

Example: Site Analysis

Site Strengths	Site Weaknesses	External Opportunities	External Challenges
<ul style="list-style-type: none"> • Size - the largest remaining example of chalk heath in Great Britain • Populations - robust populations of all rare plant species • Tenure - site owned by water company whose priority is to protect subterranean aquifer • Site in wider context – the site is contiguous with a much larger tract of SSSI chalk grassland • Demonstration - an excellent demonstration/test site for range of management techniques • Community Involvement - strong links with local communities and high level of community “ownership” • Public Access - extensive network of public and permissive footpaths linking open access areas • Visitor Appeal - diverse visitor appeal - dramatic views, sense of isolation, historical interest and dramatic natural events such as spring / summer flowers 	<ul style="list-style-type: none"> • Isolation - although contiguous with chalk grassland, the site is very isolated from other chalk heath communities • Conflict between public access & historical features - Erosion of historical features by visitors • Management restrictions –water company ownership restricts range of management options, e.g. no use of herbicides • Management issues – complex mixture of grassland communities requires intensive management regimes 	<ul style="list-style-type: none"> • Neighbouring land use – the site is bounded to the south by a Forestry Commission plantation where there are opportunities to reinstate chalk heath community, in co-operation with FC • Access & Interpretation – the NNR lies in an area with high levels of rural tourism with significant opportunity for joint interpretation, marketing and formulation of regional access strategy • Information centre – various derelict farm buildings in area provide potential for local information/interpretation centre • Transport links – opportunities for improved public transport links in association with South Downs Way and local country parks 	<ul style="list-style-type: none"> • Diffuse pollution – from intensively managed agricultural land to north, west and east of the NNR • Agricultural uncertainty – particularly over the local supply of grazing animals • CRoW Access – uncertainties over the impact of open access - new desire lines may form on areas of the reserve where access was formerly minimal