



5B. LIVING, WORKING & ENJOYING



5B.1. LAND MANAGEMENT & LOCAL PRODUCTS



20 YEAR VISION

The AONB will support vibrant food production, farming and forestry as an integral part of a sustainable economy; land- and sea-based businesses are recognised and rewarded for their maintenance and enhancement of the AONB's diverse landscape. Local provenance and high environmental standards in primary production confer a marketing advantage. These rural businesses support a skilled workforce and their activity is understood and appreciated by residents and visitors.

INTRODUCTION

This chapter relates primarily to forestry and farming which cover over 80% of the AONB. It includes the chains that connect primary production to end use, such as processing, distribution and market place.

Minimising the physical distance between production and consumption has been shown to maximise returns to the local economy, and reducing the steps in those chains is shown to

improve producers' profit. Ideal land management comprises making environmentally sustainable profits from the AONB landscape, with wider community benefits.

Fisheries are considered because of the AONB's marine areas, but also because of their contribution to the food chain, coastal communities and local culture. Land-based agricultural diversification is included, but farm

tourism is considered under Access, Enjoying and Learning. Rural crafts based on land management are considered here, such as stone walling, coppicing, stone carving and rush/willow weaving.

SIGNIFICANCE TO THE AONB

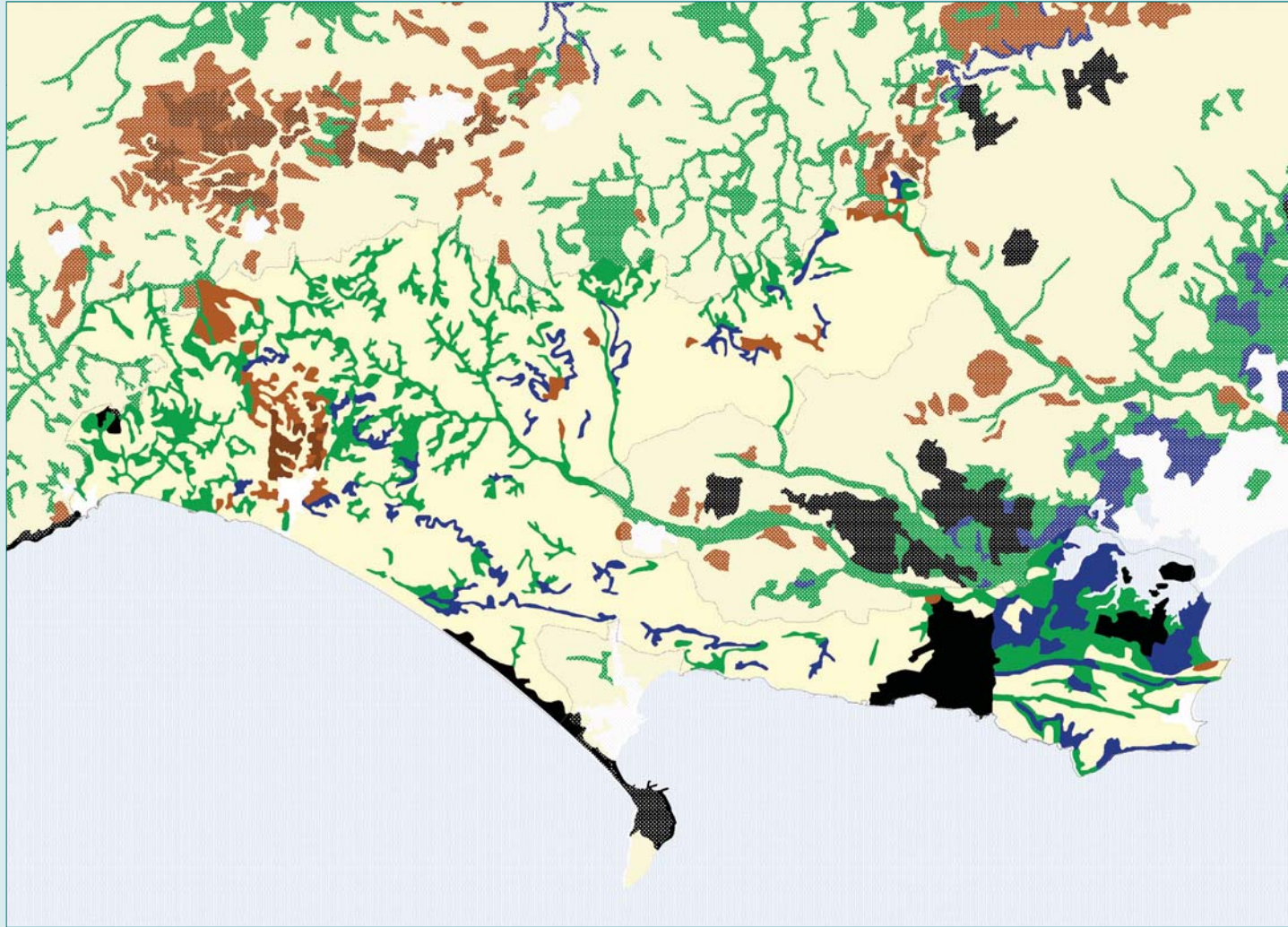
Despite being relatively small players in the local economy and employment, farming and forestry have a great impact and influence on the landscape. Much of the AONB is occupied by these land uses, and the landscape itself and some of its most important habitats are the product of thousands of years of agriculture and forestry activity. Game management can be an important component of both, as the driver for much woodland planting and management. Quarrying and stone working are other rural industries that are significant to the landscape, notably in Purbeck.

Good land management makes a positive contribution to the landscape and to the sustainability of farming, recognising that careful management of soil, water and

biodiversity resources (e.g. pollinating insects) will support future production. Untimely or poor management can have serious negative impacts both on- and off-site, particularly with grazing and the management of soil, water and nutrients (including manure). Other activity is subsidiary to the major land-based industries (e.g. coppicing, charcoal manufacture, hedging and stone walling, livery), and these have localised influences on the landscape, its appearance and the quality of its habitats. In particular, the local styles of stone walling and hedging contribute to the diversity of landscape character within the AONB and the maintenance of local distinctiveness.



