanes within the area
- To maintain, and where possible enhance the accessibility of the Battlefield area for walkers, cyclists and horse riders, while safeguarding the valued characteristics of the area
- To promote the area as an icon of history and 'Englishness' – with the past bloody conflict contrasting with the rural idyll

9.3 Policies

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

Theme 1 Partnership and Communication

Objective 1

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

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

Objective 2

Establish clear responsibilities between parties and agree initiatives for cooperative action

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

Theme 2 Living Landscape and Local Economy

Objective 3

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

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

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

Objective 4

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

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



A panel from the extended Battle Trail on Ambion Hill

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

Theme 3 Protection of the Archaeological Resource

Objective 5

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

- Policy 5.1 In line with current national policy, ensure that planning policy within the local development plan documents seeks to protect land within the revised Registered boundary³⁸, including key sites and their settings known to have been associated with the Battle
- Policy 5.2 In liaison with the Historic and Natural Environment (HER) team to ensure stewardship schemes consider and, where feasible, reflect any new understanding e.g. research into decay of artefacts or location of former wetland areas
- Policy 5.3 Ensure that the Registered Battlefield boundary reflects current research and understanding of the Battle in partnership with English Heritage
- Policy 5.4 In line with current national policy, in liaison with the Historic and Natural Environment team (LCC) ensure that any new development within the area and its setting does not have an adverse visual or landscape impact on the special qualities of the area, and that existing development which detracts from the area, where appropriate, is mitigated

³⁸ The revised Registered Battlefield Boundary was confirmed by English Heritage in June 2013

Objective 6

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

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

Objective 7

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

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

Theme 4 Landscape Management**Objective 8**

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

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

Objective 9

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

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

Theme 5 Appreciation and Understanding**Objective 10**

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

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

Objective 11

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

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

Theme 6 Access and Enjoyment**Objective 12**

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

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

Objective 13

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

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

Objective 14

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

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

10 Implementation, Monitoring and Review

Summary

The future of the Bosworth Battlefield and its wider setting depends on successful partnership and communication between the stakeholders and organisations who form the proposed Bosworth Battlefield Partnership/Forum and who have already contributed to this Conservation Plan.

It is proposed that the Partnership/Forum will be made up of key stakeholders including landowners, conservation organisations, local authorities and national bodies. It is proposed that the Partnership/Forum will lead the implementation of policies, deciding priorities for action and organising potential bids for funding, such as a Heritage Lottery Fund Landscape Partnership bid. There may also be an opportunity to form a wider stakeholder/consultee group to help develop activities emerging from the Conservation Plan.

Policy implementation is necessarily a complex and dynamic process – those actions that are affected by statute and existing policy can be subject to sudden change, and implementation can take time, especially if a large number of stakeholders are involved. The implementation of one policy can have a knock-on effect on another. Flexibility of approach and review is therefore very important. It is suggested that the Partnership/Forum review their action plan annually, and also undertake a five-yearly review of the Conservation Plan.

10.1 Conservation through Co-operative Action

The successful long-term management and conservation of the Bosworth Battlefield and its wider setting will be dependent upon an effective partnership between the landowners and the organisations who have contributed to the drafting and development of this CP.

It is proposed that the conservation policies set out in this Plan are led by the Bosworth Battlefield Partnership/Forum which would include in its membership key representatives from landowners, local authorities, National Farmers Union, English Heritage, Natural England, the Wildlife Trust.

The policies set out in Section 9.3 have been developed as part of the CP process. Any specific proposals will be subject to the normal statutory controls and available government guidance.

10.2 The Action Plan

As stated above the membership of the proposed Bosworth Battlefield Partnership/Forum should be drawn from those responsible for the care and use of the Registered Battlefield and its wider setting. It is proposed that the chairing of the Partnership/Forum be a revolving post between members of the group held for a period of twelve months at a time. The Bosworth Battlefield Partnership/Forum will specify priorities for action, developing further the action plan which is set out below and identifying responsibilities, resources and timetables. It may find it necessary to set up sub-groups to take forward particular issues e.g. heritage and rural crime.

Some of the actions that the Partnership/Forum will need to address will be covered by policy or statute, while others will be voluntary, and their success will depend on co-operation and good will. The extent to which many policies can be implemented will be affected by the availability of resources, and the commitment of the various

partners. Serious consideration should be given to preparing a master plan for the area and applying for a Heritage Lottery Fund Landscape Partnership Bid to enable the implementation of some of the key initiatives contained within the action plan.

