

East Devon AONB Partnership Plan

DELIVERY PLAN – 2019/20

EAST DEVON AONB PARTNERSHIP | April 2019

THEME 1

Place

Strategic aim 1: Conserve and enhance the natural beauty of the AONB

Theme 1 - Place

Theme	Sub-theme	Priority	Year	AONB Role / action	Partners/Comments ¹	Update
Place	Landscape and heritage	Review and update landscape character assessment	2019	Fund and partner	EDDC, DCC, BHAONB	Review to be completed spring 2019
		Encourage appropriate woodland creation projects esp. in areas of high soil erosion	On going	Support, encourage	EDCP, BHAONB, DCC, EA, FC, DWT, WCRT, FWAG, farmers	Natural Flood Management project in Otter/Axe with BHAONB
		Secure partnership and HLF funding for follow on Legacy to Landscape project (Wild Roots)	2019-2021	Lead, coordinate, fund	HLF, EDDC, AVDCS, PCs, NT, Shute Estate, DCC, WT, landowners	HLF decision pending early Feb
		Complete LIDAR 3D investigation and mapping – East Devon AONB Survey	2019-2020	Support, partner	DCC, HE	Pending confirmation
		Seek to develop farm building design guide with Devon Landscape Policy Group	2019-2020	Support, partner, fund	DCC, DLPG, EDDC	Proposal to DLPG Feb 2019
		Seek to develop cross boundary guidance on protecting areas of tranquillity	On going	Support and encourage	EDDC, DCC, CPRE, NAAONB	
		Encourage landscape enhancement schemes	On going	Encourage and support	Landowners, WPD	Undergrounding LV power cables – possible project in Lower Otter
		Explore opportunities for citizen science landscape photo monitoring project	2019/21	Research, develop	Landowners, Partnership members	Scope/develop in 2019

Theme	Sub-theme	Priority	Year	AONB Role / action	Partners/Comments	Update
Place	Environmental quality and climate	Support and encourage environmental and energy initiatives, particularly where these are under community ownership	On going	Support, encourage	Community groups, Parish Councils and associations/groups	
		Support community schemes that will help to reduce, re-use and recycle waste	On going	Support, encourage	Community groups, Parish Councils and associations/groups	
		Work with partners on the East Devon Catchment Partnership to deliver climate change adaptation measures and promote sustainable management of our natural resources	On going	Partner, support, encourage	Member of East Devon Catchment Partnership (Specific role on Delivery Plan/www)	
		Assist farmers in reducing impacts on clean water and air	On going	Support, encourage, promote, collaborate	NE, EA, DCC, BHAONB, FWAG	(See farming and land management)

¹ See page 10 for details of abbreviations

Place

Theme	Sub-theme	Priority	Year	AONB Role / action	Partners/Comments	Update
Place	Biodiversity and Geodiversity	Continue to support delivery of the Devon Greater Horseshoe Bat project	2019-2021	Chair Steering Group	DWT (host) Community groups, Parish Councils and associations/groups	Mid-term on project – progressing well
		Confirm and deliver actions in support of Government 25year Environment Plan in particular developing Natural Capital and achieving Net Gain	On going	Support, encourage	NAAONB, NE, Defra, EDDC, DCC	See also farming sub-theme for further details
		Work with NE, Defra, WHS Trust and key partners on post Brexit environmental policy and delivery	On going	Partner, support, encourage	NE, Defra, WHS Trust and key partners	Input to Glover Review of designated landscapes
		Play an active role in the Devon Local Nature Partnership	On going	Board Member	LNP	
		Play an active role in the Lower Otter Restoration Project	On going	Stakeholder Group member, Monitoring data	LORP group members	
		Play an active role in the River Otter Beaver Trial	On going	Stakeholder Group member, monitoring data	ROBT group members	