AGRICULTURAL LAND CLASSIFICATION IN THE AONB

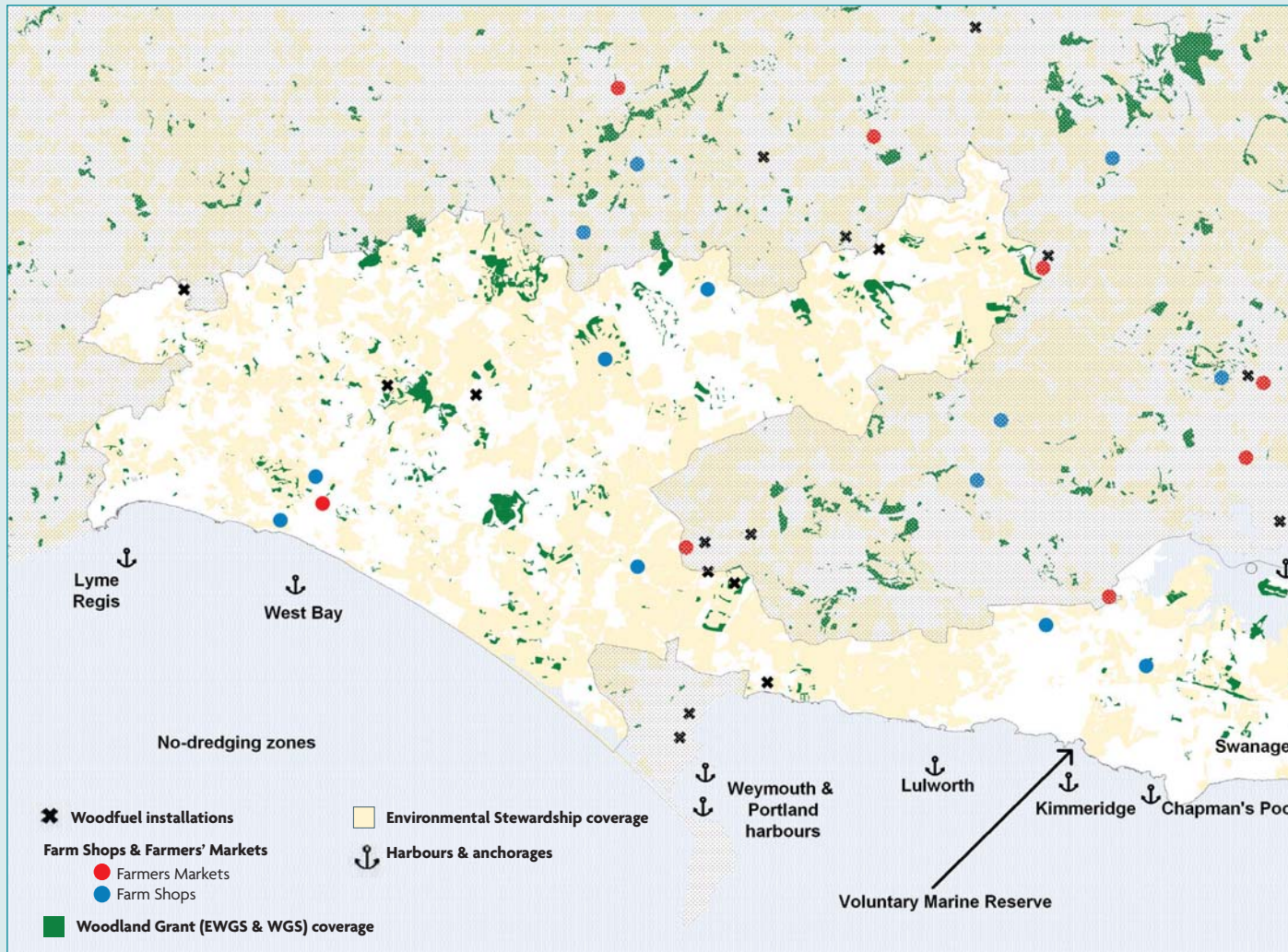


AGRICULTURAL LAND CLASSIFICATION

- Grade 1
- Grade 2
- Grade 3
- Grade 4
- Grade 5
- Non Agricultural
- URBAN



RESOURCES ASSOCIATED WITH LAND MANAGEMENT AND LOCAL PRODUCTS



DESCRIPTION OF THE RESOURCE

Agriculture covers over 80% of the AONB; woodland approximately 10%. Farming types reflect the wide range of soils, hydrology and topography, with stock farming dominant in the wetter, steeper and more marginal areas, and dairy and arable dominant on the more freely-draining soils that are most easily cultivated. Horticulture is largely based around the Grade 1 soils, and does not occupy large areas. There are some orchards mainly in the Brit Valley and Marshwood Vale and a small number of vineyards scattered across the south of the AONB.

Livery provides some farm diversification (as well as individual businesses), and around the main settlements recreational horse-keeping is popular. There are a few studs in the AONB and one racing stable with attendant gallops.

Approaches to forestry can be categorised as

- Forestry Commission plantation (dominant in the east)
- Estates, with management for timber and game
- Farm woodlands where the main emphasis is game
- Small farm woodlands with no management

Estate and farm woodlands are home to the county's coppicing activity, producing a range of products (e.g. charcoal, thatching spars, walking sticks and turned wood furniture).



Approximately 120 inshore fishing vessels hold permits to fish commercially within the Southern Sea Fisheries district, operating from the ports and harbours of Lyme Regis, West Bay, Portland, Weymouth, Lulworth, Kimmeridge, Chapman's Pool and Swanage. The fleets target a mixed fishery offshore with potting forming the staple for many of the smaller vessels. Shellfisheries are important in Portland Harbour and the Fleet, with important wild bass nurseries within the latter. Angling from the coast and from commercial enterprises also contributes to the locally caught fish.

The Onshore fishing industry includes landing facilities, fish merchants and fish processors and supports related service industries that maintain vessels and equipment. There is also some freshwater fish-farming, mainly of trout; watercress beds also occupy similar sites on chalk streams, though only a small number operate within the AONB.

With such a range of products from land and sea, Dorset has a fine reputation for local food yet greater development of local processing capacity, distribution networks and the market itself would enable greater volumes to be traded locally, as well as increased opportunities for wood and craft products. Local marketing and value-adding are important to increasing the economic sustainability of the AONB's land management

businesses; their survival is crucial to maintaining and enhancing the AONB's special qualities. Products that are traded on their environmental credentials clearly have those links. With the AONB's high quality natural environment and relatively marginal land, agri-environment scheme participation is high (e.g. in 2008 44% of the AONB was covered by Environmental Stewardship agreements). Livestock, particularly cattle, are an essential tool for managing many of the AONB's designated sites.

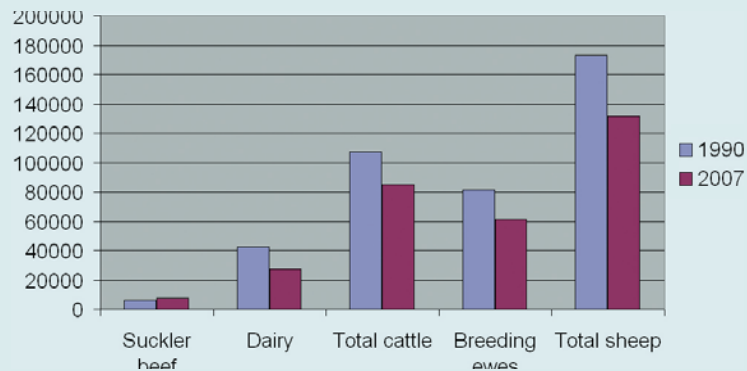
CHANGES, NEEDS AND OPPORTUNITIES

- The Dorset Trees, Woods and Forests Strategy was launched in 2008 and provides a clear vision for forestry and woodland use and management in the county.
- 1990-2007 saw a decrease in the number of 20-100ha farms (-16.5%), an increase in the number of holdings of over 100ha (+34%) and a large increase in smallholdings (<5-20ha: +137%).
- In the same period, livestock numbers decreased steadily, although beef numbers have rallied slightly as some dairy farms have converted to beef production. This has significant implications for the management of the AONB's grasslands.
- The agricultural industry continues to lose employment - significant losses in numbers of farm employees were experienced between 1997-2007 as falling farm fortunes forced the onus onto family labour, and as more labour-intensive dairies gave way to arable or beef. This is a factor in the loss of traditional skills and site-specific management knowledge, plus the availability of operators to carry out work at optimum times.
- The introduction of the Single Farm Payment Scheme and its Cross Compliance requirements offers a base level of environmental protection across the majority of farmed land through financial support. This is likely to change in 2012 following further reform of the Common Agricultural Policy.
- The Rural Development Programme for England includes Environmental Stewardship (launched in 2005 and generating increased participation in agri-environment schemes, particularly at entry level) and the England Woodland Grant Scheme (offering support for planting and management). Maintenance and restoration of many terrestrial habitats rely on low input agriculture and 'traditional' woodland management; these schemes can offer good business opportunities. The RDPE ends in 2012 when arrangements are likely to change.

Additionally the LEADER approach of the RDPE is being delivered by two Local Action Groups across the AONB (Chalk & Cheese across the majority of the AONB and Sowing the Seeds in the North Dorset area). Significant funds are available to facilitate development of an environment-based economy.



STOCK NUMBERS IN THE AONB (BASED ON DEFRA PARISH CENSUS DATA)



- Casual horse-keeping and commercial livery provision, both as farm diversification and as individual business has increased. While it can be an important farm income stream, it can have negative landscape impacts such as field fragmentation with post and wire fencing, highly visible electric fencing and yard construction.
- There is a growth in demand of local, organic, fair trade, and wildlife-friendly products. 2005 Market research shows that 70% of people in Britain want to buy local and regional foods. Of these, 49% want to buy more than they do now. Food-related tourism may further opportunities for local producers.
- The expanding local/ethical products market offers diversification opportunities, though lack of local processing facilities (e.g. abattoirs) and poor distribution networks are limiting factors and have great influence on costs.
- Fishing fleets are in decline – there are less fishing vessels now than 10 years ago. Changes and opportunities for this sector will arise from the Marine Bill.
- Food security and costs are a growing concern, with global markets influencing decisions over land use and crop choice. The current world market situation favours large-scale arable production, hence the decline in stock numbers, but the price of inputs is rising significantly. However the market is highly volatile, influenced by severe weather events in the world's 'breadbaskets' and commodities trading.
- Climate change will also affect crop choice, with crops suited to warmer and drier conditions becoming more viable, e.g. grape vines and sunflowers, which could change the landscape considerably. Different pests and diseases may also appear with the changing climate, and fish species are already changing with rising sea temperatures.
- Predicted increased storminess at sea may decrease the number of fishing days possible for inshore boats.
- Climate change will also affect water resources and soils. Though wetter winters are predicted, rain patterns may change to more intense, sharper storms. This could result in increased soil erosion and less water reaching the aquifer to replenish groundwater reservoirs, limiting supply for domestic and industrial use. Crop and climate change could increase the demand for irrigation (currently minimal) placing further pressure on resources. Large areas of the AONB are subject to projects with land managers to introduce measures to protect soil and water (e.g. Catchment Sensitive Farming and Wessex Water initiatives).



- Rising energy costs and awareness of our influence on the climate have increased the favourability of bioenergy. There are global food supply concerns regarding the use of arable land for biofuel crops; other non-arable biofuel sources such as animal waste digestion or woodfuel from existing woodland would minimise this conflict. Sales of renewable electricity and heat from farmland and woodland provide economic opportunities for land managers.
- The skills requirements of the land and sea-based industries are changing; some important traditional skills are being lost as practitioners retire; new entrants require adequate training; new skills are required as industries evolve. Training opportunities exist, such as Fresh Start (for new entrants to agriculture and young farmers) and the Vocational Training Scheme.



