



Looking good at 50 - celebrating fifty years of beauty

Our five successes are

1. Keeping the AONB beautiful since 1963

Our leading role in delivering heritage initiatives (esp Parishscapes and in the Footsteps of Peter Orlando Hutchinson) which have raised awareness of the recent past and through other work on the significance of the historic environment in the AONB. Our work has inspired thousands of hours of volunteer engagement around tasks such as digitising old film, managing ancient monuments and digitising tithe maps of the parishes in the AONB (the latter of which has spurred on activity at the County level) – recognised in our HERITAGE ANGEL award from English Heritage

2. Enhancing biodiversity – by keeping the quality of our landscape beautiful, the patchwork fields and thick Devon hedges provide homes for a wild variety of wildlife to live and feed. The hedges are like corridors of food, particularly for bats.

Our championing work in support of biodiversity, such as our SITA Trust's 'Looking Out for Bats', has improved understanding and raised awareness of greater Horseshoe bats and is driving a county wide bat initiative.

Also helping to keep our rivers clean encourages wildlife like water voles; the BBC filmed the water voles at the Tale Valley for **The Burrowers: Animals underground** featured on TV in August

3. Providing funding to help people put their environmental business ideas into practice. Small pots of cash (up to 10k) for individuals and communities

Our Sustainable Development Fund made possible through Defra support has been a fantastic way of inspiring local groups, communities and other bodies to deliver a wide range of projects across the AONB and surrounding areas in support of the AONB Management Plan; such as Seed to Loaf travelling education project visiting local schools and telling the story of where our loaf comes from ... it's the best thing since sliced bread and winner of our first Acland Award!

4. Providing larger pots of cash (up to 100k) to help larger businesses provide for local people

Our pivotal role in supporting the wide range of initiatives across the rural economy with businesses, organisations and local communities through a programme called **Making it Local** – £1.7m EU funding through the Rural Development Programme which we jointly secured with the Blackdown Hills AONB Partnership.

Eg; funding Seaton Swimming Pool to help pay for a new canopy roof, refurbish the changing rooms and toilets.

5. Planning - being the voice of 'green' reason, helping to keep it outstanding

Our influential role in the development of the Landscape Character Assessment which is now fully embedded in the East Devon Local Plan and is an important tool in helping guide future development across the AONBs and East Devon

Our five plans/challenges are



1. Continue the good work we are doing and...

Secure a further five year support from Defra and our local authority partners to enable the small, highly professional team (of three core members) to continue to punch above its weight and provide an effective and efficient Partnership mechanism for conserving and enhancing the natural beauty of one of our most important natural assets whilst supporting the living and working communities within it. The National Association for AONBs will play a key role in discussions with Defra over this agreement.

2. Keep the strong partnership working - with our 19 environmentally aware and influential partner organisations like National Trust, Natural England, English Heritage, Environment Agency....please see the Our Work tab on the web site for all of them.

Together we aim to complete the review of the statutory AONB Management Plan for 2014-19 – the mechanism that guides all we do for the next five years.

3 Continue to support biodiversity and heritage of the area

Successfully secure Heritage Lottery funding for a county wide bat project in Partnership with Devon Wildlife Trust, Natural England, AONBs and others. Devon is a particularly important stronghold for bats. In the near future we hope to explore opportunities for a Landscape Partnership Scheme for the AONB.

4 Continue to successfully bid for funding and look at innovative new ways of funding our projects, including the private sector.

Secure a further 5 year EU funding from the Rural Development Programme to support the rural economy through our Making it Local programme and engage with the Local Enterprise Partnership to broaden scope for delivery. We have been offered transition funding from Defra to develop our proposals.

Private sector funding invitation: This year the celebratory food for the forum at Bicton was sponsored by Waitrose, a large supermarket with a local feel; they actively support local food producers.

In 2014 we are inviting companies and other organisation to support our next Forum through sponsorship, we welcome hearing from you.

Tel: 01404 46663 info@eastdevonaonb.org.uk

5 Look at new ways of working to maintain the environmental quality of water and land

Work closely with the Environment Agency, Forestry Commission and Natural England in providing locally effective mechanisms for delivery of their priorities under the Water Framework Directive and the New Environmental Land Management Scheme (replacement for Countryside Stewardship)

The East Devon AONB covers 267 sq km from Exmouth to Honiton and Axminster to Lyme Regis. The East Devon AONB is an area of Devon which is well loved & visited by thousands each year. Keeping it outstanding ensures that it continues to thrive as a rural economy.