

WYE VALLEY AREA OF OUTSTANDING NATURAL BEAUTY (AONB) PARTNERSHIP
Business Plan for 2019/2020

AONB Unit Initiatives	Budget £ [non AONB]	AONB Management Plan 2015-2020 Strategic Objectives	Key Officer /s (see footer)	By when
<p>AONB Management Plan 2015-2020</p> <ul style="list-style-type: none"> Publicise and distribute Wye Valley AONB Management Plan Monitor use of Plan in Planning Applications, Public Inquiries etc Undertake Plan Review process <ul style="list-style-type: none"> Complete State of AONB Report Initial consultations, SEA & HRA Scoping 1st Draft of 2020-2025 Plan Public consultation of Draft SEA Environment Report Finalise Plan for JAC & LA adoption 	1,000	<p><i>WV-L1 Promote and develop policies and initiatives to conserve, enhance, restore or create the features and elements that maintain the Special Qualities, landscape character and natural beauty of the AONB. Ensure their sustainable management and mitigate, reduce or remove detrimental features</i></p> <p><i>WV-P3 Encourage and assist partners with initiatives that deliver the Management Plan, or other initiatives where the objectives are consistent with the purposes of the AONB designation, and utilise existing resources and seek new resources to implement the AONB Management Plan</i></p>	AONBM	Mar 2020
<p>AONB Strategy & Development Advisor</p> <ul style="list-style-type: none"> Renew contract for year to support AONB Manager with planning advice. Comment on relevant Planning Applications and strategic planning documents Annually monitor and review development trends and the approach taken by planning authorities to issues that affect the AONB Engage in development and consultation on national strategy in liaison with NAAONB Deliver CPD & training for LA Planning staff & members 	6,000	<p><i>WV-D1 Ensure a consistent and coherent framework of planning policies relating to the AONB is fully reflected in the statutory land use planning documents and their effectiveness monitored</i></p> <p><i>WV-D2 Encourage and support high standards of design, materials, energy efficiency, drainage and landscaping in all developments, including Permitted Development, to ensure greater sustainability and that they complement and enhance the local landscape character and distinctiveness including scale and setting and minimise the impact on the natural environment</i></p> <p><i>WV-D3 Resist inappropriate development which will create a persistent and dominant feature out of keeping with the landscape of the AONB and/or if it damages Special Qualities in the AONB, including through high levels of noise and/or light pollution or any SAC, SPA or Ramsar site or other sites designated as environmentally important</i></p>	AONBM	March 2020
<p>AONB Farming Awards</p> <p>Promote & publicise 12th Awards for farmers, landowners and land managers that make an outstanding contribution to conserving &/or enhancing the features, special qualities and natural beauty of the Wye Valley AONB.</p> <ul style="list-style-type: none"> Promote Awards and handle entries Site visits of all farm entries for short-listing Judging Present the prizes at the Monmouthshire Show 6th July 2019 Involve winner in Open Farm Sunday event. 	1,600	<p><i>WV-L5 Support measures which increase public awareness and appreciation of the natural beauty and importance of the Wye Valley AONB</i></p> <p><i>WV-F1 Encourage farmers and landowners to develop and adopt sustainable management practices that conserve or enhance the features, Special Qualities and natural beauty of the Wye Valley AONB</i></p> <p><i>WV-F5 Promote a wider understanding of the value of farming to the landscape and economy of the AONB</i></p> <p><i>WV-C2 Promote awareness, appreciation of, and pride in the lower Wye Valley, the Special Qualities and features of the Wye Valley AONB and the beneficial aspects for local people of living and working in a nationally protected landscape</i></p> <p><i>WV-E2 Raise awareness of good practice and encourage local businesses in the AONB to take opportunities to become more environmentally, socially and economically sustainable, particularly in ways that sustain the natural beauty of the area</i></p>	DO	May/ June /July 2019
Sustainable Development Fund (SDF)	[55,000	<i>WV-L1 Promote and develop policies and initiatives to conserve, enhance, restore or create</i>	AONBM/	