OBJECTIVE LM1: MAINTAIN AND PROMOTE THE SKILLS, PRACTICES AND BUSINESSES THAT DELIVER SUSTAINABLE MANAGEMENT OF THE COUNTRYSIDE, COAST AND SEA

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead/Partners	AONB Team Role
LM1a: Provide targeted, integrated advice and support to landowners on managing the special qualities of the AONB.	Co-ordinate and target advisory support and grant aid to maximise benefits to the AONB.	65% of the AONB covered by agri-environment schemes by 2014	Existing initiative; £ available	NE/FWAG/DAAS/AONB/DWT/DCC	Partner
	Promote AONB land management opportunities to advisers and establish an advisers' forum.	Forum established by 2010	Expansion of existing initiative; £ available	AONB/FWAG/NE/DWT/RSPB/FC/NT/DAAS	Partner
LM1b: Support and promote training to maintain skills and encourage new entrants into appropriate land/sea-based sectors.	Provide training in woodfuel processing and supply.	20 people trained	Existing initiative; £ required	AONB/FC, DWT, DCG	Lead (as host to Woodlink)
	Provide training in food processing skills.	60 people trained	Existing initiative; £ available	Chalk & Cheese	Promoter
	Provide training in marketing skills for local products.	60 people trained	Existing initiative; £ available	Chalk & Cheese	Promoter
	Provide training in rural skills such as coppicing, hedge laying and stone walling.	100 people trained	Expansion of existing initiatives; some £ available	DCG, KC, DCRS, PKP, DC/FWAG	Promoter
LM1c: Promote and encourage best practice land management.	Provide support, technical guidance, training and demonstration for land managers to promote best practice management, e.g. forestry, organic farming, advice for smallholders etc.	Guidance produced and circulated; 3 demonstration sites and 5 events	Expansion of existing initiatives; some £ available	FC, AONB/WSG, RFS	Joint lead (as host to Woodlink)
LM1d: Promote low carbon and climate change aware farming practices.	Develop guidance and promotional materials to increase uptake of emissions-reducing measures, e.g. minimal tillage, energy audits, anaerobic digestion of waste, woodfuel use and production, etc.	30 farms offered subsidised support for advisory visits/plans	Expansion of existing initiatives; £ required	AONB, FWAG, Chalk & Cheese	Joint lead

OBJECTIVE LM2: SUPPORT PRODUCTION AND PROCESSING AND INCREASE MARKETS FOR ENVIRONMENTALLY SUSTAINABLE LOCAL PRODUCTS

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead/Partners	AONB Team Role
LM2a: Promote use of products that are local, ethical and environmentally-beneficial.	Promote local environmentally accredited (conservation level) products through web directories, guides and events.	30 accredited producers in the AONB by 2014	Extension of existing initiative; £ required	C&C/AONB/DWT/DCC	Partner
	Develop accreditation for locally-landed sustainably-harvested fish and shellfish.	Accreditation scheme in place by 2012	New initiative (building on existing schemes); £ required	C&C DCF, DWT, fishing industry	Promoter
	Promote consumption of local wild venison.	Run a promotion campaign by 2012	New initiative; £ required	AONB/DFD/C&C/DWT/NE/private sector	Joint lead
	Develop a high profile hub/outlet for local products.	At least one outlet up and running by 2013	New initiative; £ required	Chalk & Cheese	Promoter
LM2b: Promote the use of locally sourced sustainable woodfuel, particularly in new development and public buildings, and particularly that sourcing wood from established woodlands within the AONB.	Support and advise on woodfuel installations in the AONB, including village/estate heating systems.	8 new woodfuel installations by 2014	Existing initiative; £ required	AONB/DEG/DCC/FC/private sector	Lead (as host to Woodlink)
LM2c: Promote and support appropriately designed and located commercial ventures, particularly collaborative enterprises, which enhance the local environmental economy (e.g. conservation machinery, farm shops, food processing/distribution facilities).	Support local product processing/storage facilities for food and wood.	Establish 2 facilities by 2014	Existing initiative; £ required	C&C/AONB/private sector	Joint lead (as host to Woodlink)
	Support availability of machinery required for conservation land management.	Establish machinery rings/assist acquisition and use of relevant machinery by contractors	Existing initiative; £ required	DWT/AONB/private sector	Joint lead



OBJECTIVE LM3: IMPROVE THE MANAGEMENT AND CONSERVATION OF SOIL AND WATER RESOURCES

Management Policy	Action in 2009-2014	Target/Indicator	Priority	Lead/Partners	AONB Team Role
LM3a: Support and promote measures to reduce diffuse and point source pollution (from all sources: agricultural, domestic and industrial).	Support and promote water-sensitive farming practice.	Farms visited Indicator – chemical & biological water quality	Existing initiatives; £ available	NE/EA/FWAG/NT/private sector	Promoter
	Support measures to improve quality of domestic and industrial discharge.	Chemical and biological water quality	Existing initiatives; £ available	EA/WW	Promoter
LM3b: Promote sustainable management of water resource.	Promote measures for water-saving and water capture to the agricultural and domestic sectors.	Water use data; reduction in per capita consumption	Existing initiatives; £ available	WW/EA	Promoter
	Promote measures which slow run-off and maximise aquifer recharge, e.g. permeable surfaces, good soil management etc.	Schemes undertaken	Existing initiatives; £ required	WW/EA/FWAG/NE	Promoter
LM3c: Promote good soil and resource management.	Promote uptake of soil, nutrient and manure management plans.	20 plans produced and implemented	Existing initiative; £ available	NE/FWAG/EA/WW/NT/private sector	Promoter

PROPOSED ACTIONS FOR LAND MANAGEMENT AND LOCAL PRODUCE





5B.2. ACCESSING, ENJOYING & LEARNING

20 YEAR VISION

The Dorset AONB will be recognised as a special place where all are able to explore and experience our varied landscapes and rich natural and cultural heritage. Improved public transport provision with a more usable access network will encourage people to get out and enjoy the AONB without depending on their cars. With greater understanding of the AONB's contribution to our health, learning and economy, local businesses, communities and visitors will all play their part in caring for the area and safeguarding its future, ensuring that their activities do not cause harm to landscape and wildlife.

INTRODUCTION

This chapter focuses on the role the Dorset AONB plays in contributing to access, recreation and enjoyment for local people and visitors, how we interact with the landscape and how we ensure that our impacts on it are positive.

SIGNIFICANCE TO THE AONB

The coast and countryside of the Dorset AONB is a popular area for recreation and leisure. While recreation is not an objective of the AONB designation, our remit is to meet the demand for recreation in so far as is consistent with the conservation of natural

beauty and the needs of agriculture, forestry and other uses. In reality the AONB receives more visits than some National Parks and underpins our tourism-based economy.

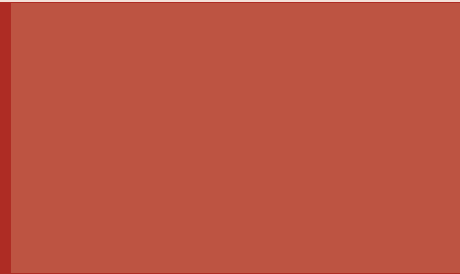
The AONB's high quality landscape and heritage has a tremendous contribution to make to people's health and wellbeing and lifelong learning. The AONB is also a source of inspiration and has a rich cultural tradition which adds to the quality of life of residents and draws many visitors.

Visitor impacts need to be carefully managed to ensure that the AONB can continue to sustain these benefits while retaining its natural beauty. People's interactions with the AONB play a fundamental role in safeguarding its future; the more people understand the importance of the area and benefit from its special qualities, the greater their support and involvement in its protection.

DESCRIPTION

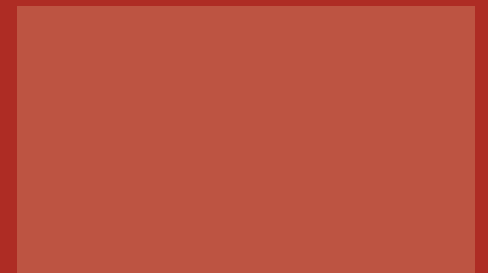
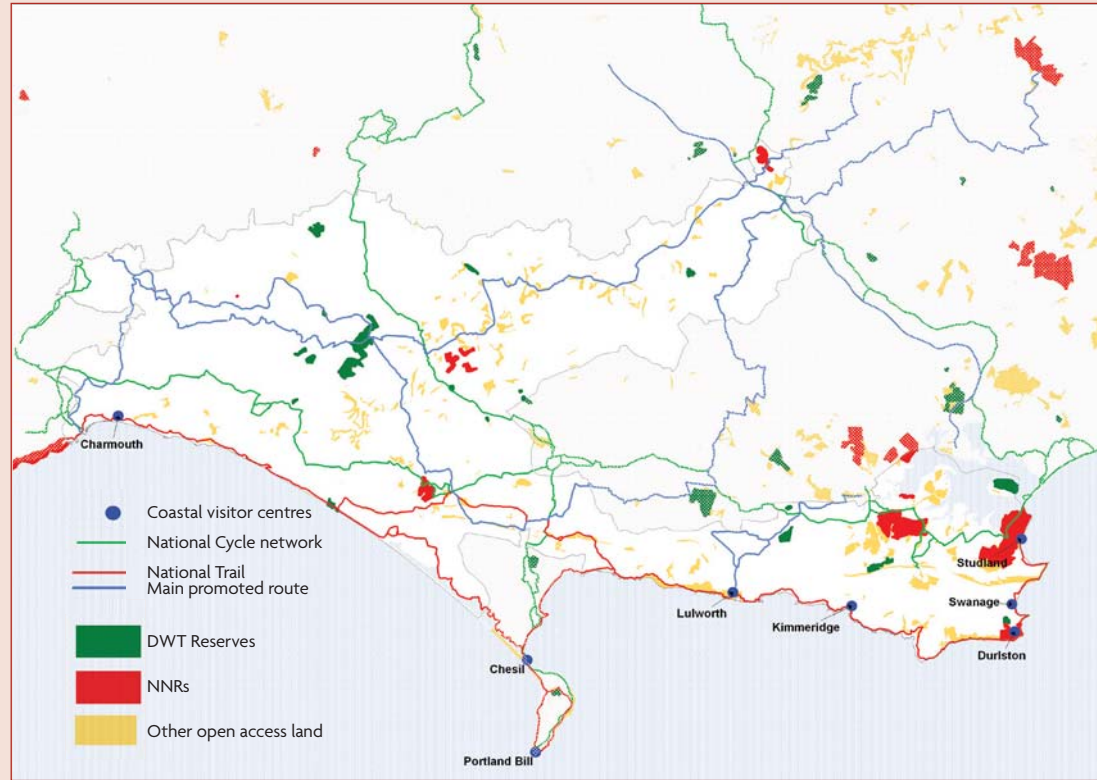
The Dorset AONB offers a range of opportunities for enjoyment and recreation, both inland and along the Jurassic Coast. The AONB includes coastal and market towns, attractive villages and a wide range of natural and cultural heritage assets, with key sites such as Corfe Castle, Maiden Castle and Durdle Door. The Dorset AONB provides a focus for recreation for Dorset residents, tourists and day visitors as well as people from growing conurbations like Bournemouth, Poole, Yeovil and further afield. With 1.35 million people living within 20 miles of the AONB boundary, pressure for recreational use is high.

