

# East Devon AONB Partnership Plan

## DELIVERY PLAN – 2022-23

EAST DEVON AONB PARTNERSHIP | Oct 2022

THEME 1

# Place

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

# Theme 1

| Theme | Sub-theme              | Priority  | Year      | AONB Role /action      | Partners/Comments <sup>1</sup>                      | Update Oct 2022  |
|-------|------------------------|---|-----------|------------------------|---|--|
| Place | Landscape and heritage | Review and update landscape character assessment                                      | 2022      | Fund and partner       | EDDC, DCC, BHAONB                                   | - on going liaison with Devon Landscape Policy Group regarding Devon County assessments/protocol and integrating future climate change   |
|       |                        | 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 upper reaches of Coly (Southleigh valley) – exploring opportunities with WCRT<br>- make use of developing Ancient Woodland Inventory data through partnership with DWT/DCC to guide appropriate activity when report completed   |
|       |                        | Seek to develop farm building design guide with Devon Landscape Policy Group          | 2021-2022 | Support, partner, fund | DCC, DLPG,  | - Scoping through DLPG with a view to delivery in 2022/23  |
|       |                        | Seek to develop cross boundary guidance on protecting areas of tranquillity           | On going  | Support and encourage  | EDDC, DCC, CPRE                                     | -Pending re-activation of cross-discipline Devon Tranquillity Working Group to continue initiative   |
|       |                        | Encourage landscape enhancement schemes   | On going  | Encourage and support  | Landowners, WPD                                     | -DCC has launched ' <a href="#">Life on the Verge</a> ' scheme to encourage communities to get involved in verge management for wildlife<br>-Undergrounding LV power cables through Western Power Distribution funding – Lower Otter scheme in delivery and Fire Beacon Hill proposal in development for 2023/24 delivery<br>- working with local communities through Nature Recovery Parish focussed project to enhance local landscapes (Newton Poppleford and Harpford/ Uplyme PCs) |
|       |                        | Explore/support opportunities for citizen science landscape photo monitoring projects | 2019-2024 | Research, develop      | Landowners, Partnership members                     | - Support to coastal monitoring projects at Sidmouth and <a href="#">Branscombe</a><br>- Provide mobile phone FPP brackets to a range of local projects and use in FiPL monitoring wherever possible   |

<sup>1</sup> See page 13 for details of abbreviations

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| Theme | Sub-theme                         | Priority   | Year     | AONB Role / action                       | Partners/Comments   | Update March 2022   |
|-------|-----------------------------------|--|----------|--|---|---|
| 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 Communities Project Fund (CPF) 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 Communities Project Fund (CPF) 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) | -Key focus on Axe Catchment project and links to River Axe SSSI status, EDDC Nutrient Management Plan requirements and AONBs Nature Recovery Plans<br>- See NFM reference above |
|       |                                   | Assist farmers in reducing impacts on clean water and air  | On going | Support, encourage, promote, collaborate | NE, EA, DCC, FC, BHAONB, FWAG   | (See above and farming and land management)   |

