



East Devon

*Area of Outstanding Natural Beauty*



Management Strategy 2004 - 2009  
Part Two - The Action Plan



PART TWO

# The Action Plan

## Delivering the Vision

If words are to be put into action, then it is essential that there is co-ordinated action between the agencies and individuals who help manage the area. This Action Plan takes forward the identified policies and details the targets, timescale and role that agencies will play in delivering those policies. Through building common ownership of the Plan and through developing partnerships and community participation, resources can be maximised and targeted and progress can be made.

### Participants and Partners

The East Devon AONB Partnership's remit has been to produce the Management Strategy for the AONB. Even though the AONB Team provides the dedicated staff to coordinate the Strategy, it needs to be stressed that the Strategy is inclusive. The AONB Team, therefore, is only one of many mechanisms for the delivery of the Strategy and its success will be dependent on the involvement of many stakeholders acting in partnership with others to realise a common vision.

In delivering the Management Strategy and Action Plan the AONB Partnership will:

- Encourage partners and others to manage the AONB according to the objectives in the Plan.
- Strengthen links between all organisations concerned for the area.
- Seek support from constituent organisations to achieve the objectives of the AONB.
- Review the Strategy on a five yearly basis.

- Advise and inform all agencies preparing plans affecting the area to ensure that policies and practices are co-ordinated and consistent with the aims of the AONB Strategy.
- Agree an annual work programme for the AONB Team and monitor progress.
- Commission special studies of key issues and set up working parties as required.
- Act as a forum for discussion of major issues affecting the AONB.
- Promote other action to raise awareness of the AONB.

### Monitoring and Review

The Action Plan will be reviewed on an annual basis and on a five yearly basis in line with the review of the Management Strategy. An Annual Review will enable targets to be updated and amended as required and for annual project and work programmes to be established. Reports will be made on progress of particular projects at the AONB Partnership meetings that will be held three times a year.

The Annual Review will include a statement of progress detailing which targets from the Action Plan have been met and will include a brief examination of the priorities and opportunities for implementation in the coming year. The details of this review would be presented at an Annual Forum.

### The Action Plan

The following pages detail the targets identified during the consultation for the Management Strategy and further liaison with a wide range of agencies and organisations actively engaged in the AONB. The Action Plan reflects the format of themes of the Management Strategy and details actions and targets relating to the Policies identified in Part 1.

There are seven themes to the Action Plan:

1. Landscape
2. Biodiversity
3. Access, recreation and tourism
4. Rural regeneration
5. Transport
6. Community and Culture
7. Management

### Indicators

Indicators – data and information that will enable the Partnership to demonstrate change in the AONB – is addressed in the final section of the Action Plan and will be developed over the next five years of this Plan.

Progress on the development of these indicators and the results of any monitoring processes established will be reported on as part of the Annual Review process for the Management Strategy and Action Plan.

## LANDSCAPE

**KEY OBJECTIVE** To improve co-ordination in the management of the diverse and distinctive landscape assets of the AONB to ensure that they are maintained and enhanced, understood and appreciated by all.

Policy	Action	Project/Scheme/Target	Anticipated year of delivery	AONB Partnership Role (Key members)	Lead (Partners)	Indicative Funding <sup>1</sup>
<b>L1</b> Develop and encourage assessment models and tools that enable effective and targeted management and monitoring of the AONB's natural and cultural landscape.	L1(1) Consider the role and benefits of landscape character assessment, historic landscape characterisation and landscape description units models as aids for the management of characteristic features of the AONB.	Carry out desk top survey of models and consult other AONBs, EH, EN and CA on value and application of models on the ground.	2004-5	Research (AONB Team)	AONB <sup>2</sup> (EDDC, EN, CA, EH DCC)	Staff /Core
		Justify and if approved develop appropriate landscape assessment model based on findings.	2005-6	Delivery (AONB Team)	AONB (EN, EDDC, CA)	Tbc
	L1(2) Support the implementation of surveys of archaeological, historical and natural features to aid and improve their management.	Carry out a primary archaeological survey of AONB.	2003-4	Delivery (AONB Team)	AONB (DCAS landowners)	AONB
		Develop priorities for implementation eg SWCP historic environment initiative.	2004-9	Influencer (AONB Team)	AONB (DCAS, EH, SWCP, landowners)	Subject to schemes
	L1(3) Encourage the preparation and implementation of integrated management plans for key sites and areas in the AONB.(See also A1(1)).	World Heritage Site Management Plan.	2003-9	Partner (WHS)	WHS (Various)	WHS, EN
		Investigate development of Geo-diversity action plan for WHS.	2004-5	Partner/ Delivery (WHS)	WHS, EN Dorset CS/AONB (AONB)	Staff
		Investigate opportunity for integrated management plan for East Devon Pebble beds.	2004-5	Influencer (CDE, EN, AONB Team, EDDC)	CDE, EN AONB, EDDC	Tbc
<b>L2</b> Promote the understanding and appreciation of the natural and cultural landscape of the AONB.	L2(1) Act as conduit for relevant information and advice from other agencies and organisations on the natural and cultural landscape of the AONB (See also M1(1)).	Develop AONB web site pages with appropriate other information and media from other sources.	2003/4	Delivery (AONB Team)	AONB (DCC)	Staff/tbc
<b>L3</b> Support the delivery of environmental schemes aimed at maintaining and improving the landscape character and natural resources of the AONB.	L3(1) Promote appropriate land management techniques alongside rivers and streams in intensively farmed areas.	Represent AONB on Axe Valley River Enhancement Project.	2004 9	Partner (AONB Team )	EA, (FWAG, NFU, EDDC, WCRT landowners, AONB)	EA, EN, EDDC, DoCC, WCRT EA, EU

<sup>1</sup> Where AONB is indicated as funding – this reflects funding from the Core Funding partners - Countryside Agency, Devon County Council and East Devon District Council.