Dorset has an extensive public rights of way network of 2,383 miles of footpaths, bridleways and byways; the AONB includes 71 miles of the South West Coast Path National Trail and a number of other promoted long distance routes. There are 5,211 hectares of open access land in the AONB. Additionally, many private landowners and estates provide land or routes with permissive public access.



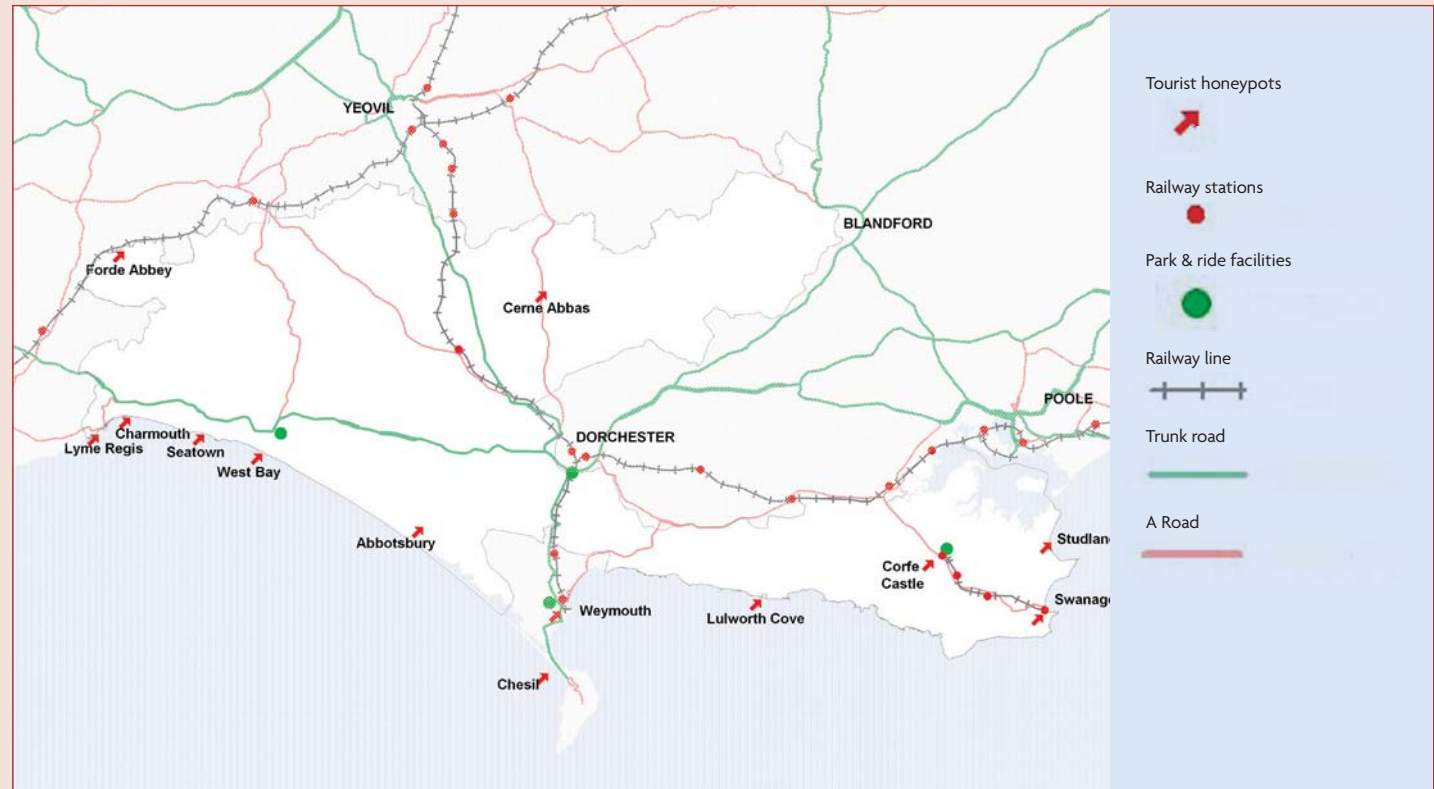
Cycle routes include several National Cycle Network routes. Walking is the most popular recreational activity nationally and it is the main activity of leisure trips. Other popular activities include cycling, riding, country sports, hang gliding, climbing, sailing, fossil hunting and bird watching while many people enjoy simply relaxing and enjoying the views and tranquillity. New sports such as 'coasteering', night biking and 'geo-caching' are also becoming popular. As well as supporting leisure and activity, the AONB contributes to Dorset's wider tourism offer through the food and local products it generates and the cultural associations that are closely linked to the landscape, such as 'Hardy Country'.

ACCESS INFRASTRUCTURE IN THE AONB, INCLUDING ACCESSIBLE AREAS AND PROMOTED ROUTES



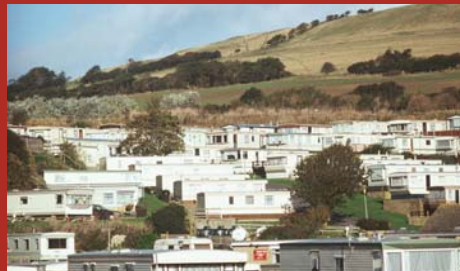
In 2006, there were estimated to be over 7 million day trips to the AONB and over 1.5 million staying trips. Tourism directly supports nearly 11,000 full time equivalent jobs in the AONB districts (West Dorset, Weymouth & Portland, North Dorset and Purbeck), with visitor spend contributing over £595 million to the local economy.

The AONB includes a number of 'honey pot' sites, particularly along the coast. High visitor numbers present management challenges at some sites. Wider impacts relate to transport issues, with 80% of visitors arriving by car and 75% using their car to get around while staying here. Car dependency among residents is also higher than the national average due to limited public transport provision in dispersed rural areas and increasing centralisation of services and facilities. Growing traffic in the AONB can have significant impacts on the landscape and environment.



