

APPENDIX B

FOREST OF BOWLAND AONB MANAGEMENT PLAN 2014 – 2019: ACTIONS FOR DELIVERING THE MANAGEMENT PLAN

Objectives and actions that relate specifically or generically to Craven District Council

AN OUTSTANDING LANDSCAPE OF NATURAL AND CULTURAL HERITAGE				
OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	KEY PARTNER(S)
[1.1] <u>Landscape</u> Recognise the founding principles of the European Landscape Convention and implement the AONB Landscape Character Assessment as an integrated approach to managing landscape change.	[1.1A] Ensure all local planning authorities and other interested organisations have access to AONB Landscape Character Assessment GIS data layers and understand how these can be used as a planning tool	All LPAs supplied with GIS data layers. Hold at least 1 meeting per year with LPA or other partner to raise awareness of AONB LCA and its uses.	2014 Annually	AONB Unit LPAs Rivers Trusts NE
[1.2] <u>Biodiversity and Ecosystem Services</u> Co-ordinate partner activity in conserving and enhancing biodiversity and in developing a better understanding and management of ecosystem services within the AONB	[1.2D] Explore opportunities for biodiversity offsetting with local planning authorities (recognising the mechanism as a last resort after options for avoidance and on-site mitigation have been exhausted)	Hold 'planning and development' seminar to discuss opportunities for biodiversity offsetting within the AONB	2014	BD Working Group AONB Unit LPAs Environment Bank Landowners United Utilities Ribble Rivers Trust

<p>1.3] Habitats Support the delivery of 'Biodiversity 2020: A Strategy for England's Wildlife and Ecosystem Services', with a particular focus on peatland, blanket bog, and other wet habitats, species rich grasslands and woodlands.</p>	<p>[1.3C] Develop opportunity maps for potential habitat creation and restoration for priority habitat identified; linking with LNP ecological frameworks research and mapping for Lancashire and priority areas identified in North Yorkshire (e.g Long Preston Wet Grasslands)</p>	<p>Habitat creation and restoration opportunities mapping developed for 4 priority habitats</p>	<p>2016</p>	<p>BD Working Group LERN NEYEDC Lancashire LNP North Yorkshire and York LNP</p>
<p>[1.6] Historic Environment Support the conservation, appropriate restoration and management of the historic environment and wider cultural landscape.</p>	<p>[1.6F] Improve understanding and protection of the form, character and setting of historic settlements and farmsteads, conserving and enhancing their local landscape character and distinctiveness</p>	<p>Re-convene meeting of LPA officers to discuss development of design guidance (buildings, roads and road furniture etc)</p> <p>First design guidance note produced</p>	<p>2015 2016</p>	<p>AONB Unit AONB PFG Lancashire County Archaeological Service LCC Landscape LPAs</p>
<p>[1.7] Planning and Development Influence development planning policy- and decision-making to ensure the statutory purpose of AONB designation, to conserve and enhance the natural beauty of the landscape, is upheld.</p>	<p>[1.7A] Review development management policy for local planning authorities in the AONB, helping to address LPAs 'duty to co-operate'; and identifying differences and opportunities for greater consistency across policies</p>	<p>Complete review of development management policies for the AONB complete</p>	<p>2014</p>	<p>AONB PFG LPAs AONB Unit</p>
	<p>[1.7D] Develop design guidance (e.g. buildings, agricultural buildings, rural roads) based on the AONB Landscape Character Assessment to ensure development conserves and enhances the character of the locality – buildings, agricultural buildings, rural roads</p>	<p>Re-convene meeting of LPA officers to discuss development of guidance</p> <p>First design guidance note produced</p>	<p>2015 2016</p>	<p>AONB Unit LPAs LCC Landscape Unit LCC Ecology RSPB Lancashire CPRE</p>
	<p>[1.7I] Explore opportunities for biodiversity offsetting with local planning authorities (recognising the mechanism as a last resort after options for avoidance and on-site mitigation have been exhausted)</p>	<p>Hold 'planning and development' seminar to discuss opportunities for biodiversity offsetting within the AONB.</p>	<p>2014</p>	<p>BD Working Group AONB Unit LPAs Environment Bank</p>