<sup>2</sup> Details of the abbreviations listed in this table can be found at the rear of this Action Plan.

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Policy	Action	Project/Scheme/Target	Anticipated year of delivery	AONB Partnership Role (Key members)	Lead (Partners)	Indicative Funding <sup>1</sup>
	L3(2) Protect and enhance ground, surface water and bathing water quality in East Devon.	Carry out River Otter Erosion Study.  Implement Asset Management Plan <sup>3</sup> (AMP3) and AMP4 and promote successful schemes (eg Blue Flag beach awards).	2003-4  AMP3 2000-5 AMP4 2005-10	Delivery (EA)  Influencer (EA, EDDC)	EA (Exeter University)  SWW Ltd, EA, (EDDC, Landowners, AONB)	EA  SWW Ltd
	L3(3) Encourage the planting of native trees, hedges, orchards and woodlands through promoting existing EDDC and other grants. (See also C1(1)).	Promote hedgerow, woodland schemes, free tree scheme and community grants scheme in East Devon AONB.	2004-9	Partner/Delivery (AONB Team, EDDC, GOSW)	EDDC FC, DCC, RDS AONB	EDDC FC/DE FRA AONB
<b>L4</b> Work to ensure development has regard for the purposes of AONB designation and does not diminish the historic and landscape character of the area.	L4(1) Comment on development proposals likely to have a significant effect on the landscape quality and character of the AONB (See also M4(1)).	Comment on applications as received.	On-going	Influencer and delivery	EDDC/DCC (AONB)	Staff/ core
	L4(2) Promote high quality development and design in the countryside.	Liaise with EDDC over the potential for the development of design guides for AONB/District.	2006-7	Influencer (AONB Team, EDDC)	EDDC (AONB)	Staff
	L4(3) Ameliorate the impact of large scale caravan sites on the coastal landscape.	Liaise with Dorset Coast Forum on landscape design and impact of caravan sites in sensitive coastal locations with a view to establishing guidelines.	2006-7	Influencer (AONB Team WHS, EDDC)	Dorset Coast Forum, (AONB, WHS, EDDC, site owners)	Staff
	L4(4) Identify areas of (relative) tranquillity within the AONB.	Confirm assessment models, define areas and consider application of assessment.	2008-9	Delivery (AONB Team, DCC)	AONB (DCC, CA, CPRE)	Tbc
<b>L5</b> Promote and support appropriate and positive land management, diversification and agri-environment schemes that are in keeping with the purposes of AONB designation.	L5(1) Promote farming and wildlife management and the uptake of agri-environment schemes.	Provide advice/support for agri-environment schemes and liaise with DEFRA RDS/FWAG on AONB role in future delivery processes.	On -going	Delivery and Influencer (AONB Team, GOSW)	DEFRA/RDS (FWAG, NFU, AONB)	Staff
	L5(2) Promote best practice in landscape management schemes.	Consult with stakeholders to establish priorities for woodland management in the east Devon.	2004-5	Delivery/ Influencer (FE, AONB Team)	FE (landowners, AONB)	FE

<b>LANDSCAPE</b>						
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Policy	Action	Project/Scheme/Target	Anticipated year of delivery	AONB Partnership Role (Key members)	Lead (Partners)	Indicative Funding <sup>1</sup>
<b>L6</b> Encourage landscape research, study and investigation that will serve to conserve and enhance the natural beauty of the AONB and demonstrate its economic value.	L6(1) Support and promote the Joint Statement of Intent (JSI) for protected landscapes in the South West.	Implement appropriate identified actions in partnership with SWPLF.	2004-9	Partner (AONB Team)	SWPLF, (AONB, NP, SWERDA, GOSW, DEFRA, CA, DCC)	Staff /tbc
	L6(2) Implement baseline monitoring of WHS. (See indicator section to rear of Action Plan).	Complete baseline monitoring programme.	2004-5	Delivery (WHS)	WHS (EN, Landowners)	WHS
<b>L7</b> Work in partnership with others to secure funding for the care and enhancement of the AONB landscape.	L7(1) Develop programmes and projects in partnership with others. (See Also B1).	Liaise with Devon Rural Network and Devon AONBs on potential joint opportunities in Devon and the South West.	2004-7	Influencer (AONB Team)	DRN (AONB, SWPLF)	Staff/ Tbc

<b>BIODIVERSITY</b>						
<b>KEY OBJECTIVE</b> To improve co-ordination in the management of the diverse and distinctive landscape assets of the AONB to ensure that they are maintained and enhanced, understood and appreciated by all.						
Policy	Action	Project/Scheme/Target	Anticipated year of delivery	AONB Partnership Role (Key members)	Lead (Partners)	Indicative Funding
<b>B1</b> Confirm and develop key biodiversity targets and programmes for East Devon AONB.	B1(1) Through reference to Devon County BAP, Natural Area Profiles and other relevant documents, identify priorities for the management of biodiversity in the AONB(see also B4(1) L1(1)).	Develop East Devon District BAP.	2004-5	Partner (EDDC)	EDDC (EN, AONB, Blackdowns)	EDDC, AONB, EN
	B1(2) Seek to establish favourable status for SPA, cSAC and SSSI's within East Devon AONB(See also L1(3)).	Achieve 95% favourable status in all AONB SSSI's by 2010.	On going	Influencer and Delivery (EN)	EN (Landowners)	EN (Landowners)
<b>B2</b> Promote the conservation and enhancement of key wildlife sites within the AONB through targeted support schemes and advice.	B2(1) Confirm County Wildlife Sites within the AONB with a view to influencing their future management.(See also R1(1)).	Update County Wildlife Site records through AONB wide survey.	2003-4	Delivery (AONB Team)	AONB, (DWT, DBRC)	AONB
		Investigate future management advice mechanism for CWS owners.	2004-5	Influencer (AONB Team, EN)	AONB (DWT,EN), EDDC	Staff time
<b>B3</b> Develop biodiversity data management processes and monitoring of biodiversity in the AONB.	B3(1) Confirm data service and resources for AONB biodiversity indicator monitoring.(See also M4(2)).	Approve biodiversity indicators for the state of the AONB and confirm resource implications for future monitoring.	2004-6	Delivery (AONB Team)	SWPLF (AONB, EDDC))	SWPLF, CA

**BIODIVERSITY**  
(continued)

**KEY OBJECTIVE** To identify, conserve and enhance the biodiversity assets of AONB through improved information, management and delivery systems and the targeting of resources.