CHANGES, NEEDS AND OPPORTUNITIES

- The AONB is a 'living textbook' spanning geology, wildlife, human influence and natural processes in the landscape and adjoining marine environment, offering valuable opportunities for lifelong learning through education and play.
- Research confirms that exposure to natural spaces is good for physical health and wellbeing. However, many sectors of the population don't visit the countryside, suggesting that barriers exist which prevent inclusive enjoyment and confident exploration of the AONB, particularly by young people, older people, women, disabled people and black and minority ethnic groups.
- Dorset's Rights of Way are the key to better public enjoyment of our unique and beautiful landscapes and also offer 'utility routes' for getting around sustainably. These include 'greenlinks' which can be developed to offer urban populations safe multi-user routes to other settlements or surrounding countryside. The Rights of Way Improvement Plan (ROWIP) highlights priorities for making the network more usable, including tackling problems such as path severance and broken networks that discourage use.
- Rural roads also offer a network to explore the AONB but walkers, cyclists and horse riders are discouraged from using them by increasing traffic volumes and excessive speeds which also have wider environmental impacts.
- As the climate changes, the South West Coast Path National Trail and dynamic coastline could face additional pressure from increased visitor numbers as a result of higher temperatures and less foreign travel. This may bring greater economic benefits but is likely to place greater pressure on the environment. Footpath and transport links to and from the Path are often poor, making sustainable coastal access hard to achieve in practice.
- Further measures are required to assess the environmental impact of day and staying visitors, especially as the tourism season is becoming year round in some parts. Some parts of the AONB are more sensitive to visitor pressure than others, such as the southern shore of Poole Harbour and the shore of the Fleet. A system of monitoring and indicators are needed to assess impacts across the area. A series of people counters have recently been installed along the South West Coast Path, enabling user numbers to be monitored for the first time.
- Dorset's inland long distance trails, circular walks and rides offer a different experience to coastal walking and could play an important role in relieving pressure on coastal areas and specialist tourism breaks. However, links to these trails and provision for horseriders and cyclists are limited.
- Lack of country parks and recreational space in the west of the AONB restricts the types of recreational opportunities available.
- Limitations in public transport services, infrastructure and information has led to poor integration between travel modes. Demand responsive transport could be made more user friendly for visitors through better information.
- Tourism trends are towards short breaks and activity/cultural based visits and greater demand for high quality, sustainable and locally distinctive products. Developing opportunities to take advantage of these tourism trends, in conjunction with Destination Dorset, could increase dwell time and the economic benefits of tourism locally. Greater involvement of local residents in tourism is vital to ensuring sustainability and maximising local benefits, as could new visitor payback schemes.
- Marine based tourism and transport opportunities have not yet been explored and developed though sensitivity to environmental limits is essential.
- Dorset is hugely rich in cultural heritage. Walking and cycling trails could offer inland tourism opportunities to explore the literary, natural, cultural, geological and industrial heritage of the AONB as well as activity based experiences.
- The 2012 Olympics is an opportunity to present/showcase a 'green tourism' offer through sustainable businesses and integration of travel modes. In addition, the South West Cultural Olympiad offers wider opportunities to enhance the environment and encourage new audiences to explore the area.
- There is a need to update and upgrade information and interpretation to ensure that it is accessible, non-intrusive, promotes the special qualities of the AONB better and uses local materials, crafts or new technologies.
- Limited understanding of the AONB as a working landscape can result in conflicts between recreational users and land managers, e.g. dogs disturbing wildlife or worrying livestock, litter in the countryside. There can also be conflicts between different recreational users and meeting the needs of all can be difficult.



OBJECTIVE A1: ALL PEOPLE ARE ABLE TO ENJOY, EXPERIENCE, BENEFIT AND LEARN FROM THE SPECIAL QUALITIES OF THE AONB IN A SUSTAINABLE WAY

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead/Partners	AONB Team Role
A1a: Promote greater understanding, awareness and enjoyment of the AONB's special qualities.	Provide high quality interpretation of the special qualities of the AONB using non intrusive methods that appeal to a range of audiences, such as arts and technology based interpretation, guided walks etc.	Develop agreed guidelines on best practice by 2010. Replace/remove all out of date/damaged interpretation by 2014	Existing initiative; some £ available	DC/AONB/JC/WHT/NT/LAs	Partner
	Develop Durlston Castle & Country Park as a gateway to the World Heritage Site and AONB.	New visitor centre open by 2012	Existing initiative; £ available	DC/JCWHT/AONB	Partner
	Explore the potential to develop a woodland based recreational and learning area in the west of the AONB.	Feasibility study completed by 2012	New initiative; £ required	AONB/FC/DC/WDDC	Joint lead
	Develop the role of other managed countryside sites in the AONB as gateways to the wider countryside, e.g. National Nature Reserves, National Trust sites.	Opportunities appraisal undertaken by 2011	Expansion of existing initiatives; some £ available	DC/LAs/NE/NT/AONB	Partner
	Promote events that celebrate the special qualities of the AONB, e.g. Fossil Festival.	Events featured on AONB web site and Coast & Countryside	Existing initiative; £ available	DC/AONB/JCWHT/NT/LAs	Partner
	Research and develop education and play opportunities linked to the AONB.	Pilot project by 2011	New initiative; £ required	AONB/YTPE/NT/JCWHT/DC	Lead
	Develop the Hardy's Wessex Project to increase awareness and enjoyment of the heritage and landscapes associated with Thomas Hardy.	Targets to be identified through scoping report 2008/9	Existing initiative; £ required	NT/AONB/HS/DCM/DC/WDDC	Partner
A1b: Understand and remove the physical and psychological barriers that prevent under-represented groups from accessing and enjoying the countryside.	Build on existing research to develop joint working with under-represented groups to tackle barriers and build confidence.	Pilot project by 2011 in Weymouth and/or Bournemouth & Poole	Existing initiative; £ required	AONB/NE/DC/LAs/FWAG/WDJAC/DWT	Joint lead
	Improve accessibility on all promoted trails and priority links to the South West Coast Path where appropriate.	Completed by 2014	Existing initiative; £ required	DC/SWCPT/JCWHT/AONB	Partner
A1c: Promote recognition and utilisation of the AONB's role in supporting health and wellbeing.	Develop health walks and green gyms in the AONB linking with existing initiatives.	3 health walk routes/guides and one green gym initiative by 2014	Expansion of existing initiatives; £ required	AONB/BTCV/NE/DWT/DC/PCT	Partner/promoter

OBJECTIVE A2: ACCESS AND TRAVEL IN THE AONB ARE MANAGED WITHIN ENVIRONMENTAL LIMITS

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead/Partners	AONB Team Role
A2a: Support measures to improve connectivity and functionality of the rights of way network.	Deliver actions to implement the Rights of Way Improvement Plan, improving and promoting routes for walkers, cyclists and riders.	Target delivery for ROWIP	Existing initiative; £ available	DC	Advocate
A2b: Promote and develop a zoning approach to the management of the coastal corridor to aid visitor management.	Identify management zones through the coastal corridor action plan and identify management approaches appropriate to each zone.	Zones identified and agreed by 2010	Existing initiative; some £ available	AONB/DC/JCWHT/NT/NE/DCF/LAs/DD	Joint Lead
	Develop a system of monitoring and indicators to identify environmental limits.	System in place by 2011	New initiative; £ required	AONB/JCWHT/NT/NE/DC/DD	Joint lead
A2c: Promote sustainable inland destinations to spread tourism benefits and reduce pressure on the coast.	Maintain and enhance the Wessex Ridgeway, North Dorset Trailway and inland countryside sites, e.g. National Nature Reserves.	Km length managed to National Trail standards	Existing initiative; some £ available	DC/NE/AONB/LAs	Partner/advocate
A2d: Promote the creation and management of green links between urban settlements and the countryside.	Develop the Castleman Trail to create green routes between the conurbation and the AONB.	Km length managed to National Trail standards	Existing initiative; £ required	DC/LAs/NE	Advocate
	Develop multi-use greenlinks between Dorchester and Weymouth to the South Dorset Ridgeway.	2 green routes created by 2014	Existing initiative; £ required	DC/AONB/NT/LAs	Joint lead
	Maximise the benefits of walking and cycling improvements linked to the 2012 Games to ensure they link to other routes in and around the AONB and coastal corridor.	Links made and in place by 2012	Expansion of existing initiative; £ required	LAs/DC/AONB/DWT/NE	Partner/promoter
A2e: Develop and promote integrated sustainable access and travel options in the coastal corridor.	Improve walking links between the Coast Path and access points including coastal towns and villages and public transport stops.	7 priority routes improved by 2013	Existing initiative; £ required	DC AONB/JCWHT/LAs	Partner
	Improve information for all transport services to ensure that demand responsive transport, time tables and links (e.g. walking routes) to visitor destinations are more user-friendly.	Information improved at all X53 stops by 2014	Existing initiative; £ required	First Buses/DCC/DD/LAs AONB/JCWHT	Partner
	Improve park and ride facilities for the Coast.	Measure usage as indicator	Existing initiative; £ required	LAs/Town Councils	Advocate
	Develop circular walks and 'Ride and Stride' walks within the coastal corridor.	6 new walks developed by 2014	Existing initiative; £ required	AONB/DC/JCWHT/NT/LAs	Joint lead
A2f: Support the development of small scale marine-based transport along the coast to provide an alternative to the car.	Undertake feasibility study for small scale marine transport along the coast.	Study undertaken by 2012	New initiative; £ required	LAs/DC/JCWHT/NT/DD/AONB	Joint lead

OBJECTIVE A3: THE SPECIAL QUALITIES OF THE AONB UNDERPIN A VIBRANT AND DISTINCTIVE SUSTAINABLE TOURISM SECTOR

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead/Partners	AONB Team Role
A3a: Support the development of high quality sustainable tourism that supports the local landscape and economy.	Provide advice and training to help tourism businesses increase environmental sustainability.	Number of businesses in Green Tourism Business Scheme or similar accreditation	Existing initiative; £ available	DD	Advocate
	Support communities to develop their own locally distinctive tourism offer.	3 community-led initiatives by 2014	New initiative: £ available	Communities/DD/AONB/JCWHT/DAPTC	Promoter
A3b: Support the development of visitor payback mechanisms that support AONB management.	Create a visitor payback scheme to support management of the coast and countryside.	Scheme established/number businesses taking part	Development of piloted initiative; £ available	DD/JCWHT/AONB/LAs	Joint lead





5B.3. PLANNING, DEVELOPMENT & INFRASTRUCTURE

20 YEAR VISION

The national importance of the AONB and its landscape quality will be recognised and reinforced in spatial plans to deliver a common vision of sustainable development in the AONB. The planning system will ensure that changes within the AONB are sympathetic to landscape character, and that development meets the highest standards of design and sustainability.