The implementation of the conservation policies identified in this plan will be a complex and dynamic process. There is no fixed base point or status quo from which the process of policy implementation starts. Many important factors (for example legislations, land ownership and ecological balance) can be subject to incremental or sudden change.

The implementation of specific policies will necessarily take place within a wide range of time-frames, depending on factors such as their complexity, the number of stakeholders involved and the resources available. It is inevitable that policies which depend on the agreement of a wide range of parties, and on complicated land ownership and land management situations, will take time to carry forward.

The implementation process will generate its own internal dynamic, and will call for a flexible approach. As one problem is tackled, the way in which it is solved may in turn have an impact on other issues, and may change the way in which these have to be addressed.

10.3 Table of Actions

Theme 1 Partnership and Communication
Objective 1 - To foster complementary partnerships with national, regional and local organisations and build trust between parties through clear, transparent and regular communication
Policy 1.1 - Establish a database of potential partners/ stakeholders of the proposed objectives in the CP
Work with relevant organisations (national, regional and local) to take forward the proposed objectives in the CP; identify initiatives promoted by others which could further the proposed objectives and policies within the CP
Policy 1.2 - Establish a database of up to date email/ postal addresses for all landowners and other stakeholders to ensure rapid and effective communication
Utilise the database established during the CP process as a starting point and contact individual stakeholders for confirmation of contact details – ensure the Partnership/Forum retains the database and meets Data Protection Act requirements
Policy 1.3 - Establish a Partnership/Forum to take forward the recommendations of the CP and agree priority actions
Identify a lead individual who can take forward and champion the establishment of the Partnership/Forum – review proposed objectives and action plan in early stages of formation
Develop Terms of Reference for the Partnership/Forum in order to achieve effective delivery of the CP objectives
Policy 1.4 - Develop a schedule of regular meetings for the Partnership/ Forum and an annual general meeting
Ensure that regular meetings are communicated to relevant parties
Ensure that the AGM is appropriately published to maximise attendance from the wider public and particularly local residents /stakeholders
Objective 2 - Establish clear responsibilities between parties and agree initiatives for cooperative action
Policy 2.1 - Ensure the Partnership/Forum takes on the role of a Local Heritage Crime Partnership to address, through collective action, matters to do with rural and heritage crime
Encourage individual stakeholders to sign up to ARCH ³⁹
Under the Local Heritage Crime Partnership ensure that incidents relating to rural and heritage crime are accurately reported to the Partnership/Forum
Publicise activity and Farm Watch Area as a means of deterrent
Ensure accurate data on heritage and rural crime in the Bosworth Battlefield area are fed into, and influence. The Community Safety Plan ensuring better targeted prevention and enforcement
Policy 2.2 - Ensure Partnership/Forum reviews, implements and develops the proposed CP action plan, delegating responsibilities to key organisations/individuals, setting up sub-groups where necessary to take initiatives forward, and sourcing resources
Establish sub groups to deal with key initiatives including road safety, feasibility of the use of the disused railway for footpath, cycle and bridleway access and future research programme for example
Review current grants available for heritage, landscape, and biodiversity conservation and management and identify financial resources which may help deliver some of the key initiatives within this CP particularly relating to access and enjoyment
Explore the opportunities/feasibility for a Heritage Lottery Bid/Landscape Partnership bid for funding to take forward Bosworth as an exemplar in Battlefield management and to implement policies and actions within this CP
Theme 2 Living Landscape and Local Economy
Objective 3 - To support a buoyant local economy which contributes to the sensitive management of the landscape's natural and cultural heritage

³⁹ Alliance to Reduce Crime against Heritage - <http://www.english-heritage.org.uk/professional/advice/advice-by-topic/heritage-crime/arch/>

