

East Devon AONB Partnership Plan

DELIVERY PLAN – 2020-21

EAST DEVON AONB PARTNERSHIP | March 2020

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 March 2020
Place	Landscape and heritage	Review and update landscape character assessment	2019	Fund and partner	EDDC, DCC, BHAONB	-Updated LCA adopted by EDDC 26 March -Revised mapping to be published on DCC Environmental Maps -Workshop/training options for officers/members
		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	-Continue Natural Flood Management project in Otter/Axe with BHAONB and Devon CC Flood Risk
		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	-Submission made to NLHF Feb2020 - decision pending
		Complete LIDAR 3D investigation and mapping – East Devon AONB Survey	2019-2020	Support, partner	DCC, HE	-Historic England prioritised funding decisions on Phase 3 will be assessed against other possible projects for 2020/21 to include the remaining area of the East Devon NMP
		Seek to develop farm building design guide with Devon Landscape Policy Group	2019-2020	Support, partner, fund	DCC, DLPG, EDDC	-Draft brief circulated for comment to project partners Aiming for contract start in 2020
		Seek to develop cross boundary guidance on protecting areas of tranquillity	On going	Support and encourage	EDDC, DCC, CPRE, NAAONB	-Pending re-activation of cross-discipline Devon Tranquillity Working Group to continue initiative
		Encourage landscape enhancement schemes	On going	Encourage and support	Landowners, WPD	-Idea raised by DCC councillor for encouraging sensitive land management along highway edges - discussion pending DCC has launched 'Life on the Verge' scheme to encourage communities to get involved in verge management for wildlife: https://www.devon.gov.uk/environment/wildlife/managing-verges-for-wildlife -Undergrounding LV power cables – Lower Otter proposal in development – aim for 2020 delivery
		Explore opportunities for citizen science landscape photo monitoring project	2019/21	Research, develop	Landowners, Partnership members	-Test website and software/process developed based on mobile phone capture (see www.edlp.org.uk) – initial meetings held - aim to developed further in 2020

¹ See page 13 for details of abbreviations

Theme	Sub-theme	Priority	Year	AONB Role / action	Partners/Comments	Update March 2020
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	- Make use of opportunities to promote the SDF as a means of encouraging local action
		Support community schemes that will help to reduce, re-use and recycle waste	On going	Support, encourage	Community groups, Parish Councils and associations/groups	-Make use of opportunities to promote the SDF as a means of encouraging local action
		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)	-Priority programme of works and project proposals developed through the Partnership -DCC to coordinate Devon wide liaison/approach
		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)

Place

Theme	Sub-theme	Priority	Year	AONB Role / action	Partners/Comments	Update March 2020
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	-Final year of project – support Conference and input to follow on development opportunity.
		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 – linked to ELMs trials -work with EDDC Countryside and Planning officers on any EDDCC Net Gain Policy
		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, NAAONB and key partners	-Input to proposed deliver options for Glover Review of designated landscapes
		Play an active role in the Devon Local Nature Partnership	On going	Board Member	LNP	-Represent AONBs on Devon LNP board and provide support to LNP initiatives and delivery

East Devon AONB Partnership Plan - Delivery Plan 2020-2021

		Play an active role in the Lower Otter Restoration Project	On going	Stakeholder Group member, Monitoring data	LORP group members	-Represent AONB on the Stakeholder group
		Play an active role in the River Otter Beaver Trial	On going	Stakeholder Group member, monitoring data	ROBT group members	-Represent AONB on the Steering group

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update March 2020
Place	Coast	Encourage environmental and landscape improvements to existing large scale holiday sites on the coast	On going	Advise, encourage	EDDC/DCC/ Businesses	-Input into site development plans and comment on planning applications as they arise
		Support and encourage beach/marine litter and consumer/behaviour change campaigns	On going	Support, encourage	Community groups, EDDC, JCT	-Support community initiatives and events
		Support Jurassic Coast Trust initiatives and the conservation and protection of the coast in particular in regards of its setting	On going	Support	JCT	-Provide input/comment on review of 'Partnership Plan'
		Engage in EDDC Beach Management Planning in Sidmouth/Seaton	On going	Consultee, Rep	EDDC	-Represent AONB on Beach management plan meetings 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 March 2020
People and Prosperity	Farming and Land Management	Actively engage in the Catchment Sensitive Farming programmes	On going	Support and engage	CSF, NE, EDFG	-Maintain links to East Devon Farm Facilitation Group and ensure shared messages
		Influence, support and encourage environmental stewardship schemes	On going	Support, encourage, coordinate	Defra, NAAONB, NE, FC, EA, BHAONB, farmers, FWAG, CDE	-Deliver Defra Test and Trials Programme (AONB and CDE) and East Devon Farm Facilitation Group programme
		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	-DCC Flood and Coastal Risk Mgt team are working with Blackdown Hills/East Devon AONB on a number of projects including Woods 4 Water and it's spin-off the Corry & Coly NFM. -DCC is part- funding a research project reviewing the SW Forest Planting schemes which happened between 10 and 20 years ago. Learning outcomes relevant to future woodland management best practice will be shared in due course.
		Engage in agricultural policy development through National Association for AONBs	On going	Consultee	NAAONB	-Deliver Defra Test and Trials Programme (AONB and CDE) and East Devon Farm Facilitation Group
		Co-ordinate delivery of the East Devon Farm Facilitation programme	On going	Coordinate, deliver	Farmer reps, FWAG, DWT	-Annual programme of collaboration activity developed with FWAG, DWT and farmer led steering group