RESILIENT AND SUSTAINABLE COMMUNITIES

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	KEY PARTNER(S)
[2.1] Farming and Land Management Promote and implement sustainable land management and farming practices that conserve and enhance the natural beauty of the landscape.	[2.1B] Continue to support the development of the 'Bowland Land Managers Forum' to represent the land management sector locally, regionally and nationally (e.g. influencing the development and implementation of local rural development programmes in Lancashire and North Yorkshire)	Hold 4 meetings per year (min.) Forum members nominated for proposed RDPE/LEADER Local Action Group(s) covering the AONB	Annually 2015	AONB Unit NE Landowners/farmers Local Enterprise Partnerships RDPE/LEADER LAGs
	[2.1G] Develop funding bids to support training and apprenticeships programme in countryside management and traditional rural skills	Forum meeting held to discuss potential for training and apprenticeships programme Development of funding bid to rural development/growth funding programmes, where available and appropriate	2015 2016	BLMF Myerscough College Craven College YDMT Young Farmers
[2.2] Local Economy and Rural Services Promote and support rural services and the socio-economic development of the area, particularly where such activity helps to conserve and enhance the AONB's natural beauty.	[2.2A] Play an active role in Local Enterprise Partnerships' developing rural agendas e.g. rural growth and development programmes	Invite LEP Chair and Board Members to visit AONB BEx/Sustainable Tourism Forum members nominated for proposed RDPE/LEADER Local Action Group(s) covering the AONB	2014 2015	AONB Unit BEx BLMF
	[2.2F] Develop an effective way of collecting and disseminating tourism related data for the AONB	Collate and analyse tourism data annually. Develop visitor profiles Disseminate information to partners annually	2019	AONB Unit Marketing Lancashire Welcome to Yorkshire Local Authority Tourism Officers

<p>[2.4] Sustainable Tourism Develop, co-ordinate and effectively promote sustainable tourism activity within the AONB</p>	<p>[2.4A] Develop resources and a series of training sessions to enable businesses to develop bespoke visitor experiences from their door e.g. rainy day guides, car free itineraries, access opportunities</p>	<p>Support 40 businesses through workshops and on-to-one sessions</p>	<p>2019</p>	<p>BEx AONB Unit Tourism businesses Marketing Lancashire Welcome to Yorkshire Local authority tourism partners</p>
	<p>[2.4E] Encourage and support local authorities to develop and promote 'Top 10' AONB visitor experiences which are accessible from gateway towns and cities</p>	<p>'AONB Top 10' promoted by at least 2 local authorities</p>	<p>2017</p>	<p>AONB Unit Marketing Lancashire Welcome to Yorkshire Local authority tourism partners</p>
	<p>[2.4F] Identify and promote opportunities based on seasonal activities to help encourage year-round (or 'off-peak') tourism - e.g. seasonal routes/trails, seasonal produce, bird-watching, fishing, geo-tourism and dark skies)</p>	<p>Workshop held to highlight the opportunities for year-round tourism.</p>	<p>Annually</p>	<p>AONB Unit BEx Tourism businesses Marketing Lancashire Welcome to Yorkshire Local authority tourism partners</p>
	<p>[2.4I] Support opportunities to develop and promote 'Gisburn Forest and Stocks' as a destination for cycling, walking and riding</p>	<p>New branding and visitor information rolled out for Gisburn Forest and Stocks</p> <p>Investigate potential to divert bus route to link with Gisburn Forest Hub</p>	<p>2014 onwards</p> <p>2014</p>	<p>Forestry Commission United Utilities AONB Unit Marketing Lancashire Welcome to Yorkshire Ribble Valley BC Craven DC</p>
	<p>[2.4J] Investigate the role of mobile technologies to provide an enhanced visitor experience, recognising the limitations of the telecommunications network in the AONB</p>	<p>Produce a mobile-friendly version of the AONB website</p> <p>Develop at least 3 mobile apps for walking, cycling and local produce/crafts</p>	<p>2015</p> <p>2019</p>	<p>AONB Unit Local businesses, artists & crafts people Tourism businesses Marketing Lancashire Welcome to Yorkshire Local authority tourism partners</p>