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<ul style="list-style-type: none"> Collate SDF project applications for the SDF Assessment Panel Service SDF Assessment Panel for allocating funds Complete establishment of AONB Fund with Herefordshire Community Foundation Training for SDF Assessment Panel 	Welsh Gov + £100k match]	<p><i>the features and elements that maintain the Special Qualities, landscape character and natural beauty of the AONB. Ensure their sustainable management and mitigate, reduce or remove detrimental features</i></p> <p><i>WV-B3 Promote the adoption of schemes and initiatives that sustain, enhance and/or restore the characteristic biodiversity of the AONB, and that enable ecological systems and natural processes to accommodate and adapt to climate and other environmental change, including through landscape scale habitat connectivity</i></p> <p><i>WV-C1 Encourage community led initiatives that maintain the diversity, sustainability and quality of rural community life and/or that stimulate investment, local employment and retain or improve facilities and services for local people, subject to WV-D2 and WV-D3</i></p>	CLO	March 2020
<p>Website and social media</p> <ul style="list-style-type: none"> Upgrading and management of www.wyevalleyaonb.org.uk and social networking sites e.g. facebook and twitter. Maintenance of www.wyevalleywalk.org and hosting of www.overlookingthewye.org.uk & www.wyevalleyriverfestival.org.uk websites. Investigate re-establishing 'Picturesque' as a regular on-line AONB newsletter, to provide information and interpretation to increase awareness and appreciation of the AONB 	4,000	<p><i>WV-C2 Promote awareness, appreciation of, and pride in the lower Wye Valley, the Special Qualities and features of the Wye Valley AONB and the beneficial aspects for local people of living and working in a nationally protected landscape</i></p> <p><i>WV-A1 Increase the profile of the Wye Valley AONB, promoting awareness and understanding of the designation and the Special Qualities of the AONB, through communication with, and interpretation for, residents, visitors, organisations and businesses, including embedding cultural and artistic activities into the conservation and enhancement of the AONB and measure effectiveness</i></p>	IO/ ALL	Mar 2019
<p>AONB Partnership events</p> <p>For JAC members, AONB Ward members, representatives from partner organisations and local Town/Parish/Community Councils</p> <ul style="list-style-type: none"> Run AONB Partnership Seminar/forum on key issue Organise AONB Partnership Annual Study Tour of key sites &/or issues Promote & disseminate JAC contacts & processes for other organisations & individuals to feed into JAC & AONB Partnership. 	1,400	<p><i>WV-P1 Maintain and develop effective partnerships and administrative arrangements to lead and co-ordinate the management of the AONB and develop the AONB Partnership as an effective forum for initiating and promoting discussion on important issues affecting the AONB</i></p> <p><i>WV-P6 Inform and engage all relevant interests, especially local communities, in issues and decisions affecting the AONB</i></p> <p><i>WV-P7 Encourage partners to be champions and ambassadors for the AONB in their contact with other interests, and ensure those interests recognise and consider the Management Plan and AONB work programme when relating to the area</i></p>	AONBM/ FAO	Feb 2020
<p>Exhibitions, Activities & Outreach</p> <p>Promote the AONB through</p> <ul style="list-style-type: none"> Stands at the Monmouthshire Show and other relevant shows. Local exhibitions and other local appropriate / prestigious events. Promote & lead guided walks, events, children's activities and countryside craft /rural skills 	1,600	<p><i>WV-E4 Raise awareness of the value of the AONB and the importance of retaining a high quality environment in attracting and retaining entrepreneurs, relocating businesses, inward investment and skilled personnel</i></p> <p><i>WV-A1 Increase the profile of the Wye Valley AONB, promoting awareness and understanding of the designation and the Special Qualities of the AONB, through communication with, and interpretation for, residents, visitors, organisations and businesses, including embedding cultural and artistic activities into the conservation and enhancement of the AONB and measure effectiveness</i></p>	ALL	Mar 2020

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courses in and around the AONB				
<p>MindSCAPE Initiative enabling people living with dementia to reconnect with the landscape, through arts and creative environmental activities, both in Care homes & established activity group.</p> <ul style="list-style-type: none"> • Manage project and submit reports & claims to Foresters' Forest LPS for HLF • Supervise contractor, Artspace Cinderford, organising regular creative sessions, workshops and social activities for participants. • Develop opportunities to expand project 	3,000 [39,000]	<p>WV-W5 Increase understanding, awareness and enjoyment of trees and the special nature of the Wye Valley woodlands and promote them as a resource for appropriate educational, community, recreational and health opportunities</p> <p>WV-C2 Promote awareness, appreciation of, and pride in the lower Wye Valley, the Special Qualities and features of the Wye Valley AONB and the beneficial aspects for local people of living and working in a nationally protected landscape</p> <p>WV-P9 Share knowledge and skills in protected area management locally, regionally, nationally and globally as appropriate</p>	DO	Mar 2020