Policy	Action	Project/Scheme/Target	Anticipated year of delivery	AONB Partnership Role (Key members)	Lead (Partners)	Indicative Funding
<b>B4</b> Support and improve the protection, management and enhancement of habitats and species.	B4(1) Develop programmes for habitats and species in East Devon AONB.	Identify and develop priorities arising out of East Devon BAP (see B1 (2)).	2005-9	Influencer and Delivery (AONB Team, EN)	EDDC, AONB (EN, DCC, landowners, amenity groups)	Tbc
	B4(2) Implement fishery enhancement and stocking work to improve passage and populations of migratory fish.	Implement fish passage work and stocking on East Devon rivers.	2003-4	Delivery (EA)	EA (Riparian Owners, Fishery interests, WCRT )	EA
	B4(3) Identify, protect and manage important flower rich roadside verges in the AONB.	Assess models and mechanisms employed and encourage effective delivery processes.	2007-8	Influencer (AONB Team/DCC)	DCC (AONB, EDDC, Parish Councils Amenity Groups )	Staff
<b>B5</b> Promote access to, understanding of and information on the biodiversity assets of the AONB.	B5 (1) Provide access to biodiversity resources and develop information/interpretation media (See also MI(1)).	Extend and develop East Devon District Local Nature Reserve Network.	On going	Delivery (EDDC)	EDDC (AONB)	EDDC, Tbc
		Develop biodiversity material/information and details on AONB web site to link to relevant organisations.	2004-9	Delivery (AONB Team)	AONB (EDDC, CDE, OWT, RSPB, EN, Amenity Groups )	Staff
<b>B6</b> Secure funding for biodiversity management in the AONB in partnership with others.	B6(1) Provide funding for biodiversity schemes in the AONB.	Support Biodiversity schemes through AONB Community Project Fund.	On going	Support (AONB Team/ Partnership)	AONB	AONB, EN
		Consider future funding opportunities for heathland management beyond East Devon/s 'Tomorrows Heathland Heritage' initiative.	2004-6	Influencer (EN, CDE, AONB Team EDDC)	EN, RSPB (EDDC, AONB, landowners)	Tbc

ACCESS, RECREATION & TOURISM		KEY OBJECTIVE To promote sustainable access, recreation and tourism initiatives that are in keeping with the AONB landscape, educate and raise awareness and sustain the local economy.				
Policy	Action	Project/Scheme/Target	Anticipated year of delivery	AONB Partnership Role (Key members)	Lead (Partners)	Indicative Funding
<b>A1</b> Encourage and support the provision of high quality physical access and the on-going management of key recreational routes.	A1(1) Develop an integrated approach to the management of key recreational corridors looking at access, interpretation, transport, landscape and tourism issues(See also and T1(1)).	Develop an integrated management plan for the South West Coast Path (SWCP) corridor	2004-5	Delivery (AONB Team, DCC,NT, EDDC, WHS)	AONB (EDDC,DCC SWCP,NT, WHS, landowners)	CA, EDDC, DCC
		Develop an integrated management plan for the East Devon Way corridor.	2005-6	Delivery (AONB Team, EDDC, DCC)	AONB (EDDC,DCC SWCP,WHS)	tbc
	A1(2) Manage the SCWP to National Trail standards and SWCP Management Systems.	Confirm 80% target for 2003-4 with SWCP and identify targets for 2004-9.	On going	Delivery/Partner (AONB Team)	AONB (DCC, NT, SWCP, CA)	CA, DCC
	A1(3) Assist in the delivery of open access mapping as required under the CROW Act 2000.	Comment on draft maps.	2003-4	Consultation (CA, AONB Team EDDC, DCC)	CA (AONB, EDDC, DCC, NT, landowners)	Staff
		Maintain consultation/ involvement in implementation process.	2004-6	Consultation. (CA, AONB Team EDDC, DCC)	CA (AONB, EDDC)	CA/ staff
	A1(4) Implement County Rights of Way Improvement Plan.	Full survey of county by 2004, 90% rights of way (in Devon) to be “easy to use” by 2005.	2005	Delivery (DCC)	DCC (AONB, P3)	DCC
<b>A2</b> Promote opportunities for quiet enjoyment of the AONB.	A2(1) Develop materials and interpretation to promote the PROW network in the AONB (See also M1(1)).	Review existing AONB provision and assess future promotion.	2003-5	Delivery (AONB Team)	AONB, EDDC, DCC	AONB
		Produce leaflet for East Devon Way (See A1(1)).	2003-4	Delivery (AONB Team)	AONB (EDDC)	AONB
		Produce River Otter leaflet.	2003-4	Delivery (OVA)	OVA	OVA
		Produce Dorset and East Devon coast walks booklet.	2003-4	Delivery (NT)	NT, DCF	NT
		Identify the AONB PROW network with AONB logo discs.	2003-5	Delivery (AONB Team)	AONB (EDDC, DCC, P3)	AONB

