

East Devon AONB Partnership Meeting
March 17 2004
9.30- 4.30

Branscombe Village Hall

Business meeting –	10.00 – 13.00
Lunch	13.00 14.00
Site visit	14:00 16:30

- 1 Apologies
- 2 Minutes of last meeting and matters arising
- 3 Interpretation and Communication Strategies (enclosed and presentation)
- 4 AONB Team reports (Enclosed – green papers)
- 5 Business Plan and budgets (Enclosed)
- 6 Action Plan and project programme 2004 (See Business Plan)
- 7 Management Strategy update (Verbal update)
- 8 Protocols – planning and policy consultation (Enclosed – yellow papers)
- 9 Annual reporting – Review and Annual Forum
- 10 PR Update
- 11 Date of next meeting
- 12 Any Other Business

East Devon Area of Outstanding Natural Beauty

Minutes of Partnership Group Meeting

Wednesday 17th March 2004

10am

Branscombe Village Hall

Present:

Tim Badman	TB	World Heritage Team
Nic Butler	NB	East Devon AONB
Richard Butler	RB	Devon County Council DCC
Sir John Cave	JC	Country Land and Business Association
John Channon	JCh	National Trust
Alan Ford	AF	Otter Valley Association
Cathy Fitzroy	CF	Countryside Agency
Chris Marrow	CM	Forest Enterprise
Amanda Newsome	AN	English Nature
Charlie Plowden	CP	East Devon District Council EDDC
Cllr Tony Reed	TR	Chair East Devon AONB Partnership/EDDC
Cllr Margaret Rogers	MR	Vice Chair East Devon AONB Partnership/DCC
Sam Rose	SR	World Heritage Team
Annie Saunders	AS	East Devon AONB/EDDC
Denzil Taylor	DT	Sid Vale Association
John Wilding	JW	Clinton Devon Estates
Chris Woodruff	CW	East Devon AONB
Pete Youngman	PY	East Devon AONB

1 Apologies

Bob Collier - Devon Association of Parish Councils
Mike Ellingham - National Farmers Union
Cllr Ray Franklin - East Devon District Council
Cllr Stuart Hughes - Devon County Council
Andrew Jarrett - East Devon District Council
Kate Little - East Devon District Council
Helen Thompson - Government Office for the South West
Caroline Trevaskis - Environment Agency

2 Minutes of the 30th September 2003 meeting/matters arising

- The minutes of the meeting of 30th September were agreed.

3. Interpretation and Communication Strategies

- Annie Walsh from *Imagemakers* attended to present the Interpretation and Communication Strategies to the Partnership.
- MR requested that Sustrans West Sussex Cycle Route be included under 4.6: Branding and identities that affect the AONB.

Action: NB

- JCh stressed the value of a consistent approach regarding design principles, rather than a plethora of different styles for interpretation boards within the AONB. JCh suggested a possible partnership approach to the funding of an updated information board for Branscombe.
- TB reported that the World Heritage Team has produced an Interpretation Action Plan and that the consultation period was coming to an end. TB also suggested

close liaison with the AONB Team to ensure a co-ordinated approach to interpretation.

- CP reported that East Devon District Council was happy with the AONB branding sitting alongside its own logo and that the wider AONB message would be incorporated within the District LNR interpretation.
- NB suggested that it would be useful for the Partnership to set up an Interpretation Working Group to build upon the work of the Interpretation Strategy, to produce local interpretive plans and to explore funding issues. CM suggested that the AONB Partnership could play an over arching role, leveraging in funding to guide the whole interpretation process. The following expressed an interest in joining the working group – TB, JC, JCh, CF, CM, CP, MR and JW.
- Any final comments on the Interpretation and Communication Strategies to be forwarded to NB by 19 March.

The Partnership approved the following recommendations:

To approve the Interpretation and Communication Strategies subject to any final comments received by 19 March.

4. AONB Officer Reports (key points)

AONB Officer

- The Management Strategy has received approval from the statutory consultees and has been endorsed by the local authorities, subject to final approval at Devon County Council Executive Committee next week. The document will then be dispatched for final design and printing ready to be lodged with the Secretary of State by the end of March.
- Development work is underway regarding the 2004/5 project implementation programme, in liaison with the World Heritage Team, Devon County Council and East Devon District Council. A meeting has also taken place with English Nature regarding a potential landscape/biodiversity project.

Asst AONB Officer

- Development work has been undertaken regarding the Interpretation and Communication Strategies.

(the Asst AONB Officer has been on extended leave during this reporting period)

AONB Projects Officer

PY reported that 2003/4 projects have all been completed on schedule and within budget.

Awareness projects:

- **Marker signs on Rights of Way fingerposts** – signs erected or part erected in all but four of the 29 parishes.
- **Celebrating the boundaries** – production and installation of approved signs in hand at key locations.
- **East Devon Way** – improvement works on-schedule and design and production of promotional flyer in progress.

Indicator projects:

- **Survey and monitoring programme of County Wildlife Sites within the AONB** – Devon Biodiversity Record Centre has completed the survey work and will produce an updated wildlife Inventory for the AONB.
- **Monitoring of recreational usage** – automatic counters on key recreational routes have now been installed and calibration of counters is underway. It is hoped that students from Bicton College will be able to process the data in future years. It was agreed that the data produced would be extremely valuable and

that it would be useful to have a costed programme of annual maintenance, repair and renewal of the equipment.