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update March 2020
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	-reviewing route and linkages, opportunities for arts and engagement programmes
		Continue to promote and develop links with the tourism sector/businesses and the environment, in particular around	On going	Support, encourage, coordinate	DCC, SWCP, Visit Devon, SWTA, local hospitality businesses	-Maintain footpath counter data recording programme at key locations across the AONB -European TIDE project starting up in May. Looking to promote maritime heritage and

		the East Devon Way and South West Coast Path corridors				tourism in the Atlantic Regions. Themes: Armada, Napoleonic Wars, Transatlantic Migration, U-Boat Warfare. Hopefully some opportunities to promote East Devon coastal sites (e.g. Beer Head/Beer Haven Napoleonic sites).
		Support improvements to coastal access, in particular in the Undercliffs	On going	Support, encourage	NE	-respond to proposals for route improvements

People and prosperity

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update March 2020
People and Prosperity	Planning and development	Develop advice and guidelines in close liaison with planning/policy staff	On going	Support and engage	EDDC, DCC, DLP, NE	-Bat and Farm Building Design Guide Policy work in development with Devon CC, NE, EDDC and AONB partners
			2019/20			-Review advice and consider development of an AONB General Planning Guidance document
		Support the development of village and neighbourhood plans/guides	On going	Support, encourage, coordinate	Neighbourhood Plan groups/local councils	-Provide input into Neighbourhood Plan development and consultations
		Respond to planning consultations in accordance with the AONB protocol as resources allow	On going	Consultee, advice	EDDC, DCC, NE	-Review and update protocol as part of the general planning guidance (above)
		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	-Potential for major urban extensions to affect protected landscapes and their setting to be taken into account in the Landscape Sensitivity Assessment carried out for the Greater Exeter Strategic Plan (GESP).

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update March 2020
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	-support and engage with any developing sustainable transport proposals in the AONB
		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 through SDAONB/Winchester University - pending further action
		Encourage and support village gateway signs promoting the AONB	On going	Support, advise, promote	Local councils/communities	-Promote signs to communities as opportunities arise
		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
		Explore options for A35 verge enhancement project	2018 onwards	Support and engage	Highways England, Dorset and Blackdown Hills AONBs, community reps	-Community rep liaising on behalf of Dorset, BHAONB and EDAONB for verge management improvements on A35 from Honiton to Dorchester

People and prosperity

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update March 2020
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	-The programme complete and further opportunities are being explored by Devon CC around specific targeted projects. -DCC will continue to liaise with and influence Government in terms of the emerging Shared Prosperity Fund.
		Support and encourage local produce/supply networks and support improved services for isolated rural communities	On going	Support and encourage	Local communities, businesses	-Support Taste East Devon Food festival proposals and similar initiatives

East Devon AONB Partnership Plan - Delivery Plan 2020-2021

		Support local businesses in the development of the environmental economy and complementary programmes eg AONB Ambassador scheme	On going	Support, advise	Ambassadors, EDDC, DCC	-Hold Ambassador Networking event (Feb) and field visit (usually July) to increase awareness and connections across the AONB with business and environment.
		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 via LEP/LNP. NAAONB also exploring via Colchester Declaration

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update March 2020
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	-Submitted Wild Roots NLHF proposal (Feb2020) – deliver across 2020/23 subject to outcome.
		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 allocated for 2020/21 – may need to theme to take account of Covid-19
		Support community level plan development eg neighbourhood plans	On going	Advise, consult	Neighbourhood Plan groups, local Councils, EDDC	-engage in Neighbourhood plan development

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 March 2020
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	-Annual review scheduled for Sept 2020
		Survey local communities on levels of awareness and understanding of the AONB	2024	5 yr awareness survey	Consultancy project	-Next due in 2023/4
		Provide information and educational materials on the AONB to support partners across the area	On going	Support, assist	Provide information and data as required	-Provision of AONB information to LNP for stand at County Show and other local events
		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 subject to Covid-19 conditions

Theme	Sub-theme	Priority	Year	AONB Role /action	Partners/Comments	Update March 2020
Communication and management	Management	Develop Annual AONB Business Plan, Delivery Plan and Report	On going	Manage, report	AONB Partnership	-Annually developed reports
		Secure Memorandum of Agreement with Defra and LA partners	On going	Manage, liaise	EDDC, DCC, Defra, NAAONB	-Defra grant agreement In place for 2020/21
		Secure additional funding in support of AONB objectives and programmes	On going	Liaise, facilitate, fund raise	Subject to fund purposes	-Seek match to appropriate project/activity programme
		Continue to review AONB operations and working arrangements	On going	Review, advise	AONB Partnership, NAAONB, AONBs	-Consider review of Terms of Reference and operations 2020 /21 following Glover Review

East Devon AONB Partnership Plan - Delivery Plan 2020-2021

		Actively support and engage with the National Association for AONBs and regional/county networks	On going	Liaise, engage	NAAONB, AONBs	-Engage in NAAONB staff development and collaborative projects/programmes -Support development of KPIs and communications work for NAAONB
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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