# Place

| Theme | Sub-theme                     | Priority   | Year     | AONB Role / action          | Partners/Comments                                    | Update Oct 2022   |
|-------|-------------------------------|--|----------|-----------------------------|--|---|
| Place | Biodiversity and Geodiversity | Confirm and deliver actions in support of Government 25year Environment Plan in particular developing the <a href="#">Colchester Declaration</a> , Natural Capital and achieving Net Gain (See also farming sub-theme for further details) | On going | Lead, Support and encourage | NAAONB, NE, Defra, EDDC, DCC                         | - Delivering on approaches to the <a href="#">Colchester Declaration</a> pledges in particular for Nature Recovery, Species Recovery and Nature Connectedness   |
|       |                               |  |          |                             | AONB & PCs   | Wildlife officer in post developing parish nature recovery activity trial project in Newton Poppleford & Harpford PC and Uplyme PC. Overseeing special species engagement contract.   |
|       |                               |  |          |                             | AONB team/Partnership                                | - Developing Nature Recovery Plan drawing on <a href="#">State of Nature</a> for integration with Devon Local Nature Recovery Strategy and revised AONB Management Plan   |
|       |                               |  |          |                             | Various partners BCT, Dorset AONB, Exeter Uni, DBCRG | - Follow up work to for meadow enhancements following 2021/22 <a href="#">Green Recovery Challenge Fund</a> project with Bat Conservation Trust for Grey Long Eared Bat .   |
|       |                               |  |          |                             | NE, BHAONB   | - Follow up work to NE Seed Corn funding for Bechstein Bats project 2021/22   |
|       |                               |  |          |                             | EDDC   | - Seek to engage with EDDC Countryside and Planning officers on EDDC Net Gain Policy implementation when new Local Plan approved  |
|       |                               | Play an active role in the Devon Local Nature Partnership  | On going | Board Member                | LNP  | -Represent AONBs on Devon LNP board and providing support to LNP initiatives and delivery eg <a href="#">Right Place Right Tree</a> guide, <a href="#">Nature Recovery Network</a> mapping and proposed Devon Tree Strategy |
|       |                               | Play an active role in the Lower Otter Restoration Project   | On going | Liaison Group member        | LORP group members                                   | - Project in delivery phase. AONB represented on the Stakeholder Liaison Group. Links to WPD undergrounding powerlines project. See LORP <a href="#">website</a>  |
|       |                               | Play an active role in the River Otter Beaver Trial  | On going | Mgt Group member,           | ROBT group members                                   | -Trial ended 2020. AONB engaged with DWT on post- trial activity and new East Devon Beaver Management Steering Group established in response to the Gov. consultation in 2021/22  |

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| Theme        | Sub-theme    | Priority  | Year     | AONB Role / action | Partners/Comments           | Update Oct 2022  |
|--------------|--------------|---|----------|--------------------|-----------------------------|--|
| <b>Place</b> | <b>Coast</b> | 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                         | - Represent AONBs with Dorset AONB on Partnership Advisory Committee<br>- Provided input/comment on review of 'Partnership Plan'<br>- joint project with JCT team and NT and Plymouth Observatory over <a href="#">coastal monitoring</a> fixed point photography point at the Sea Shanty. |
|              |              | Engage in EDDC Beach Management Planning in Sidmouth/Seaton   | On going | Consultee, Rep     | EDDC                        | -Represent AONB on Beach management plan Stakeholder Groups 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

| Theme                        | Sub-theme                          | Priority  | Year     | AONB Role /action              | Partners/Comments   | Oct 2022  |
|------------------------------|------------------------------------|---|----------|--------------------------------|---|---|
| <b>People and Prosperity</b> | <b>Farming and Land Management</b> | Actively engage in the Catchment wide programmes  | On going | Support and engage             | EDCP, NE, EDFG  | - Represent AONB on East Devon Catchment Partnership and assist with project development<br>- Maintain links to East Devon Farm Facilitation Group and its successor group/s  |
|                              |                                    | Influence, support and encourage environmental stewardship schemes with farmer and landowner groups and individuals | On going | Support, encourage, coordinate | Defra, NAAONB, NE, FC, EA, BHAONB, farmers, FWAG, CDE       | - East Devon Farm Facilitation Group programme to be maintained beyond Sept 2022 as core AONB work stream.<br>- Delivery of FiPL 2021-24 (see below)  |
|                              |                                    | Deliver Farming in Protected Landscapes programme   | 2021-24  | Deliver programme              | NE, FWAG, EDDC, CDE, SWTA, YFC & farmers rep.               | - launched on 1 July following delays. Established delivery team and Local Assessment Panel.<br>Yr1 completed – external factors caused underspend<br>Yr2 in delivery – picking up after steady start                   |
|                              |                                    | Work with partners to develop and support sustainable woodland and hedgerow/ tree management                        | On going | Partner, support, encourage    | NE, FC, farmers, woodland groups, DWT, DCC                  | - officer and funding support to Devon Wildlife Trust ‘Saving Devon’s Treescape’ project.<br>-funding support for improved mapping of Ancient Woodland Inventory for Devon<br>- supporting hedgerow management via FiPL |
|                              |                                    | 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, WCRT, BHAONB, landowners, farmers, FWAG | - Continuing work initiated with Blackdown Hills AONB/DCC with focus in East Devon AONB on NFM interventions in upper reaches of Southleigh valley (River Coly).  |
|                              |                                    | Engage in agricultural policy development through National Association for AONBs                                    | On going | Consultee                      | NAAONB  | -Maintain NAAONB input to ELMS development and post FIPL developments   |