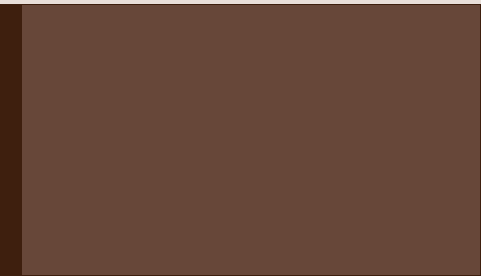
INTRODUCTION

This chapter covers the activities which are addressed through the planning system and the wider provision of physical development, infrastructure and services in terms of their impacts on the AONB.

The 2004 Planning and Compulsory Purchase Act confirmed the place of sustainable development at the heart of the planning system by establishing it for the first time as its statutory purpose. As AONB Management Plans must also have regard to sustainable development, this presents new opportunities to align the objectives of the AONB Management Plan and statutory spatial plans and to integrate the conservation and enhancement of the AONB effectively into them. The policy framework set out in this chapter is intended to further inform the national, regional and local policy framework by providing a spatial focus for the areas within the AONB.

SIGNIFICANCE TO THE AONB

The AONB is a living, constantly evolving landscape and sensitive development can be a positive contribution to the AONB, not only in the way it appears in the landscape but how it contributes to sustaining local communities and the landscape itself. At the same time, inappropriate physical development remains one of the greatest potential threats to the AONB, if its scale, location and design are unsympathetic to the landscape, have a negative impact on its character or the ability of residents and visitors to enjoy it. Housing growth, highway management and traffic and the pressure for economic and energy development are among the most significant drivers of change for the Dorset AONB. With a growing population, these pressures are greater than ever and will present major challenges within the period covered by this plan. An effective planning system and provision of appropriate physical development are therefore fundamental activities in delivering the statutory duty to conserve and enhance the AONB.



ROLES AND RESPONSIBILITIES

Most planning decisions in the AONB are made by the local planning authorities which have a statutory duty to have regard for the primary purpose of the AONB when carrying out this and other functions. As the Government's statutory advisor on landscape, Natural England provides input to planning decisions as the statutory consultee. The AONB Team provides advice to each planning authority through an agreed planning protocol.

DESCRIPTION

Development in any AONB is subject to national planning policy and guidance, in particular Planning Policy Statement (PPS) 7, the National Parks and Access to the Countryside Act 1949 and the Countryside and Rights of Way Act 2000. In planning terms, the AONB designation shares the same level of protection as National Parks. Additional policies for the protection of the AONB are also set out at the regional and local levels. The policies in this Management Plan can be material consideration in planning decisions. Policies in this chapter have been identified for reflection in the new local development frameworks.

The key activities addressed through the planning system and through the work of other statutory agencies which are relevant to the future protection of the AONB are looked at briefly here.

DEVELOPMENT

The Dorset AONB is one of the most heavily populated AONBs, with a number of market and coastal towns within its boundary. There is significant pressure for housing, particularly affordable housing, in Dorset, with the Regional Spatial Strategy suggesting that 66,000 new homes are to be built by 2026. Land for business use is also required and the essential services required for communities. There is a presumption against major developments in AONBs and restrictions to permitted development rights, but the AONB could still face significant development pressure from extensions of urban areas on the edge of the AONB and other development within the area, plus the potential impacts of increased traffic, urbanisation and loss of tranquillity. National policy emphasises the importance of using the highest standards of design and materials for developments in AONBs, and location, scale and quality are essential considerations. Sustainable construction methods also offer the potential to reduce the wider environmental impacts on the area.

In more rural areas of the AONB, agricultural buildings and diversification opportunities are significant to AONB management. Diversification is often vital for farmers if they are to be able to sustain their agricultural and land management activities. As with other developments, scale, siting and materials and wider impacts such as traffic and noise are the main considerations.

RURAL ACCESSIBILITY AND TRANSPORT

Access to services and facilities is a major issue in Dorset, as the decline in rural services combined with limited public transport provision can leave those without cars at a serious disadvantage. Even with a car, moving around and through the AONB is not always easy. Dorset's road network is limited, with much of the network made up of rural roads and lanes. Alternative forms of transport are good in some places, but limited across much of the area. The rail network offers links from Weymouth to the east for Poole, Bournemouth and beyond, and north to Bristol. Three national cycle routes and one regional route cross the AONB. Away from the inter-urban bus routes, demand responsive transport and community travel planning are beginning to offer better provision for rural communities. The rate of traffic growth has slowed in Dorset, but is still increasing at about

1.5% per year. Freight movements are a growing concern, with larger heavier vehicles using the area, and rat running, by commuter traffic both placing more pressure on small rural lanes. This situation is often exacerbated by satellite navigation resulting in use of inappropriate routes in the AONB.

As well as the direct impacts of traffic on the environment such as noise and emissions, the way roads are managed can have wider impacts on the AONB. The creeping urbanisation of signs, lines, lights, kerbs and other traffic calming measures can degrade the landscape, as can the loss of traditional roadside features that add to the character and local distinctiveness of the area, such as fingerposts and milestones. Ongoing work by Dorset County Council and the Dorset AONB Partnership on rural road management will help to address this. Transport is a significant issue in relation to tackling climate change, with the need to both reduce emissions by reducing traffic growth and using less damaging fuels and to adapt to the changing climate in the way we manage roads and other infrastructure.



WASTE AND MINERALS

In Dorset, average waste per person is over 500kg per year with around 61% of this going to landfill and 45% recycled (2007-8). Although there are no active landfill sites within the AONB, local authority waste management policies still have significant potential impacts in terms of traffic movements, the location of waste management facilities, litter and fly-tipping. National and local policy promotes adherence to the 'waste hierarchy' of first reducing waste, then reusing and recycling before disposal as a last resort. Success at the top of this hierarchy will have clear benefits across the AONB. The impacts of options lower down the hierarchy have more complex implications. For example, the different transport implications of the various options for collecting and disposing of waste, or the scale and location of facilities for the latter. The management of waste and associated infrastructure, especially the transport of material to landfill can impact on the AONB.

There are currently 35 active mineral workings in the AONB, providing material for national and local markets. While large scale extraction can conflict with the primary purpose of the AONB, sensitively managed small scale extraction of building stone or clay for local bricks and tiles contributes to the character of the AONB. Future extraction pressure with its associated impacts remains an important

issue in and around the AONB. There is a need to ensure adequate provision of traditional local building material for ongoing repairs of existing buildings and for new developments. Restoration strategies for redundant mineral workings must minimise landscape impact whilst maximising benefit for nature conservation, geodiversity interest with increased access and recreation opportunity.

RENEWABLE ENERGY DEVELOPMENT

Concern about climate change and energy security have placed renewable energy development high on the agenda as a key part of the solution to both challenges. Dorset contributes around 11% of the regional carbon dioxide emissions with levels highest in West Dorset at 10.1 tonnes (per capita) and lowest in Weymouth at 5.0 tonnes. Renewable energy provision in Dorset is currently poor and falls far short of the county target of 64-84MW by 2010 identified through REvision 2010.

Planning Policy Statement (PPS) 22 makes it clear that small-scale energy developments should be permitted in AONBs provided that there is no significant environmental detriment to the area concerned. However, some larger scale renewable energy developments can have adverse impacts on landscape and natural beauty, presenting potential conflicts between the need to tackle climate change, the statutory purposes of the AONB and, indeed, national planning policy. PPS 22 states

that 'planning permission for renewable energy projects should only be granted where it can be demonstrated that the objectives of designation of the area will not be compromised by the development'.

This national statement will be translated into local criteria-based policies through the local development frameworks. Here we set out principles for considering renewable energy development in relation to the AONB:

- Energy efficiency should be a priority to minimise energy consumption, reduce heat loss and make best use of available resources;
- Forms of renewable energy production that have only positive benefits for the AONB should be actively promoted. e.g. woodfuel from sustainable management of existing woodlands;
- Decisions about other renewable energy proposals should be based on a sound understanding and assessment of their impacts on landscape and natural beauty and the enjoyment of these qualities by the public. This should take into account the differing sensitivity of the AONB's diverse landscapes. It should also be remembered that proposals outside the AONB boundary can also have detrimental effects on the AONB and these should be carefully assessed and considered.

- Decisions should also take into account wider infrastructure needs associated with renewable energy proposals, e.g. additional power lines, as these can also impact on the AONB.

TELECOMMUNICATIONS AND POWER PROVISION

Telecom masts and powerlines often have a negative visual impact, especially in remote, open locations. Some effort has taken place to underground some of the most intrusive powerlines in the east of the AONB but more work is required, particularly towards the western end of the area. Further opportunity exists through the next round of OFGEM's pricing policy to underground more low voltage lines across the AONB. Although mobile telephone coverage is relatively good across the AONB, there will be further pressure for new masts in more rural locations. Opportunity for operators to share existing sites should be considered.