ACCESS, RECREATION & TOURISM <i>(continued)</i>		KEY OBJECTIVE To promote sustainable access, recreation and tourism initiatives that are in keeping with the AONB landscape, educate and raise awareness and sustain the local economy.				
Policy	Action	Project/Scheme/Target	Anticipated year of delivery	AONB Partnership Role (Key members)	Lead (Partners)	Indicative Funding
<b>A3</b> Support and encourage the development, management and enhancement of the rights of way/highway network for safe use by the widest possible range of users.	A3(1) Investigate opportunities for bridleway improvements. (See also T4(2))	Assess provision as part of review of Disused Railway Lines in East Devon Report (1999).	2005-6	Partner (EDDC/AONB)	DCC, (AONB, EDDC, User Groups)	DCC Tbc
	A3(2) Encourage the development of multi-purpose woodlands/plantations with access for walking, horse riding and cycling.	Liaise with Forest Enterprise /Commission and major woodland owners on existing provision and future opportunities in AONB.	2006-7	Influencer (FE, AONB Team)	FE/FC (AONB, EDDC, landowners)	Staff
	A3(3) Assess, identify and promote all ability access areas within the AONB.	Liaise with DCC Rights of Way team on appropriate locations and future opportunities to improve access.	2006-7	Influencer (AONB Team)	DCC (AONB, EDDC WHS, P3)	Staff
<b>A4</b> Encourage and support the development of sustainable tourism and recreational opportunities within the AONB in partnership with others.	A4(1) Support and influence high profile events such as walking festivals and celebratory events.	Input into and promote events programmes developed by partners.	On going	Delivery/Partner (AONB Team, EDDC, DCC Amenity Groups)	EDDC, WHS, DCC, Amenity Groups (AONB)	Staff
	A4(2) Promote the development of schemes which encourage tourists and tourism operators to contribute towards the conservation and management of the AONB.	Develop Green Business schemes in the WHS hinterland.	2004-9	Delivery/ Influencer (WHS, DCC)	SWT, WHS (EDDC, AONB)	DCC, WHS, SWT
<b>A5</b> Develop monitoring and research that serves to quantify and assess the recreational and tourism activity in the AONB.	A5(1) Develop monitoring programmes to identify patterns and levels of use of key routes in the AONB.	Install recreational counters and monitoring systems for key routes in the AONB.	2003-4	Delivery (AONB Team)	AONB (DCC, EDDC, P3 Bicton College)	AONB
		Continue monitoring programme.	2004-9	Delivery (AONB Team)	AONB (Bicton College)	AONB
<b>A6</b> Develop high quality interpretation and educational opportunities in the AONB.	A6(1) Encourage the promotion of environmental education and facilities promoting environmental awareness (See also MI(1)).	Develop AONB relationship and joint working with partners providing environmental education.	2004-9	Influencer (AONB Team EDDC)	AONB, (OWT, RSPB, EDDC, SVA, Amenity Groups)	Staff
		Develop and deliver WHS Education Strategy and Interpretation Scoping Study.	2004-8	Delivery (WHS)	WHS (EDDC, AONB)	WHS

**RURAL REGENERATION**    **KEY OBJECTIVE**    To encourage a sustainable rural economy in the AONB that serves to conserve and enhance the character of the landscape.

Policy	Action	Project/Scheme/Target	Anticipated year of delivery	AONB Partnership Role (Key members)	Lead (Partners)	Indicative Funding
<b>R1</b> Support initiatives that enable farming to adapt to change and remain a viable 21st century industry, whilst maintaining and enhancing the natural beauty of the AONB.	R1(1) Establish mechanisms for dialogue with representatives of the agricultural industry to discuss how to support economically viable agriculture whilst promoting the benefits of sustainable farming practices.	Assess existing demand for advice and business support services in East Devon.	2004-6	Delivery/ Influencer (AONB Team EDDC, NFU, CLA GOSW)	AONB, EDDC, (FWAG, Heart of Devon Enterprise, NFU, CLA, RDS Landowners / working farmers)	Staff/ tbc
		Respond to requests for advice and support.	On going	Support and advice (AONB Team, EDDC, NFU, CLA)	HDEA,EDDC (NFU, CLA, FWAG, RDS AONB)	HDEA, EDDC
<b>R2</b> Encourage the principle of local markets and local produce where it adds value to the local economy.	R2(1) Initiate and support projects that market sustainable local produce within the region and where appropriate, nationally. eg, food, wood, stone, rural crafts.  R2(2) Develop relationship and awareness with business sector to promote improved understanding of the AONB (see also L4).	Assess value of East Devon AONB Food and Drink Guide.	2004	Delivery (AONB Team, EDDC)	AONB, (EDDC)	AONB
		Identify and learn from examples of good practice in other AONBs.	2004-7	Research (AONB Team )	AONB, (Blackdowns, AONB)	Staff/tbc
<b>R3</b> Encourage the appropriate development of sustainable employment opportunities that are compatible with AONB objectives and encourage people to continue to live and work within in their communities.	R3(1) Promote best practice in the conversion of redundant farm buildings for small businesses.	Liaise with EDDC Economic Development and Planning staff to identify and recognise examples within the AONB	2006-9	Influencer (AONB Team EDDC)	EDDC, HDEA (AONB)	Staff Tbc
<b>R4</b> Encourage local design initiatives for new development, rural settlements and the appropriate re-use of rural buildings that are compatible with the character of the AONB.	R4(1) Support the development of Village Design Statements and the development of design guides within the AONB. (See also C3(1)).	Assist in the preparation of Village/Town Design Statements for Budleigh Salterton	2003-5	Supporting (AONB Team, OVA)	BSTC, EDDC (AONB)	AONB
		Otterton	2003-5	Supporting (AONB Team)	OPC, EDDC(AONB)	AONB

## TRANSPORT

**KEY OBJECTIVE** To work to ensure the impact on AONB landscape is considered in the planning and provision of transport networks and services.