Action: PY

- **Primary archaeological survey** – phase 1 survey is progressing on target. Budget allocation has enabled the development of detailed management prescriptions for 12 key sites in the coast path corridor.
- **Questionnaire survey of visitors** – survey is completed and report compiled and available on the web site.

Community

- **Community Project Fund** – the Partnership panel has approved the expenditure of £3,300 on projects with a further £700 spent on the promotional leaflet.

Rural regeneration

- **Foodlinks** – an evaluation of the role and effectiveness of the publications produced as part of last year's project is underway.

5. Business Plan and Budgets

- CW presented the Business Plan 2004-5 for Partnership approval.
- CW reported that the interim financial claim to the end of January had been made to the Countryside Agency and that core and project budgets for 2003/4 were on target.
- CF advised that Countryside Agency funding for AONBs had been reinstated although at a reduced level compared to last year. Core budgets have been prioritised for 2004/5 with project budgets facing greater cuts than anticipated.
- It was agreed that funding partners would have a separate meeting for further discussion of project funding.

Action: CW

The Partnership approved the following recommendation:

To approve the Business plan 2004/5.

6. Action Plan and Project Programme 2004

- The Partnership noted the revised 2004/5 project programme outline, included within the Business Plan.
- AN reported that English Nature would not be able to make a financial contribution to B1(1) Biodiversity Action Plan for East Devon.

Action: CW

- TB reported that the World Heritage Team wished to be included as a partner in M1(1) Implementation of priorities of Interpretation Strategy.

Action: CW

7. Management Strategy Update

- CW reported that the document would be lodged with the Secretary of State by the end of March and that a further 250 copies of the Strategy would be produced for circulation to all consultees. The document will be available at libraries, parish and town council offices and will also be available on the web site. An Executive Summary will be produced in 2004/5.
- CW highlighted the sustainability checklist, included in the Strategy as a model for confirming future project support and development. Proposed indicators are also present within the Strategy, subject to approval and further consideration at the next Partnership meeting in July.

8. Protocols – planning and policy consultation

- CW presented a planning protocol for endorsement by the Partnership.

- Discussion took place regarding the role of the AONB Officer, acting on behalf of the Partnership, commenting on planning applications that may have a “significant impact on the character of the AONB”. It was suggested that a flexibility of interpretation would be necessary as small scale incremental development within the AONB could also be worthy of consideration. It was agreed that the protocol should include details of the type of development which would be commented upon.
- RB suggested that Devon County Council Minerals and Waste Authority should also endorse the planning protocol.
- CW advised that if consideration of an application was beyond the professional judgement of the AONB Officer, it would be appropriate to liaise with the Chair of the AONB Partnership. It was noted that there may be a conflict of interest here as the current Chair is also Vice-Chair of the Development Control Committee.
- CW also presented a protocol for policy consultation for endorsement by the Partnership.

The Partnership approved the following recommendation:

- To approve the Planning Protocol subject to an amended wording to include details of the type of development which would be commented upon. Also, inclusion of DCC as signatory.**
- To approve the Policy Consultation Protocol.**

9. Annual reporting – Review and Annual Forum

- NB advised that an Annual Report would shortly be available to present to the funding partners but that a more comprehensive Annual Review would also be produced for Autumn 2004, to promote the wider work of the Partnership.
- The Annual Forum is provisionally scheduled for Saturday 16th October. Venue and further details will be confirmed in due course.

Action: NB

10. PR update (key points)

AS presented a summary of PR activity since the Partnership last met in September 2003:

- The new AONB web site is nearing completion and will be launched later in the Spring. The Partnership will continue to have a presence on the East Devon District Council site.
- The South West Protected Landscapes Forum Touring Photo Exhibition will be launched on 29 April at the Eden Centre and will visit Exeter Picture House 22 June – 19 July.
- The AONB Team will be part of the wider Countryside Service Roadshow programme throughout the year, appearing at local country shows and within town centre venues.

11. World Heritage Team update

TB presented an update on the activities of the World Heritage Team:

- A Marketing Strategy is now in place including an Action Plan.
- The Jurassic Coast Bus Service now has an extended route and will be a double decker in 2004.
- Signs for the gateway towns will shortly be available.
- Gateway town consultation process has just taken place, elements of which will be integral to the development of the Interpretation Strategy.

12. A.O.B.

- CW suggested that a farm visit would be a useful focus for the Partnership Meeting in July and an opportunity to explore issues relating to agri-advice, farm diversification and agricultural stewardship.
- The Asst AONB Officer will shortly be leaving the Team – TR thanked him for his substantial contribution to the AONB and Heritage Coast and wished him well in his future plans.

Forward plan of AONB Partnership meetings:

**Wednesday 14th July
9am – 4.30pm**

**Wednesday 17th November
9am – 4.30pm**

Forward plan of Steering Group Meetings:

**Wednesday 19th May
2pm**

**Wednesday 15th September
2pm**

**Wednesday 15th December
2pm**