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update
Place	Coast	Encourage environmental and landscape improvements to existing large scale holiday sites on the coast	On going	Advise, encourage	EDDC/DCC/ Businesses	
		Support and encourage beach/marine litter and consumer/behaviour change campaigns	On going	Support, encourage	Community groups, EDDC, JCT	
		Support Jurassic Coast Trust initiatives and the conservation and protection of the coast in particular in regards of its setting	On going	Support	JCT	
		Engage in EDDC Beach Management Planning in Sidmouth/Seaton	On going	Consultee, Rep	EDDC	Plans under development at Sidmouth/Seaton

THEME 2

People and prosperity

Strategic aim 2: Encourage and support sustainable economic development, social engagement and recreational activity that conserves and enhances the natural beauty of the AONB



Theme 2 - People and prosperity

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update
People and Prosperity	Farming and Land Management	Actively engage in the Catchment Sensitive Farming programmes	On going	Support and engage	CSF, NE, EDFG	Links to EDFG
		Influence, support and encourage environmental stewardship schemes	On going	Support, encourage, coordinate	Defra, NAAONB, NE, FC, EA, BHAONB, farmers, FWAG, CDE	Defra Test and Trials Programme (AONB and CDE), East Devon Farm Facilitation Group
		Work with partners to develop and support sustainable woodland and hedgerow/ tree management	On going	Partner, support, encourage	NE, FC, farmers, woodland groups	
		Work with partners to develop and support sustainable farming and land management practices and reduce flood risk	On going	Support and develop	Defra, NE, DCC, EA, WRT, BHAONB, landowners, farmers, FWAG	W4W programme and NFM project
		Engage in agricultural policy development through National Association for AONBs	On going	Consultee	NAAONB	
		Co-ordinate delivery of the East Devon Farm Facilitation programme	On going	Coordinate, deliver	Farmer reps, FWAG, DWT	
		Assist farmers re clean water and air				

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update
People and Prosperity	Access, recreation and tourism	Coordinate East Devon Way Management Plan and promotion	On going	Coordinate and support	EDDC, DCC, landowners, Ambassadors, East Devon Walking Festival Group	Linked route, arts and engagement
		Continue to promote and develop links with the tourism sector/businesses and the environment, in particular around the East Devon Way and South West Coast Path corridors	On going	Support, encourage, coordinate	SWCP, Visit Devon, SWTA, local hospitality businesses	Maintain footpath counter data recording programme at key locations across the AONB
		Support improvements to coastal access, in particular in the Undercliffs	On going	Support, encourage	NE	

People and prosperity

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update
People and Prosperity	Planning and development	Develop advice and guidelines in close liaison with planning/policy staff	On going 2019/20	Support and engage	EDDC, DCC, DLP, NE	Bat and Farm Building Design Guide Policy work in development General Planning Guidance guide to be developed
		Support the development of village and neighbourhood plans/guides	On going	Support, encourage, coordinate	Neighbourhood Plan groups/local councils	
		Respond to planning consultations in accordance with the AONB protocol as resources allow	On going	Consultee, advice	EDDC, DCC, NE	Check and update protocol
		Engage in the Glover Review of Designated Landscapes	2019	Consultee, Input	Glover Panel, NAAONB	Meetings scheduled through NAAONB – review due Sept 2019
		To encourage use of Landscape Sensitivity Assessments in and within the setting of the AONB	On going	Encourage/ Support	EDDC, DCC, NE, scheme proposers	

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update
People and Prosperity	Transport and Highways	Contribute to the development of sustainable transport initiatives	On going	Support and engage	DCC, transport providers, local communities and businesses	
		Investigate options to monitor and identify tranquil areas within the AONB (consider the creation of a network of quiet lanes)	2021-4	Research and develop	NAAONB, DLPG	Some background work carried out - pending further action
		Encourage and support village gateway signs promoting the AONB	On going	Support, advise, promote	Local councils/ communities	
		Encourage and support safe off-road access routes for all users	On going	Encourage, support	DCC, PCs, local groups	A3052 layby – explore enhancement opportunity with DCC