Policy 3.1 - Promote sustainable and appropriate farming diversification by access to business guidance and intelligence on tourism trends and opportunities
Work with NFU, Natural England, Rural Community Council, LLEP, landowners, funders and other stakeholders to promote opportunities for business diversification
Undertake regular visitor surveys to gain qualitative information on visitor numbers, motivations, interests and attitudes
Policy 3.2 - Explore the opportunities for collective marketing of attractions and offers within the Bosworth Battlefield area and the collective branding of local produce in order to drive up footfall at existing key visitor sites and improve opportunities for spending in the area, benefiting local businesses and organisations
Develop a ' <i>Destination Bosworth</i> ' brand and logo for use by all local tourism related businesses marketing their products/services in the area
Seek outlets for the sale of 'Bosworth' local farm produce at key visitor sites in the area
Objective 4 - To ensure sustainable visitor offers at the Bosworth Battlefield Heritage Centre and other sites across the Battlefield area
Policy 4.1 - Foster complementary, carefully managed, appealing <u>low key</u> recreation and enjoyment of the wider Battlefield area; encourage the development of 'hubs' for visitor activity, consistent with the area's special qualities which physically link, via trails, to the wider area beyond the battlefield
Encourage local 'destination partnerships' that promote the special qualities of the area
Review low impact opportunities for local businesses
Policy 4.2 - Clarify and review the efficiency and effectiveness of the Heritage Centre and Country Park visitor offer, management and communication
Regularly review and evaluate the visitor offer at the Heritage Centre focusing on providing an understanding of Bosworth Battlefield
Review site management arrangements particularly in the context of the Country Park and car parking
Policy 4.3 - Review the current sense of arrival, orientation and signage at Bosworth Battlefield Heritage Centre both on Ambion Hill and Shenton Station sites
Encourage a review of the current car park and entrance layout at the Heritage Centre to improve visitor sense of arrival
Encourage a review of the current signage at car parks on Ambion Hill and Shenton Station to improve welcome and orientation
Theme 3 Protection of the Archaeological Resource
Objective 5 - To ensure adequate protection/recognition of all sites and areas associated with the Bosworth Battlefield and its setting in partnership with Leicestershire and Rutland Historic Environment Record (HER)
Policy 5.1 – In line with current national policy, ensure that planning policy within the local development plan documents and seeks to protect land within the revised Registered boundary, including key sites and their settings known to have been associated with the Battle
Lobby local planning authority and provide representations during consultation of local development plan documents
Lobby local planning authority and provide representations on planning applications which may affect the Battlefield and its setting, utilising the CP to help articulate the special qualities and sensitivities of the area
Policy 5.2 – In liaison with the HER team to ensure stewardship schemes consider and, where feasible, reflect any new understanding e.g. research into decay of artefacts or location of former wetland areas
Make any new research on the decay of artefacts or the location of former wetland sites available to landowners so it can inform their land management activity, if requested
Policy 5.3 - Ensure that the Registered Battlefield boundary reflects current research and understanding of the Battle in partnership with English Heritage
Actively engage in and contribute to the consultation on the proposed extension/alteration to the Registered Battlefield boundary

Policy 5.4 – In line with currently national policy, in liaison with the HER and English Heritage ensure that any new development within the area and its setting does not have an adverse visual or landscape impact on the special qualities of the area, and that existing development which detracts from the area, where appropriate, is mitigated
Lobby local planning authority and provide representations on planning applications which may affect the Battlefield and its setting
Consider the visual impacts of development (white tent on Ambion Parva) and car parking on Ambion Hill through reorganisation of layout and mitigation planting
Objective 6 - To ensure clear procedures for the collation and stewardship of archives and artefacts relating to the Bosworth Battlefield
Policy 6.1 - Establish a clear understanding of artefact identification, research and collections management between all parties
Seek clear agreements between the Heritage Centre and landowners regarding the finding and safe keeping of artefacts
Develop written guidance on procedures for artefact identification, research and collections management through liaison with key bodies and landowners
Policy 6.2 - Develop a protocol for data exchange with the HER team as the primary repository for archaeological/ heritage data in Leicestershire
Identify and implement protocol/ process, as appropriate
Policy 6.3 - Communicate the opportunities for public access to the diversity of materials and information related to the Battlefield area
Continue to retain MLA Accreditation associated with the security and stewardship of Battlefield collections
Consider opportunities within displays/ talks/ events programming for public access
Objective 7 - To ensure a full and comprehensive understanding of the Battlefield through a programme of research working closely with the HER team
Policy 7.1 - Consider the opportunities for supporting PhD scientific research into the condition and decay of metal artefacts as a result of farming activity and soil conditions, and make accessible to landowners to inform future management decisions, if requested
Seek resources to undertake detailed research on peat deposits and other palaeo-environmental evidence to determine former areas of peat and inform sensitive current land management, if requested
Policy 7.2 - Work with partners such as the Battlefields Trust to undertake further detailed research and survey to increase understanding of the Bosworth battle
Seek resources to undertake detailed survey and mapping of ridge and furrow within the Battlefield area
Policy 7.3 - As required, support research into the historic evolution of other areas within the Battlefield landscape
Seek resources to undertake a detailed research survey of the historical development of Shenton Parkland and use this to inform and enable future management and interpretation/appreciation
Theme 4 Land Management
Objective 8 - To retain and enhance the varied landscape character and special landscape qualities of the Bosworth Battlefield area
Policy 8.1 - Ensure sensitive management of the landscape, conserving its varied character and local sense of place whilst utilising the Hinckley and Bosworth landscape assessment and the assessment within the CP
Encourage the use of the Hinckley and Bosworth and local landscape character assessments by land managers and advisors including NFU and FWAG and use the assessments in stewardship schemes and Whole Farm Plans to help address current issues affecting landscape character and to undertake management which conserves and enhances local distinctiveness. It is recommended that this process is simplified to avoid over-burdening businesses.
Policy 8.2 – In line with current national policy, ensure that topographic views across the Battlefield and within its setting are conserved and managed in order to protect significance enabling understanding and interpretation
If agreed to by landowners, encourage the close trimming of hedges and hedge laying within the Redemore Plain Landscape Character Area in order to maintain views across this lowland landscape,