Policy	Action	Project/Scheme/Target	Anticipated year of delivery	AONB Partnership Role (Key members)	Lead (Partners)	Indicative Funding
<b>T1</b> Promote the development of high quality integrated transport services and initiatives.	T1(1) Improve transport connections in the coastal corridor (See also A1(1)).	Production of an Integrated Access Strategy for Dorset and East Devon Coast WHS	2004-5	Delivery (WHS, DCC, EDDC)	Dorset CC/Devon CC, WHS (EDDC, AONB)	DCC/DoCC
<b>T2</b> Ensure sustainable transport opportunities are promoted in AONB literature.	T2(1) Assess existing AONB literature and ensure reprinted versions are updated ( See also M1(1)).	Ensure transport links identified in new East Devon way leaflet and new web site.	2004	Delivery (AONB Team)	AONB (DCC, EDDC)	Staff
<b>T3</b> Ensure the need to have due regard to the purposes of AONB designation in road and transport schemes within the AONB.	T3(1) Encourage positive solutions to traffic problems and road improvement schemes in the AONB.(See M4(1)).	Respond to proposals and developments likely to have a significant impact on the AONB.	On going	Consultation and influencer (AONB Team, DCC, EDDC)	DCC, EDDC (AONB)	Staff/core
<b>T4</b> Promote transport linkages and access opportunities to the wider countryside around villages and towns adjacent to and within the AONB.	T4(1) Alleviate traffic generated problems on country roads through measures such as Quiet Lanes and green lanes.	Respond to requests for improved access on rural roads and seek to broker off-road access in the form of 'greenways' and safe routes to schools.	On going	Influencer (AONB Team, EDDC, DCC)	DCC, EDDC, (AONB Landowners, local communities)	Subject to schemes
		Input into draft Devon Local Transport Plan.	2006	Consultation (AONB Team EDDC, DCC)	DCC (AONB, EDDC)	Staff
	T4 (2) Encourage the development of cycle routes for family use (See also A3(1))	Implement Wessex Way National Cycle Network Route 2.	2006	Delivery (DCC, EDDC)	DCC, Sustrans (EDDC)	DCC, Sustrans (EDDC)
		Work with EDDC CS to review priorities within the East Devon Disused Railway Study (1999).	2005-6	Investigation (AONB Team, EDDC)	EDDC (AONB, Landowners, DCC)	Staff

## COMMUNITY & CULTURE

**KEY OBJECTIVE** To encourage improved access to services and facilities and the active participation in community and appropriate landscape related enterprise.

Policy	Action	Project/Scheme/Target	Anticipated year of delivery	AONB Partnership Role (Key members)	Lead (Partners)	Indicative Funding
<b>C1</b> Support local community engagement in physical, cultural and natural heritage initiatives within the AONB.	C1(1) Encourage and provide advice to local groups in landscape monitoring enhancement and cultural/heritage initiatives (See also L3(3)).	Support district Tree Warden Scheme.	On going	Support (EDDC)	EDDC (AONB Team)	EDDC
		Development of a Veteran Tree initiative in East Devon.	2004-6	Support/Delivery (EDDC, AONB)	EDDC (AONB, FE, EN, EH)	EDDC, HLF
		Investigate development of river monitoring processes through local amenity groups.	2006-7	Research (AONB/EA)	AONB, EA, EDDC (Amenity/ angling groups )	Staff
		Support local communities in schemes such as Best Kept Village, Britain in Bloom, Arts events and healthy walking and grass roots action.	On going	Support (EDDC, AONB Team, DAPC)	PC's, EDDC (CPRE, DAPC, RHS, AONB, Amenity Groups)	EDDC Tbc
		Support local activity through the AONB Community Project Fund.	On going	Support (AONB Team)	AONB	AONB
		Continue development of the Parish Paths Partnership (P3).	On going	Support (DCC, DAPC)	DCC, PCs, volunteers (AONB, EDDC)	DCC
<b>C2</b> Work with others to strengthen community resources, services and facilities within the AONB.	C2(1) Support the retention of village halls and centres.	Provide advice and support on developing, managing and financing village halls.	2004-9	Support (EDDC, DAPC)	CCD, Parish Councils (DCC, EDDC)	CCD/ DCC
<b>C3</b> Support the development of community based plans and guides that are in keeping with the objectives of the AONB and serve to influence future development.	C3(1) Support communities in their efforts to retain local services in villages. (See also R4(1) re: Village Design Statements). C3(2) Encourage opportunities to improve and integrate employment and affordable housing for young people and families(See also R4(1)) C3(3) Represent AONB on East Devon Community Plan Local Strategic Partnership Environment Sub-Group.	Work with EDDC CS and CCD to develop a 'cluster approach' to the development of Parish Plans.	2005-6	Research (EDDC, AONB Team, DAPC )	EDDC, CCD, (AONB, DAPC)	Tbc
		Consider integration of affordable housing issues in cluster approach to Parish Plans.	2005-6	Research (EDDC, AONB Team, DAPC)	EDDC, CCD, (AONB, DRHP)	Tbc
		Attend LSP meetings.	2004-9	Influencer (AONB Team)	EDDC (AONB)	Staff
<b>C4</b> Promote and encourage the value of the AONB environment and encourage the identification and promotion of locally distinctive features and events.	C4(1) Establish links with local communities in the AONB and support local activities.	Support local events and activities that promote the AONB's distinguishing features and traditional skills. Eg Local Heritage Initiatives and events.	On going	Support (AONB, EDDC)	PCs, (EDDC,DCC,AONB, CCD, WHS)	Staff

## MANAGEMENT OF THE PARTNERSHIP

**KEY OBJECTIVE** To act as ambassadors for East Devon AONB and secure the long term co-ordinated management of the area.