People and prosperity

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update
People and Prosperity	Rural Economy and Services	Secure legacy programme funding for Making it Local RDPE programme and assistance to micro-businesses	2019-2020	Liaise, Influence, collaborate, support	DCC, EDDC, Defra	HLF submission pending confirmation Feb 2019
		Support and encourage local produce/supply networks and support improved services for isolated rural communities	On going	Support and encourage	Local communities, businesses	
		Support local businesses in the development of the environmental economy and complementary programmes eg AONB Ambassador scheme	On going	Support, advise	Ambassadors, EDDC, DCC	
		Work with LNP/LEP and partners to develop models demonstrating the natural capital of the AONB	On going	LNP Board member	LNP, LEP	Natural Capital evidence being developed

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update
People and Prosperity	Community and Culture	Actively engage local community groups and organisations in AONB projects and activities	On going	Facilitate, engage	Local groups, parishes, communities	Legacy to Landscape/Wild Roots
		Support local action through the AONB Sustainable Development Fund (SDF) and other programmes	On going	Fund delivery, management, support	Local communities and organisations	£20k budget for 2019/20
		Support community level plan development eg neighbourhood plans	On going	Advise, consult	Neighbourhood Plan groups, local Councils, EDDC	

THEME 3

Communication and management

Strategic aim 3: The AONB is recognised and valued as a national, regional and local asset and is effectively managed in partnership with our stakeholders.

Seaton Down
Hillfort walk



Theme 3 - Communication and Management

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update
Communication and management	Communication, education and awareness	Promote the AONB and work of the Partnership and its member organisations	On going	AONB Annual Meeting, Ambassador programme	Partnership, EDDC, DCC	
		Survey local communities on levels of awareness and understanding of the AONB	2024	5 yr awareness survey	Consultancy project	
		Provide information and educational materials on the AONB to support partners across the area	On going	Support, assist	Provide information and data as required	
		Continue to develop the AONB Ambassador scheme for individuals, organisations and businesses	On going	Support, facilitate, encourage	Ambassadors and exemplars (Acland Award)	Events in Feb and July and Sept 2019

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update
Communication and management	Management	Develop Annual AONB Business Plan, Delivery Plan and Report	On going	Manage, report	AONB Partnership	
		Secure Memorandum of Agreement with Defra and LA partners	On going	Manage, liaise	EDDC, DCC, Defra, NAAONB	
		Secure additional funding in support of AONB objectives and programmes	On going	Liaise, facilitate, fund raise	Subject to fund purposes	
		Continue to review AONB operations and working arrangements	On going	Review, advise	AONB Partnership, NAAONB, AONBs	
		Actively support and engage with the National Association for AONBs and regional/county networks	On going	Liaise, engage	NAAONB, AONBs	

Abbreviations

AONB – area of outstanding natural beauty

AVDCS – axe vale and district conservation society

BHAONB – blackdown hills AONB

CDE – clinton devon estates

CPRE – campaign to protect rural England

CSF – catchment sensitive farming

Defra- dept. for environment and rural affairs

DCC – devon county council

DLPG – devon landscape policy group

DWT – devon wildlife trust

EA – environment agency

EDCP – east devon catchment partnership

EDDC – east devon district council

EDFG – east devon farmers group

FC – forestry commission

FWAG – farming and wildlife advisory group

HE – historic England

HLF – heritage lottery fund

JCT – jurassic coast trust

LEP – local economic partnership

LNP – local nature partnership

LORP – lower otter restoration project

NAAONB – national association for AONBs

NE – natural England

NT – national trust

PCF – princes countryside fund

ROBT – river otter beaver trial

SWTA – south west tourism alliance

WHS – world heritage site (Jurassic Coast Trust)

WPD – western power distribution

WRT – west country rivers trust



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The East Devon AONB Partnership is funded by Defra, East Devon District and Devon County Council and is a member of the National Association for AONBs