reinforcing character and protecting identified key views.
Avoid the creation of new field boundaries including hedges, post and rail/wire fencing where they may detract from an appreciation of the open, flat and uncluttered appearance of this area.
Policy 8.3 – In line with current national policy, protect the area from activity and development which undermines tranquillity - in particular noise, visual intrusion and night light spill
Consider the replacement of street lights with more effective fittings or removal of lighting where it is not required or 'power when required' schemes
Liaise with noisy sports venues to discuss the coordination of activity and reduce the number of days affecting tranquillity in the Battlefield area
Policy 8.4 - Encourage the retention and enhancement of the open character of the Redemore Plain area
Review the planting of woodland within the Redemore Plain Character Area to maintain its open characteristics
Avoid excess signage (related to orientation or interpretation) within the Battlefield area and avoid the development of a 'theme park' character and visual clutter
Objective 9 - To conserve and enhance wildlife habitats seeking a balance with heritage conservation and historic authenticity, with the agreement of local landowners
Policy 9.1 - Seek to develop a rolling programme of habitat survey and recording in order to increase awareness of ecological value, encourage appropriate sensitive management of areas of wildlife value and identify opportunities for habitat creation
Undertake a phase 1 habitat survey of rural lane grass verges within the Registered Battlefield area to determine those with the greatest habitat value and those with potential in order to inform management and possible development of bridleway routes along the verges
Undertake a tree survey of veteran trees within the Shenton and Dadlington/Stoke Golding areas and assist landowners in the appropriate management of these important landscape features and the planting of new trees where appropriate
Policy 9.2 - Identify opportunities for wetland and meadow creation/ restoration enhancing the existing landscape character and ecological value, following careful consideration of the archaeological impacts and opportunities
With the agreement and support of landowners, seek opportunities to re-create wetland areas with the Redemore Plain Character Area and particularly along Sence Brook/Mill Lane area through removal of drainage and changes to land management regimes in order to enhance wildlife value, landscape character and appreciation – seek support from Leicestershire and Rutland Wildlife Trust
Seek clarification from Natural England about the future of Higher/ Entry Level Stewardship schemes and funding opportunities for supporting this process
Policy 9.3 - Encourage collaborative working between landowners to deliver landscape scale ecological benefits
Through collaborative initiatives encourage the development of grass field margins in arable fields and along watercourses to enhance ecological corridors across landownership boundaries
Policy 9.4 - Ensure the sensitive management of verges along rural lanes within the Battlefield area particularly those designated as Local Wildlife Sites
Liaise with LCC Highways Department to agree a sensitive management regime of grass verges on rural lanes within the Battlefield area ensuring improved grassland diversity and valued habitat for invertebrates
Policy 9.5 - Encourage the uptake of stewardship in land not currently within schemes particularly within the Registered Battlefield area
Liaise with landowners through NFU and FWAG with land currently outside of stewardship schemes and encourage increased uptake particularly within the Registered Battlefield/extension area
Theme 5 Appreciation and Understanding
Objective 10 - To improve understanding of and intellectual access to the area's natural and cultural heritage through the development of appropriate interpretation which helps explain the area's special qualities
Policy 10.1 - Develop and distinguish between the visitor offer at the Heritage Centre and other complementary offers within the wider Battlefield area, ensuring that the Bosworth