A STRONG CONNECTION BETWEEN PEOPLE AND THE LANDSCAPE

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	KEY PARTNER(S)
<p>[3.1] Countryside Access Develop and promote 'access for all' routes (e.g. bridleways, tramper trails, roadside footpaths), seeking to meet the needs of all users wherever possible.</p>	<p>[3.1D] Continue to identify and facilitate the development of strategic routes linking neighbouring urban areas and other visitor destinations to the AONB, with priority given to:</p> <ul style="list-style-type: none"> - extension Lune Valley multi-use route - extensions to North Lancashire bridleway - Settle (Pennine Bridleway) to Gisburn Forest link 	<p>Seek inclusion of priority strategic routes in review of LCC RoWIP</p> <p>Continue landowner negotiations and development of route for S to GF link</p>	<p>2014</p> <p>2014</p>	<p>LCC E&C Projects LCC PRoW NYCC PRoW YDMT North Yorkshire and York LNP Bridleway groups Pennine Mountain Bike Association Gisburn Forest Trail Builders Lancashire Health and Wellbeing Board</p>
<p>[3.4] Information and Publicity Provide high quality and inclusive information (including website, print, on-site interpretation, social and digital media) to raise awareness of the AONB designation and the special qualities of the AONB landscape.</p>	<p>[3.4D] Promote the Countryside Code to visitors with clear messages communicated through all AONB and partner communications channels</p>	<p>Review and develop content on Countryside Code on AONB website, social media, print and on-site interpretation, wherever possible</p>	<p>Annually</p>	<p>AONB Unit AONB Partners Countryside Site Managers Countryside Services TICs Marketing Lancashire Welcome to Yorkshire Local authority tourism partners</p>
	<p>[3.4E] Engage with public transport operating companies to develop ticketing promotions and publicity e.g. rail links to the AONB (Manchester Victoria – Clitheroe and Leeds – Morecambe lines)</p>	<p>Meeting held with Northern Rail and/or relevant community rail partnerships</p>	<p>2015</p>	<p>AONB Unit Northern Rail BEx Community Rail Partnerships</p>
<p>[3.5] Branding and Identity Maintain a distinctive and appropriate brand identity for the AONB and ensure consistency in how the</p>	<p>[3.5E] Ensure that AONB gateway sites (e.g. country parks, market towns, nature reserves) and tourism businesses open to the public continue to carry AONB literature</p>	<p>Review and maintain leaflet distribution service</p>	<p>Annually</p>	<p>AONB Unit Marketing Lancashire Welcome to Yorkshire Local authority tourism partners</p>

special qualities of the AONB are portrayed, helping to promote the area as a sustainable tourism destination.	[3.5F] Develop and maintain relationships with specialist media in promoting the AONB as sustainable tourism destination	Update AONB green travel guide	Annually	AONB Unit Marketing Lancashire Welcome to Yorkshire Local authority tourism partners LCC Sustainable Travel
		Investigate scope to develop destination guide through 'Our Land', a Protected Landscapes tourism project	2014	

WORKING IN PARTNERSHIP

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	KEY PARTNER(S)
[4.1] <u>Delivery of the AONB Management Plan</u> Maximise the involvement and commitment of all partners in delivering the objectives of the AONB Management Plan	[4.1D] Communicate regularly with county and district council committees and members to ensure all are well-informed and supportive of AONB Partnership objectives	Hold at least 2 JAC meetings	Annually	AONB Unit AONB JAC AONB Champions Local authority members and lead officers
		Hold at least 4 Partnership Funders Group meetings per year	Annually	
		Hold at least one meeting per year with local authority partner lead officer and member	Annually	
[4.2] <u>Funding</u> Secure and maintain long-term funding to support the work of the AONB Partnership	[4.2A] Implement recommendations of the AONB Fundraising Strategy (2013) to manage Partnership budgets effectively and help attract external funding from a range of sources into the future	Implement strategy recommendations	2019	AONB Unit AONB PFG BEx Champion Bowland
		[4.2C] Consider charging developers for pre-application advice (as many LPAs do) for larger, more significant development proposals	Investigate other AONB and LPA charging policies If appropriate, present proposal for charging policy to JAC for decision	

	[4.2D] Engage with Local Enterprise Partnerships and RDPE/LEADER Local Action Groups (LAGs), aiming to secure government and EU funding and to help ensure integrated rural development project delivery within the AONB	Engage as key partner in the development of LAGs and Local Development Strategies for RDPE/LEADER affecting the AONB Nominate representation from within the AONB on LAGs	2014 2015	AONB Unit BLMF BEx
[4.3] Monitoring and Evaluation Effectively monitor and report on the delivery of the AONB Management Plan	[4.3A] Produce a 'State of the AONB' report to monitor overall condition of the AONB landscape and its communities, providing an evidence base for future project and programme development and funding bids	Complete scoping work on development of report If agreed: Commission report	2014 2015, 2017 & 2019	AONB Unit AONB Partnership Funders Group
	[4.3F] Carry out regular AONB visitor surveys and tourism business monitoring to maintain an overall picture of the tourism sector within the AONB	Carry out visitor survey Tourism business monitoring	Biennially Annually	AONB Unit Local authority tourism officers Tourism businesses