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| Theme                        | Sub-theme                             | Priority  | Year     | AONB Role /action              | Partners/Comments  | Update Oct 2022  |
|------------------------------|---------------------------------------|---|----------|--------------------------------|--|--|
| <b>People and Prosperity</b> | <b>Access, recreation and tourism</b> | Coordinate East Devon Way Management Plan and promotion (see <a href="http://www.eastdevonway.org.uk">www.eastdevonway.org.uk</a> )                                       | On going | Coordinate and support         | EDDC, DCC, ED Ramblers, landowners, Ambassadors, East Devon Walking Festival Group | -reviewing route and linkages through volunteer support<br>- review re-routing options from Exmouth and in river Coly<br>- undertake route audit and produce a development plan  |
|                              |                                       | 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 | EDDC, NT, CDE, NE  | -Maintain and expand footpath counter data recording programme at key locations across the AONB with partners (using Defra top up funding)<br>-work with EDDC Tourism and other partners to support delivery of new Tourism Strategy |
|                              |                                       | 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 Oct 2022  |
|------------------------------|---------------------------------|--|----------|--------------------------------|--|--|
| <b>People and Prosperity</b> | <b>Planning and development</b> | Develop advice and guidelines in close liaison with planning/policy & landscape staff  | 2020/22  | Support and engage             | EDDC, DCC, NE  | -Bat Policy completed with EDDC/NE to confirm consultation process for developing in specific zones around key bat habitats in the district                            |
|                              |                                 | AONB Planning Guidance   | 2020/21  | Develop                        | AONB Partnership   | - Guidance document completed 2021   |
|                              |                                 | Farm Development Guidance with Devon Landscape Policy Group  | 2022/23  | Engage                         | DLPG   | - in progress 2022/23  |
|                              |                                 | 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  | - Updated protocol as part of the planning guidance (see above)<br>- Investigate shared planning function with SD/ND AONBs and temporary support contract for Q3 2022. |
|                              |                                 | To encourage use of Landscape Sensitivity Assessments in and within the setting of the AONB                                    | On going | Encourage/ Support             | EDDC, DCC, NE, scheme proposers                            | -To be developed by EDDC as part of Local Plan review 2021/22  |
| <b>People and Prosperity</b> | <b>Transport and Highways</b>   | 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/updates<br>- scope options for research project for 2022-4              |
|                              |                                 | Encourage and support village gateway signs promoting the AONB   | On going | Support, advise, promote       | Local councils/ communities                                | -Promote signs to communities as opportunities arise – on hold pending outcome of AONB name change proposals as outlined in Glover review.                             |

