

5.28 In cases where there is no existing evidence to indicate landscape value, and where scoping discussions suggest that it is appropriate, value should be determined as part of the baseline study through new survey and analysis. This requires definition of the criteria and factors that are considered to confer value on a landscape or on its components. There are a number of possible options:

- Draw on a list of those factors that are generally agreed to influence value (see Box 5.1). They need to be interpreted to reflect the particular legislative and policy context prevailing in particular places. The list is not comprehensive and other factors may be considered important in specific areas.
- Draw up a list of criteria and factors specific to the individual project and landscape context.
- Apply a form of the ecosystem services approach, although this is a cross-cutting and integrating approach and is likely to encroach on other themes or topics in the EIA. Although there is interest in this approach, experience of using it in EIA is limited, although it is under active consideration (IEMA, 2012a).

Box 5.1

Range of factors that can help in the identification of valued landscapes

- **Landscape quality (condition):** A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas, the intactness of the landscape and the condition of individual elements.
- **Scenic quality:** The term used to describe landscapes that appeal primarily to the senses (primarily but not wholly the visual senses).
- **Rarity:** The presence of rare elements or features in the landscape or the presence of a rare Landscape Character Type.
- **Representativeness:** Whether the landscape contains a particular character and/or features or elements which are considered particularly important examples.
- **Conservation interests:** The presence of features of wildlife, earth science or archaeological or historical and cultural interest can add to the value of the landscape as well as having value in their own right.
- **Recreation value:** Evidence that the landscape is valued for recreational activity where experience of the landscape is important.
- **Perceptual aspects:** A landscape may be valued for its perceptual qualities, notably wildness and/or tranquillity.
- **Associations:** Some landscapes are associated with particular people, such as artists or writers, or events in history that contribute to perceptions of the natural beauty of the area.

Based on Swanwick and Land Use Consultants (2002)