Battlefield Heritage Centre remains the focus of visitor activity for Battlefield heritage
Promote the Heritage Centre as the focus for understanding the wider Battlefield area
Market the Heritage Centre as the principal destination from which to explore the wider Battlefield area and explore other partnership opportunities with Leicester City Council with the new Richard III Visitor Centre.
Policy 10.2 - Maintain the interpretation and focus of the Bosworth Battlefield Heritage Centre on the Battle and place this within the wider landscape context of the Battlefield area
Enhance and promote activities at the Heritage Centre which help to reinforce the significance of the Battle e.g. Battlefield guides and their accompanied walks programme, gallery updates/ displays
Policy 10.3 - Enable the visitor to have a deeper appreciation of other significant periods of history within the Battlefield area, including enclosure patterns, settlement and parkland, Roman features, Civil War skirmishes and industrial heritage
Develop a leaflet guide to circular walks in the wider Battlefield area providing information on points of interest both associated with the Battle e.g. Crown Hill and Dadlington Chapel and other features of cultural heritage interest
Policy 10.4 - Enable the visitor to have a deeper appreciation of nature conservation within the Battlefield area
Develop a leaflet guide to circular walks in the wider Battlefield area providing information on points of natural heritage interest
Consider the development of a complementary point of interest south of Fenn Lane focusing on natural heritage which utilises the landscape resource of the Battlefield but does not repeat the offer currently provided at the Heritage Centre. Initiatives could include the restoration of wetland areas along the streams and grassland/meadow management, nature conservation interpretation, creation of a commemorative space – where Richard fell, sculpture and arts and developing the existing focus of The Country Trust. Any development of this sort would need to be sensitive to the area's special qualities and to avoid conflict with landowner requirements and land management.
Policy 10.5 - Within the wider Battlefield area tell the story of the Battlefield through the landscape including the use of topography, land use, views and landmarks and interpreting those sites/locations known to have an association with the Battle
Explore the opportunities and means for delivering this e.g. audio tours, podcasts, in-situ interpretation
Policy 10.6 - Ensure that interpretation at the Heritage Centre and within the wider area is regularly updated and remains true to current thinking and research, and other developments
Retain and develop partnerships with those involved in research e.g. University of Leicester and recent discoveries associated with Richard III; Arms and Armour Research Group (Huddersfield)
Explore opportunities/ themes for future conferences
Objective 11 - To enable safe and respectful recreational enjoyment of the Bosworth Battlefield area which conserves the area's special qualities
Policy 11.1 - Foster carefully managed, appealing low-key recreation and enjoyment of the wider Battlefield area
Identify potential gaps in the market and explore potential opportunities
Policy 11.2 - Encourage a culture of respect for the landscape as a place of commemoration
Promote the Sundial at Bosworth Battlefield Heritage Centre and explore other opportunities
Theme 6 Access and Enjoyment
Objective 12 - To reduce the reliance on the car and to address traffic issues on the lanes within the area
Policy 12.1 Encourage the use of sustainable modes of transport to the area and reduce the reliance on the car
Work with the public and private sector to explore the opportunities to take this forward
Policy 12.2 - Ensure safe access and use of rural country lanes within the Battlefield area through traffic calming, speed restrictions and designation of 'quiet lanes' appropriate to the rural setting, whilst recognising the needs of landowners and farmers
Work with LCC's Environment and Transport department and other stakeholders to identify the need and opportunity
Policy 12.3 Review all parking opportunities and issues within the area and develop a

parking strategy which supports long term recreational use of the area
Work with LCC's Property Services to develop an appropriate approach
Objective 13 - To maintain and where possible enhance the accessibility of the Battlefield area for walkers, cyclists and horse riders, while safeguarding the valued characteristics of the area and needs of landowners and farmers
Policy 13.1 - Create opportunities for horse riding and cycling within the Battlefield area for local residents and visitors to the area and consider 'rewarding' off-road visitors with added or unique interpretation opportunities
Work with stakeholders to identify an approach scheme and approach, as part of a wider strategy
Policy 13.2 - Taking a whole area approach, seek to develop an access strategy which improves footpath and bridleway access to the Battlefield area compatible with farming activity, including where feasible, the implementation of initiatives within the Green Infrastructure Strategy and new access to sites associated with the Battle. This would need to consider trading new routes for old, unused or cul-de-sac paths
Work with stakeholders to identify an approach scheme and approach, as part of a wider strategy
Objective 14 - To promote the area as an icon of history - with the past 'bloody' conflict contrasting with the rural idyll
Policy 14.1 - Develop an integrated marketing and branding strategy for promoting the historical, cultural, natural and aesthetic values of the Battlefield area
Work with stakeholders including Leicestershire Promotions and Hinckley and Bosworth Tourism partnership to develop a strategy, particularly in light of the developments surrounding Richard III in Leicester City

Appendices