<p>Wye Valley River Festival 2020</p> <ul style="list-style-type: none"> • Develop 'Time' theme for Festival with campaign & outreach throughout year. • Pursue funding from SDF, England & Wales Arts Council, Cadw, Foresters' Forest, Environment Agency, Monmouthshire County Council and other contributors & sponsors. • Complete all claims and evaluations • Complete evaluation of future prospects & governance for Festival. Prepare for subsequent Festival governance model (if appropriate) 	10,000 [60,000]	<p>WV-A1 Increase the profile of the Wye Valley AONB, promoting awareness and understanding of the designation and the Special Qualities of the AONB, through communication with, and interpretation for, residents, visitors, organisations and businesses, including embedding cultural and artistic activities into the conservation and enhancement of the AONB and measure effectiveness</p> <p>WV-W5 Increase understanding, awareness and enjoyment of trees and the special nature of the Wye Valley woodlands and promote them as a resource for appropriate educational, community, recreational and health opportunities</p> <p>WV-C2 Promote awareness, appreciation of, and pride in the lower Wye Valley, the Special Qualities and features of the Wye Valley AONB and the beneficial aspects for local people of living and working in a nationally protected landscape</p>	CLO/ALL	Nov 2019 Mar 2020
<p>Youth Rangers – Foresters' Forest</p> <ul style="list-style-type: none"> • Continue structured programme of activity for 4th Cohort of young people (14-16 year olds) that will increase their skill set in landscape and heritage conservation and management. • Develop the next phase of the scheme and further opportunities to continue the model of engaging young people in conservation and heritage 	500 [4,000]	<p>WV-F4 Support the development of and funding for new skills, farming practices and farm-based activities that are compatible with the aims of AONB designation, and encourage and support traditional skills such as hay making, hedge laying, dry stone walling, woodland and coppice management, riparian tree works etc. that contribute to the maintenance of the Special Qualities of the AONB</p> <p>WV-C2 Promote awareness, appreciation of, and pride in the lower Wye Valley, the Special Qualities and features of the Wye Valley AONB and the beneficial aspects for local people of living and working in a nationally protected landscape</p> <p>WV-P6 Inform and engage all relevant interests, especially local communities, in issues and decisions affecting the AONB</p>	DO/CLO	Mar 2020
<p>Landscape & Habitat Conservation</p> <ul style="list-style-type: none"> • Organise monthly volunteer task days, including on partner sites and Reserves • Implement as appropriate the recommendations of the venison marketing feasibility study • Continue Lower Wye Catchments Natural Flood 	6,000 [50,000]	<p>WV-L2 Encourage and enhance appropriate landscape scale and green infrastructure action by all particularly on consolidating ecosystem services and positively contributing to habitat connectivity that allows wildlife to adapt to the effects of climate change</p> <p>WV-L4 Ensure the establishment and collection of sufficiently comprehensive baseline data to monitor landscape condition and direction of change</p> <p>WV-B2 Encourage and support measures that contribute to the management of all statutory designated sites and County local/key wildlife sites so that they are in favourable condition</p>	DO/CLO [NFM& GIPO]	Mar 2020 [Dec 2019]

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<p>Management & Green Infrastructure Project working with farmers and local landowners</p> <ul style="list-style-type: none"> Pursue opportunities to continue Phase 1 and priority BAP habitat surveys to complete coverage of the AONB Liaise over national roadside verge initiatives with local authorities and Highways Agency Continue work with Ross Town Council in co-ordinating management of Ross Riverside. Implementation of Water Environment Grant (WEG) programme – if successful. 	[50,000]	<p>and within robust ecological networks</p> <p>WV-B4 Identify species and diseases considered to be detrimental to the biodiversity value of the AONB and encourage their monitoring, management and, where appropriate, their control</p> <p>WV-W4 Support the monitoring, management and where appropriate, control of diseases, pests and other threats, which may cause substantial mortality in tree species and woodland habitats and seek to mitigate the landscape impact of any loss</p> <p>WV-W3 Support the development of employment and skills and markets for local timber and woodland produce WV-F4 Support the development of and funding for new skills, farming practices and farm-based activities that are compatible with the aims of AONB designation, and encourage and support traditional skills such as hay making, hedge laying, dry stone walling, woodland and coppice management, riparian tree works etc. that contribute to the maintenance of the Special Qualities of the AONB</p>		