OBJECTIVE PD1: CONSERVE AND ENHANCE THE SPECIAL QUALITIES OF THE RURAL LANDSCAPES AND HISTORIC SETTLEMENTS OF THE AONB

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead/Partners	AONB Team Role
PD1a: Ensure that any necessary development affecting the AONB is sensitively located and sympathetic in style, scale and materials to local character.	Deliver through inclusion of appropriate policies in Local Development Frameworks (LDFs), supplementary planning documents and through AONB planning protocol.	Fixed point photography monitoring	Existing initiative; £ available	LAs/AONB	Partner
PD1b: Retain characteristic features and restore/introduce new character features through planning gain where appropriate to scheme delivery.	Identify and secure planning gain for landscape character for all significant developments in the AONB.	% schemes where planning gain secured	Existing initiative; £ available	LAs/AONB	Partner
PD1c: Support and promote appropriate farm diversification schemes which help contribute to the conservation and enhancement of the AONB.	Ensure appropriate diversification supported through LDF policy and provide advice to landowners.	Policy reflected in LDFs	Existing initiative; £ available	LAs/AONB/DAAS	Partner
PD1d: Protect the AONB's panoramic views, tranquillity and remoteness.	Ground truth and refine national tranquillity mapping and identify a management strategy.	Ground truthing and strategy produced by 2014 No net loss of tranquillity	New initiative; £ required	AONB/CPRE/LAs/BAA CfDS	Joint lead
	Pilot a strategy to conserve remoteness and 'wildness' at appropriate sites in the AONB, such as Poole Harbour southern shore and the Fleet.	Pilot underway by 2011	New initiative; £ required	AONB/NE/DC/NT/Landowners/LAs	Joint lead
PD1e: Reduce the impacts of waste management on the AONB, including transport impacts.	Ensure waste LDF considers impacts on AONB and input through AONB planning protocol.	Policy reflected in LDF	Existing initiative; £ available	DCC/AONB	Partner
PD1f: Support appropriate extraction in the AONB for the supply of building stone and clay for local bricks and tiles to maintain local landscape character.	Identify and protect potential sites for small scale extraction to meet local demand for building stone, bricks and tiles for repairs to historic buildings or vernacular developments.	Identify sites by 2014	Existing initiative; £ available	DCC	Promoter
PD1g: Promote the restoration of extraction sites to benefit landscape, biodiversity, geodiversity and access.	Ensure appropriate policies in Minerals LDF and input to restoration proposals through planning protocol as required.	Policy reflected in LDF	Existing initiative; £ available	AONB/DCC	Partner
	Establish a Strategic Restoration Plan for mineral sites in the AONB to ensure a joined up landscape-led approach.	Plan developed by 2012	New initiative; £ required	DCC/AONB/NE/Extraction industry	Partner

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead/Partners	AONB Team Role
PD1h: Promote measures to increase energy efficiency.	Implement the Dorset Energy Efficiency Strategy.	Targets set in strategy	Existing initiative; £ required	DEG/LAs/DA21	Promoter
PD1i: Support renewable energy production where compatible with the objectives of AONB designation, taking into account the relative sensitivity of the landscape.	Secure funding, training and advice for woodfuel installation and secure sustainable supply.	8 new woodfuel installations by 2014	Existing initiative; £ required	AONB/DEG	Lead (as host to Woodlink)
	Undertake landscape sensitivity study to help guide decision making on renewable energy development.	Study completed by 2011	New initiative; £ required	LAs/AONB	Joint lead
	Ensure renewable energy developments affecting the AONB are assessed to a high standard and provide landscape input through the AONB Planning Protocol.	As required	Existing initiative; £ available	LAs/AONB/NE	Joint lead



OBJECTIVE PD2: ACHIEVE HIGH QUALITY DESIGN TO ENHANCE THE BUILT ENVIRONMENT OF THE AONB

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead/Partners	AONB Team Role
PD2a: Promote the use of high quality design, materials and standards of workmanship in all developments in the AONB.	Develop guidance and promote through local development frameworks.	Pilot guidance in West Dorset by 2010	Existing initiative; £ available	LAs/DDHF	Advocate
PD2b: Promote sustainable construction and the consideration of climate change mitigation and adaptation in all development and infrastructure management in the AONB.	Develop guidance and promote through local development frameworks.	Pilot guidance in West Dorset by 2010	Existing initiative; £ available	LAs/DDHF	Advocate
	Develop a climate change adaptation strategy for Dorset.	Strategy produced by 2012	New initiative; £ required	LAs/AONB/NE	Partner

OBJECTIVE PD3: REMOVE, REDUCE AND AVOID INTRUSIVE AND DEGRADING FEATURES TO ENHANCE THE SPECIAL QUALITIES OF THE AONB LANDSCAPE

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead/Partners	AONB Team Role
PD3a: Protect the AONB from inappropriate development.	Reflect as policy in LDFs and deliver through AONB planning protocol and appropriate enforcement.	Fixed point photography monitoring	Existing initiative; £ available	LAs/AONB	Partner
PD3b: Protect the quality of uninterrupted panoramic views into, within and out of the AONB.	Reflect as policy in LDFs and deliver through AONB planning protocol.	Fixed point photography monitoring	Existing initiative; £ available	LAs/AONB	Partner



OBJECTIVE PD4: REDUCE THE GROWTH AND IMPACTS OF TRAFFIC ON THE AONB

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead/Partners	AONB Team Role
PD4a: Promote the provision of green infrastructure and sustainable links to the countryside.	Deliver green infrastructure strategy for Poundbury and other large scale developments in/near the AONB.		Existing initiative; £ available	Developers/LAs/AONB/DC	Advocate/partner
PD4b: Promote self containment of settlements.	Reflect in LDF policy and pilot a toolkit of innovative measures through the Rural Reach programme.		Existing initiative; some £ available	LAs	Advocate
PD4c: Promote and develop measures to reduce traffic in the AONB.	Deliver Local Transport Plan to improve public transport, walking/cycling & access to services.	Traffic growth and geographical access to services data	Existing initiative; £ available	DCC/AONB/DC	Advocate/partner
	Develop a freight movement strategy to limit inappropriate use of rural routes in the AONB.	Strategy produced by 2012	New initiative; £ required	DCC/AONB	Partner
PD4d: Reduce urbanisation and other negative impacts of highway management on the AONB.	Deliver Rural Roads Protocol including reviews of policies plus pilot schemes on B3157 and B3143.	Policies in place by 2014 and pilot schemes evaluated	Existing initiative; £ available	DCC/AONB/DAPTC	Partner





5B.4. COMMUNITY ACTION

20 YEAR VISION

Local communities will play an active role in the management of the AONB. Through the activities of parishes and community groups, local people will take the lead in caring for and celebrating the special qualities of their part of the AONB. Sensitive to the changing landscape, they will champion sustainability to leave a positive legacy for future generations. More people will be actively involved in work to conserve and enhance the AONB through involvement in decision making, volunteering and through local projects.

INTRODUCTION

This chapter explores the vital role of local communities in managing the AONB, including through parish and community planning, input to decisions affecting the area, volunteering and through direct local delivery of action to conserve and enhance the area.

SIGNIFICANCE TO THE AONB

Some 70,000 people live within the AONB boundary, making it one of the most heavily populated AONBs in the country. Parish councils, in common with other public bodies, have a duty to have regard to the primary purpose of conserving and enhancing the AONB and are well placed to do so. Local people have a wealth of knowledge of the AONB and how it has changed over time, and can use both this knowledge and their aspirations to shape the future of this special landscape.



DESCRIPTION

The wealth of local activity in the AONB is a testament to the vibrant communities in its towns and villages. 53% of parishes in the AONB have parish plans; there are 3 towns taking part in the Market and Coastal Towns Initiative and several taking part in the 'Transition Towns' movement, finding local solutions to environmental issues. Dorset has a well developed community planning structure; this includes the Dorset Strategic Partnership taking the county-wide overview, district-based community partnerships in Purbeck, West Dorset and Weymouth & Portland, and more local community partnerships based on market towns and their hinterlands in North and West Dorset. There are links to the AONB Partnership through the heritage committees, which act as local delivery arms for the AONB Partnership. In Purbeck, the heritage committee is the environment group of the community partnership, and local area partnerships are represented on the heritage committee and panel in West Dorset/ Weymouth and North Dorset.

Many people are involved in volunteering through a range of organisations, though there is some scope for better co-ordination of some of this activity. Local individuals and informal groups also play a vital role by taking on specific projects to meet a local need or through the decisions they make in their daily lives.