Policy	Action	Project/Scheme/Target	Anticipated year of delivery	AONB Partnership Role (Key members)	Lead (Partners)	Indicative Funding
<b>M1</b> Promote and highlight the AONB landscape and the work of the Partnership.	M1(1) Promote the distinctive landscape quality of the AONB and the work of the Partnership (See also L2).	Identify AONB Promotion and Awareness Programme.	2003-4	Delivery (AONB Team)	AONB	Staff
		Produce and deliver AONB Communication and Interpretation Strategy -(link to WHS Interpretation/ Marketing Strategies).	2003-9	Production/ Delivery (AONB Team/ Partnership members)	AONB (SWCP)	AONB
		Develop AONB Web Site.	2003-5	Delivery (AONB Team)	AONB	AONB
		Produce AONB Leaflet.	2004-5	Delivery (AONB Team)	AONB	AONB
		Convene AONB Annual Forum & produce an Annual Review.	2004-9	Delivery (AONB Team)	AONB	AONB
		Install AONB Boundary markers on main gateways to AONB.	2003-4	Delivery (AONB Team)	AONB, DCC (EDDC)	AONB
		Produce press releases to promote AONB activity and events.	On going	Delivery (AONB Team)	AONB, landowners	Staff
	M1(2) Ensure information, minutes and agenda from AONB meetings available on-line.	AONB agenda and minutes to be available on new AONB web site (See above).	2004-9	Delivery (AONB Team)	AONB	Staff
<b>M2</b> Encourage co-ordination and partnership amongst the wide range of national and regional agencies and organisations with an active interest in the AONB.	M2(1) Convene AONB Partnership meetings to direct delivery of the AONB Management Strategy .	Hold 3 meetings per year	2004-9	Delivery (AONB)	AONB	Staff
		Implement and annually review Action Plan.	2004-9	Delivery (AONB Partnership)	AONB	AONB
		Review Management Strategy.	2008-9	Delivery (AONB Team)	AONB	Staff AONB
	M2(2) Establish wider links and programmes to aid delivery of AONB Management Strategy.	Hold Annual Forum every autumn and produce annual review document for public information.	Annual	Delivery (AONB Team)	AONB (Community organisations/various)	Staff AONB

**MANAGEMENT OF THE PARTNERSHIP** *(continued)*

**KEY OBJECTIVE** To act as ambassadors for East Devon AONB and secure the long term co-ordinated management of the area.

Policy	Action	Project/Scheme/Target	Anticipated year of delivery	AONB Partnership Role (Key members)	Lead (Partners)	Indicative Funding
		<p>Establish working groups in line with Strategy themes and projects to co-ordinate the development of Action Plan targets:</p> <ul style="list-style-type: none"> <li>• Community Project Fund Grant approval Group.</li> <li>• Interpretation and Communication Strategy Working Group.</li> </ul> <p>Assist in the delivery of programmes and comment on strategy development.</p>	2004-9	Delivery (AONB Team)	AONB (Community organisations/various)	Staff
			2003-4	Delivery (AONB Team, EN, CDE, OVA)	AONB	Staff
			2003-5	Delivery (AONB Partnership)	AONB (various)	Staff
	M2(3) Participate in the work of the World Heritage Site Steering Group in the development and delivery of the World Heritage Site Management Plan & Framework for Action.		2004-8	Delivery (WHS, AONB Team, EDDC, DCC)	WHS (AONB, EDDC,DCC)	Staff/tbc
	M2(4) Participate in and influence the work of local, regional and national agencies and organisations	<p>Assist in the delivery/work of</p> <ul style="list-style-type: none"> <li>• East Devon Countryside Service Framework for Action</li> <li>• Devon County Council Role and Action Programmes</li> <li>• Devon Rural Strategy</li> <li>• Regional Joint Statement of Intent for protected landscapes</li> <li>• National Association of AONBs (NAAONB)</li> <li>• Emerging regional strategies</li> </ul>	On going	Partner/Delivery (AONB Team, EDDC, DCC, GOSW,EN, EA, CA)	EDDC, DCC, SWPLF, DSP, SWERDA, GOSW (AONB)	Staff/Core
<b>M3</b> Raise awareness of AONB policies and identify opportunities for partnership working.	M3(1) Develop an induction pack for AONB Partnership to inform members of roles and responsibilities.	Create pack in conjunction with Partnership members.	2005-6	Delivery (AONB Team)	AONB, NAAONB, SWPLF	Staff
<b>M4</b> Influence policy development and initiatives that relate to the AONB.	M4(1) Ensure that EDDC Local Plan policy continues to preserve and enhance the key characteristics of the AONB (See also L4(1)).	Establish planning consultation protocol for AONB Partnership.	2004-5	Delivery (AONB Team Partnership)	EDDC (AONB, DCC)	Staff

**MANAGEMENT OF THE PARTNERSHIP** *(continued)*

**KEY OBJECTIVE** To act as ambassadors for East Devon AONB and secure the long term co-ordinated management of the area.