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| Theme                        | Sub-theme                         | Priority  | Year     | AONB Role /action                       | Partners/Comments                               | Update Oct 2022  |
|------------------------------|-----------------------------------|---|----------|---|---|--|
|                              |                                   | Encourage and support safe off-road access routes for all users   | On going | Encourage, support                      | DCC, PCs, local groups                          | -Encourage/support A375 multiuser route Sidford-Sidbury  |
| <b>People and Prosperity</b> | <b>Rural Economy and Services</b> | Work with EDDC and DCC on support programmes for the rural economy and assistance to sustainable micro-businesses               | On going | Liaise, Influence, collaborate, support | DCC, EDDC,                                      | - engage in Shared Prosperity Fund programme development/delivery and any rural development funding programmes .<br>- DCC Future Farming Resilience - link to FiPL (see farming)   |
|                              |                                   | 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  |
|                              |                                   | 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 annual <a href="#">Ambassador</a> Networking event (Feb) and field visits (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 AONB State of Nature report development.<br>- NAAONB also exploring via <a href="#">Colchester Declaration</a> .  |
| <b>People and Prosperity</b> | <b>Community and Culture</b>      | Actively engage local community groups and organisations in AONB projects and activities  | On going | Facilitate, engage                      | Local groups, parishes, communities             | - <a href="#">#Savingspecialspecies</a> programme of events and activities with various partners as part of our Colchester Declaration work<br>- Parish based Nature Recovery pilot in Newton Poppleford & Harpford and Uplyme PCs.<br>- support community initiatives through AONB Communities Project Fund |
|                              |                                   | Support local action through the AONB Communities Project Fund (CPF) and other programmes                                       | On going | Fund delivery, management, support      | Local communities and organisations             | -£20k budget allocated - good take up to date.   |
|                              |                                   | 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 Oct 2022   |
|-------------------------------------|---|---|----------|---|--|---|
| <b>Communication and management</b> | <b>Communication, education and awareness</b> | Promote the AONB and work of the Partnership and its member organisations                     | On going | AONB Annual Meeting, Ambassador programme, Acland Award | Partnership, EDDC, DCC                   | <ul style="list-style-type: none"> <li>- Ambassador network event held virtually Feb 2022</li> <li>- <a href="#">AONB Field event</a> held – July 2022 - Newton Poppleford &amp; Harford</li> <li>- September <a href="#">Annual meeting</a> held and Acland Awards</li> <li>- Maintain AONB website and produce seasonal e-news</li> <li>- Test value/operation of Instagram/Facebook in AONB comms work (2020-23)</li> <li>- Annual photo contract for AONB landscape and events 2022/23</li> <li>- Revise/update AONB display banners and develop AONB branding for 60<sup>th</sup> Anniversary</li> </ul> |
|                                     |   | Survey local communities on levels of awareness and understanding of the AONB                 | 2022/23  | 5 yr awareness survey                                   | Consultancy project                      | - survey to take place Q3/4 2022/23.  |
|                                     |   | 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 on demand  |
|                                     |   | 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 link to Annual Meeting in Sept through <a href="#">Acland Award</a>   |
| <b>Communication and management</b> | <b>Management</b>                             | Develop Annual AONB Business Plan, Delivery Plan and Report                                   | On going | Manage, report  | AONB Partnership                         | -Annually developed reports   |
|                                     |   | AONB Partnership and Executive Group meetings   | On going | Reporting   | AONB Partnership and partners            | Hybrid meetings in operation  |

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|  |  |  |          |                          |  |   |
|--|--|--|----------|--------------------------|--|---|
|  |  | Secure Memorandum of Agreement with Defra and LA partners  | On going | Manage, liaise           | EDDC, DCC, Defra, NAAONB                   | -Defra main grant offer 2022/25 (to be annually confirmed) with new FiPL programme 2021-24  |
|  |  | Promote the work of the AONB Partnership and raise awareness of the AONB                         | On going | Promote, raise awareness | AONB Partnership, NAAONB, project partners | <ul style="list-style-type: none"> <li>- Maintain AONB website and produce seasonal e-news</li> <li>- Test value/operation of Instagram/Facebook in AONB comms work (2020-23)</li> <li>- Annual photo contract for AONB landscape and events</li> <li>- Revise/update AONB display banners and develop AONB branding for 60<sup>th</sup> Anniversary</li> </ul> |
|  |  | Continue to review AONB operations and working arrangements                                      | On going | Review, advise           | AONB Partnership, NAAONB, AONBs            | <ul style="list-style-type: none"> <li>- Terms of Reference and operations review 2021/22</li> <li>- Further review pending Glover Review outcomes</li> </ul>   |
|  |  | Actively support and engage with the National Association for AONBs and regional/county networks | On going | Liaise, engage           | NAAONB, AONBs                              | <ul style="list-style-type: none"> <li>-Engage in NAAONB staff development and collaborative projects/programmes</li> <li>- Development of KPIs and communications work for NAAONB</li> </ul>   |

# 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

DBCRG – devon bat conservation & research group

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

YFC – Young Farmers Club (East Devon)



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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