CHANGES, NEEDS AND OPPORTUNITIES

- There is a need to broaden the base of involvement and support for AONB management. The growing awareness of environmental change provides an opportunity for different generations to help plan for the future of the AONB, sharing skills and experience.
- There is a high proportion of recently retired people in the AONB, many of whom are keen to become actively involved in their communities and bring a wealth of knowledge and experience.
- Greater opportunities are needed for children and young people to have a voice in decisions affecting their area and to get involved in environmental work as future custodians of the AONB.
- Parish and town councils have a statutory role to play in relation to sustainability and the AONB and more could be done to develop awareness of this role.
- Environmental issues are not always picked up in parish and community plans due to limited profile in guidance material and a feeling that active intervention may not be required or there is nothing local people can do without 'expert' help.
- The developing network of community development workers across the area offers the opportunity to develop more consistent advice and guidance to communities on environmental and AONB-specific issues.
- Art can provide a valuable mechanism for exploring and celebrating what is special to communities about their local landscape and Dorset has a wealth of artists who could support local initiatives.
- The Pride of Place toolkit produced by the AONB Partnership suggests numerous ways in which communities can help care for their local landscape, such as work on ancient trees, community woodlands and orchards, ponds and hedgerows, tackling litter, managing footpaths etc. There are also some specific projects where communities have a vital role to play, including the South Dorset Ridgeway Project, Dorset Arable Project, local transport planning, fingerpost surveys and allotments.
- Local people could take part in monitoring and recording local landscape change to develop a more detailed picture to help inform AONB management.
- Local Action and the AONB Sustainable Development Fund are just two examples of funding support available for community-led projects.
- There is increased recognition, nationally and locally, of the benefits of volunteering to the individual and the role of volunteers in helping to care for the environment. There is an opportunity to develop a more co-ordinated approach to environmental volunteering that widens its scope and quality.
- Local people can also help the environment and influence landscape change in the AONB through the choices they make in their daily lives, around waste and recycling, food, transport and energy.



Policy Framework and Delivery Plan

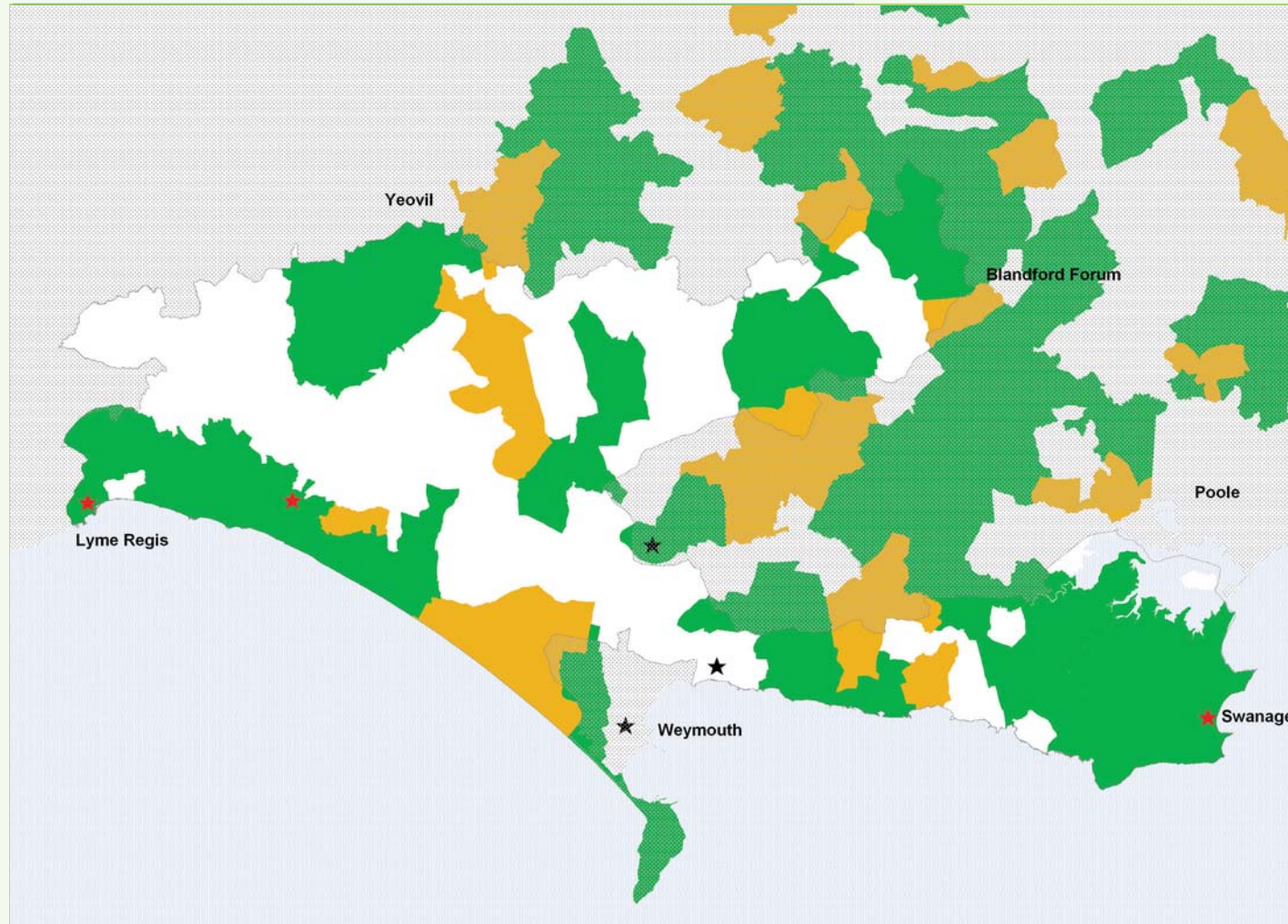
OBJECTIVE C1: GREATER INVOLVEMENT AND PARTICIPATION BY LOCAL PEOPLE IN ACTIONS TO CONSERVE AND ENHANCE THE AONB

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead/Partners	AONB Team Role
C1a: Develop co-ordinated inclusive volunteer activity to support AONB management.	Develop a Volunteer Ranger Service including coastal volunteer wardens as a priority.	30 trained volunteer rangers by 2014	Existing initiative; £ available	DC AONB/JCWHT/NT	Partner
	Create a one-stop shop to promote diverse opportunities for countryside volunteering in Dorset.	Established by 2014	New initiative; some £ required	DC/AONB/NT/NE/ DWT/JCWHT	Partner
	Develop and support community-led volunteer activities linked to the AONB programme, including parish fingerpost surveys, boundary surveys and tasks linked to specific projects.	Number of parishes participating	Existing initiatives; £ available	AONB	Lead
C1b: Promote opportunities for parish and town councils and community partnerships to conserve and enhance the AONB.	Support parish and community planning groups and recognise their role in managing change in their areas through direct support and discussion and the Pride of Place parish toolkit.	Toolkit updated by 2010	Existing initiative; £ available	DAPTC/DCA/ AONB/Community Partnerships DWT, LAs, NT, DCF, JCWHT/DC	Joint lead
	Develop better link up with local groups and community partnerships, to support and encourage parish & town councils and community groups to get involved in the AONB and help tackle the issues it faces.	Forum to meet annually. E-newsletter to community groups and town/parish councils	Existing initiative; £ available	AONB DAPTC Community Partnerships	Lead
C1c: Support greater local involvement in actions to conserve and enhance the AONB.	Widen base of involvement by targeting under-represented groups in AONB led projects, particularly young people and retired people.	Links to key organisations established by 2010.	Expansion of existing initiatives; some £ available	AONB POPP/DSP/DCA/DC	Lead
	Deliver the AONB Sustainable Development Fund and Local Action to support community initiatives that contribute to AONB management.	Annual allocation/bid as funding allows	Existing initiatives; £ available	AONB/C&C	Joint lead
	Celebrate local action and encourage skills sharing by showcasing local achievements and good practice.	Update web pages annually Develop new community awards scheme Photographic exhibition in 2011 Forum event annually	Existing/New initiatives; £ available	AONB DSP	Lead

Management Policy	Action in 2009-2014	Target/Indicator	Delivery	Lead/Partners	AONB Team Role
C1d: Promote and support the celebration and conservation of local distinctiveness.	Support local events and festivals that celebrate local communities and culture.	4 events per annum	Existing initiatives; some £ available	AONB/DCA/JCWHT/LAs/DC	Partner
	In 50th year of AONB (2009), use photography and art to encourage local people to explore what the AONB designation means to them, and what makes the area so special.	Number of people involved Number of events run	One-off initiative; £ available	AONB Local photography clubs	Lead
	Use Cultural Olympiad as a catalyst for exploring special qualities of the AONB with local people.	Involvement by 2012	New initiative; £ required	AONB DSP Culture SWPLF	Joint lead
C1e: Involve local people in monitoring and recording landscape change.	Develop a community fixed point photography initiative for communities that want to monitor local landscape change.	Number of communities involved	New initiative; £ required	AONB	Lead
	Use historic art & literature to explore landscape change with under-represented groups, as part of 50th celebrations.	Number of of people involved	New initiative; £ available	AONB	Lead
	Develop understanding of landscape change through the curriculum with local schools.	Curriculum materials developed by 2010	New initiative; £ required	AONB DCC	Lead
C1f: Promote sustainable living among communities in the AONB to reduce impacts on the local environment.	Provide advice and support to empower local communities to develop environmental initiatives that support the AONB, such as Transitions Towns, plastic bag free villages, allotment schemes, water efficiency, orchards, community-supported agriculture, etc.	Number of schemes in AONB	Expansion of existing initiatives; some £ available	AONB/DCA/LAs DAPTC/DA21/ Transition Towns	Joint lead



COMMUNITY ACTIVITY IN THE AONB



Transition & MCTi towns

- ★ Market & Coastal Towns Initiative
- ★ Transition Towns

Parish Plan Status (March 08)

- 1. Complete
- 2. In Development