Policy	Action	Project/Scheme/Target	Anticipated year of delivery	AONB Partnership Role (Key members)	Lead (Partners)	Indicative Funding
		Prepare Biodiversity and Nature conservation Supplementary Planning Guidance.	2005-6	Influencer/ Delivery (EDDC, AONB Team)	EDDC (DCC,AONB)	Staff
	M4(2) Develop a series of 'State of the AONB' indicators against which the Management Strategy can be monitored on a 5 yearly basis.  M4(3) Act as <i>ambassadors</i> for the AONB and comment on/influence policies and initiatives likely to impact on the AONB (See also M4(1)).	Develop proposals for indicators in partnership with SWPLF/CA.	2003-4	Delivery (AONB Team)	AONB, SWPLF, Consultants, (WHS )	SWPLF /CA
		Approve indicators and establish monitoring processes.	2004-9	Delivery (AONB Partnership)	AONB	Staff
		Establish protocol/mechanism for the Partnership to respond to policy/strategy development.	2004-5	Delivery (AONB Partnership)	AONB	Staff
<b>M5</b> Review and develop the operational and long term funding base for the AONB Partnership.	M5(1) Ensure annual grant applications and AONB Business Plan are submitted to Countryside Agency.	Draft budgets by Autumn of each year.	Annually	Delivery (AONB Team)	AONB	AONB
		Make grant submissions.	Annually	Delivery (AONB Team)	AONB	AONB
		Review Business Plan and submit with grant application to the Countryside Agency.	Annually	Delivery (AONB Team)	AONB	AONB
	M5(2) Review the AONB Memorandum of Agreement between the Countryside Agency, East Devon DC and Devon CC.	Review agreement and future core funding programme for AONB.	2005-6	Delivery (AONB Team)	CA, EDDC, DCC, AONB	AONB
	M5(3) Review AONB boundary.	Liaise with Countryside Agency over review process.	2007-9	Research (AONB Team)	AONB, CA	Staff

# Monitoring

There will be two aspects to monitoring this Strategy:

- The effectiveness of management
- The condition of the AONB

## The effectiveness of management

1. This will be addressed through an AONB Business Plan and yearly review of the Action Plan. The Business Plan outlines the business working of the AONB Team and Partnership and contains details of the staffing arrangements, responsibilities and work programmes. It will also identify, as a result of this Strategy development, detailed targets for the AONB Partnership and Team.

2. Annual reporting on the progress of the AONB Management Strategy Action Plan will take place. This will feed into the business planning process and enable the production of an Annual Review on the work of the AONB Partnership. This Review document will be translated through an Annual Forum where local communities and organisations will also have the opportunity to provide feedback on AONB issues and initiatives.

## The condition of the AONB

3. The second monitoring area will be in the form of headline 'State of the AONB' indicators. These have been established as part of the development of the Management Strategy in conjunction with the South West Protected Landscape Forum. The following proposed indicators were influenced by a number of factors that can be summarised as follows:

## Practical considerations

4. AONBs are operating in a specific context which limits the options open to them. Factors taken into account were:

- The shortness of the timescale for the completion of AONB management plans.
- Opportunities exist to develop a regional consensus over the next five years, so the current set of indicators needs to be 'fit for purpose' rather than 'perfect'.
- Resource availability is likely to be a constraint in many AONBs.
- Chosen indicators should be relevant to all AONBs in the South West, rather than peculiar to some.
- The chosen set should be relatively few in number; AONBs have the option to collect a larger data set related to a wider agenda should they so wish.

## Meaningful indicators

5. Indicators need to be linked to the AONB agenda. Relevant factors here were:

- An assumption that the highest priority should be given to indicators relating to the AONBs' terms of reference; there is, therefore, a strong emphasis on landscape and related environmental indicators on the ground that, if AONBs don't collect this data, no one will.
- The chosen set of core indicators should be directly influenced by actions of AONB

Partnership members (and therefore do not include, for example, education or community safety)

- The indicators must genuinely show something relevant
- The indicators must be either relatively simple, available data sets, or so important that they justify local collection (ie the AONB Team need the information in order to properly plan for, and manage, the AONB).

## Relationship to base-line data

6. Good base-line data should underpin the preparation of management plans. The chosen list, therefore, places emphasis on data sets that provide practical contributions to that base line data, rather than on performance indicators.

The proposed set of indicators is detailed on the next page. The final choice of indicators will be approved by the AONB Partnership.

**The proposed set of indicators is listed on the table opposite.**

## Proposed set of State of the AONB Indicators\*

HEADLINE	TOPIC	COMMENT
<b>LANDSCAPE</b>  Landscape character	Historic features: <ul style="list-style-type: none"> <li>• % SAMs in favourable condition.</li> <li>• listed and unlisted buildings at risk.</li> </ul>	Data available from EH. Data partly available from planning authorities and partly will have to be collected locally.
	<ul style="list-style-type: none"> <li>• % change in locally distinctive field boundaries.</li> <li>• changes in key ridges and views.</li> </ul>	Importance to be locally determined, and much of the data collected locally. Sites to be locally determined following baseline survey work, and data collected locally (photographic evidence from fixed point photography).
	<ul style="list-style-type: none"> <li>• Other locally distinctive features, for example: <ul style="list-style-type: none"> <li>- extent of woodland type(s).</li> <li>- condition of old routeways.</li> <li>- historic gardens.</li> <li>- length of undeveloped coastline (development within 300m of mean high water mark) etc.</li> </ul> </li> </ul>	Key indicators of local distinctiveness need to be locally determined. Some data readily available (eg from Forestry Commission) and some will need to be locally collected (eg unspoilt coastline).
	Land management <ul style="list-style-type: none"> <li>• % of land managed under higher tier agri-environment schemes.</li> </ul>	Data available from DEFRA.
<b>BIODIVERSITY</b> Habitats	<ul style="list-style-type: none"> <li>• % change in BAP habitats.</li> </ul>	Base line survey work nearing completion by EN and will be able to be supplied to AONB boundaries.
Species	<ul style="list-style-type: none"> <li>• Would require local identification.</li> </ul>	Characteristic species will need to be locally determined; data availability depends on species chosen and likely to involve substantial local data collection.
<b>WATER QUALITY</b> Rivers	<ul style="list-style-type: none"> <li>• % change in pollution incidents.</li> </ul>	Type of incidents to be used in monitoring requires local determination. Data currently available from Environment Agency and is regularly updated.
Sea water	<ul style="list-style-type: none"> <li>• % of all designated bathing beaches meeting Bathing Water Directive.</li> </ul>	Data currently available from Environment Agency and is regularly updated.
<b>ACCESS</b> Access	<ul style="list-style-type: none"> <li>• % of Rights of Way 'easy to use'.</li> </ul>	Data should be available from local RoW Teams.
<b>SOCIAL</b> Affordable housing	<ul style="list-style-type: none"> <li>• Number of new homes built annually, in the AONB, which are affordable housing.</li> </ul>	Data can be collated from the Local or County Planning Authorities and should include net new affordable dwellings completed per year, including new build and conversions. This may require analysis of housing data by AONB unit.
Access to services	<ul style="list-style-type: none"> <li>• % of AONB population in within x km (tbc) of a convenience food shop.</li> </ul>	Data is available from the Countryside Agency as part of their monitoring for the State of the Countryside. The data has been cut to an AONB level but may contain inaccuracies as it is based on Ward boundaries.
<b>ECONOMIC</b> Employment changes	<ul style="list-style-type: none"> <li>• % change in key employment sectors.</li> </ul>	Categories to be locally selected. Data available from NOMIS data base and DEFRA. Smallest unit of dis-aggregation is ward, and sometime larger to protect confidentiality. Will require data manipulation.
<b>FARMING</b>	<ul style="list-style-type: none"> <li>• % change in relevant farming types and geographically specific data if required.</li> </ul>	Categories to be locally selected. Data available from DEFRA.

\* The final choice of indicators will be approved by the AONB Partnership

## List of abbreviations

### **Amenity Groups** Local societies and groups

<b>ANPA</b>	Association of National Park Authorities
<b>AONB</b>	Area of Outstanding Natural Beauty - East Devon AONB Team/Partnership
<b>AVCS</b>	Axe Valley and District Conservation Society
<b>AVEP</b>	Axe Valley Enhancement Project
<b>BAPs</b>	Biodiversity Action Plans
<b>BHS</b>	British Horse Society
<b>BLACKDOWNS</b>	Blackdown Hills AONB Rural Partnership
<b>BSTC</b>	Budleigh Salterton Town Council
<b>CCD</b>	Community Council for Devon
<b>CORE</b>	Core cost for AONB
<b>CPRE</b>	Council for the Protection of Rural England
<b>CLA</b>	Country Land and Business Association
<b>CRoW</b>	Countryside and Rights of Way Act
<b>cSAC</b>	Candidate Special Area of Conservation
<b>CWS</b>	County Wildlife Site
<b>DAPC</b>	Devon Association of Parish & Town Councils
<b>DCC</b>	Devon County Council
<b>DCF</b>	Dorset Coast Forum
<b>DCAS</b>	Devon County Archaeological Service
<b>Defra</b>	Department of Environment, Food and Rural Affairs
<b>DoCC</b>	Dorset County Council/AONB
<b>DRHP</b>	Devon Rural Housing Partnership
<b>DRTTP</b>	Devon Rural Transport Partnership
<b>DRTU</b>	Devon Rural Training Unit
<b>EA</b>	Environment Agency
<b>EDDC</b>	East Devon District Council (CS= countryside service)
<b>EDRTP</b>	East Devon Rural Transport Partnership
<b>EDVSA</b>	East Devon Voluntary Services Association
<b>EU</b>	European Union
<b>FFF</b>	Forum for the Future
<b>GOSW</b>	Government Office for the South West
<b>HDEA</b>	Heart of Devon Enterprise Agency
<b>IEG</b>	Implementing Electronic Government

### **Landowners**

	Land-owning individual/group
<b>LBG</b>	Lyme Bay and South Devon Coastline Group
<b>LNR</b>	Local Nature Reserve
<b>NAAONB</b>	National Association for Areas of Outstanding Natural Beauty
<b>NFU</b>	National Farmers Union
<b>NNR</b>	National Nature Reserve
<b>NOF</b>	New Opportunities Fund
<b>NT</b>	National Trust
<b>OVA</b>	Otter Valley Association
<b>OWT</b>	Offwell Woodland Trust
<b>P3</b>	Parish Paths Partnerships
<b>PCs</b>	Parish Councils
<b>PASW</b>	Public Art South West
<b>PRoW</b>	Public Rights of Way
<b>RDS</b>	Rural Development Service
<b>RHS</b>	Royal Horticultural Society
<b>RoW</b>	Rights of Way Dept. (Devon CC)
<b>SPA</b>	Special Protection Area
<b>SSSI</b>	Site of Special Scientific Interest
<b>Staff</b>	Staff time
<b>Sustrans</b>	National charity for sustainable transport
<b>SVA</b>	Sid Vale Association
<b>SWERDA</b>	South West of England Regional Development Agency
<b>SWPLF</b>	South West Protected Landscape Forum
<b>SWRA</b>	South West Regional Assembly
<b>SWCP</b>	South West Coast Path Officer/team/Associatoin
<b>SWT</b>	South West Tourism
<b>TBC</b>	To be confirm
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organisation Office
<b>WCRT</b>	West Country Rivers Trust
<b>WHS</b>	World Heritage Site /Team/Trust

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Contacts:

**East Devon AONB Partnership**

Knowle, Sidmouth, Devon EX10 8HL

Tel: 01395 517557 / Fax: 01395 517556

Email: [aonb@eastdevon.gov.uk](mailto:aonb@eastdevon.gov.uk)

[www.eastdevonaonb.org.uk](http://www.eastdevonaonb.org.uk)

*Designed by: Thorn Tree Design, Sidmouth, Devon*



**East Devon AONB Partnership**

East Devon District Council

Knowle, Sidmouth

Devon EX10 8HL

**Tel: 01395 517557**

Fax: 01395 517556

Email: [aonb@eastdevon.gov.uk](mailto:aonb@eastdevon.gov.uk)

[www.eastdevonaonb.org.uk](http://www.eastdevonaonb.org.uk)