AONB Sub-total	£29,100			
Tasks below covered in AONB Unit costs	£232,127			
<p>Work placements</p> <p>Support the needs of student placements/group projects.</p> <ul style="list-style-type: none"> Investigate new under-graduate and post-graduate research opportunities 		<p>WV-P5 Develop and promote the AONB as a model of sustainable development, landscape management, transportation, access and rural regeneration through exemplary initiatives setting standards for other areas</p> <p>WV-P9 Share knowledge and skills in protected area management locally, regionally, nationally and globally as appropriate</p>	DO / CLO	Mar 2019
<p>Undergrounding</p> <p>Continue working with Western Power to identify power-lines within the AONB suitable for undergrounding, via Western Power South Wales Protected Landscape Undergrounding group and the West Midlands Undergrounding group.</p>	[100,000]	<p>WV-U2 Encourage further under-grounding of existing and proposed power and telephone lines, where these do not conflict with any SAC, and resist new overhead lines where skylines or important views are affected</p> <p>WV-P4 Encourage Section 85 organisations, under the CRoW Act, to have co-ordinated policies to progress the purposes of the AONB designation and to make commitments in their annual business plans to specific delivery contributions that enable the AONB 3-year work programme</p>	DO	Mar 2019
<p>Landscape scale conservation</p> <p>Develop and support partnership projects that deliver landscape scale conservation activity and initiatives within and adjoining the AONB. Potential target area:</p> <ul style="list-style-type: none"> Investigate possible HLF bid for northern part of AONB around Woolhope and Sellack area National Grid Visual Improvement Programme (VIP) for area between Ross & Goodrich with Herefordshire Wildlife Trust & others Work with partners in Monmouthshire on Long Forest and Usk to Wye initiatives Continue work with Herefordshire Meadows. Continue &/or expand Lower Wye Catchments 		<p>WV-L1 Promote and develop policies and initiatives to conserve, enhance, restore or create the features and elements that maintain the Special Qualities, landscape character and natural beauty of the AONB. Ensure their sustainable management and mitigate, reduce or remove detrimental features</p> <p>WV-L2 Encourage and enhance appropriate landscape scale and green infrastructure action by all particularly on consolidating ecosystem services and positively contributing to habitat connectivity that allows wildlife to adapt to the effects of climate change</p> <p>WV-B3 Promote the adoption of schemes and initiatives that sustain, enhance and/or restore the characteristic biodiversity of the AONB, and that enable ecological systems and natural processes to accommodate and adapt to climate and other environmental change, including through landscape scale habitat connectivity</p> <p>WV-P3 Encourage and assist partners with initiatives that deliver the Management Plan, or other initiatives where the objectives are consistent with the purposes of the AONB</p>	DO	Mar 2020

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<p>Natural Flood Management & Green Infrastructure Project working with farmers and local landowners</p> <ul style="list-style-type: none"> Implementation of Water Environment Grant (WEG) programme – if successful. If not review projects with orchards, veteran & riverine trees. 		<p>designation, and utilise existing resources and seek new resources to implement the AONB Management Plan</p> <p>WV-P4 Encourage Section 85 organisations, under the CRoW Act, to have co-ordinated policies to progress the purposes of the AONB designation and to make commitments in their annual business plans to specific delivery contributions that enable the AONB 3-year work programme</p>		
<p>Wye Valley Walk</p> <ul style="list-style-type: none"> Support Wye Valley Walk Partnership Monitor counters along Walk Manage Passport scheme Facilitate future options for Lydbrook Bridge, Redbrook Bridge and Tintern Wireworks Bridge. Progress Monmouth riverbank erosion solutions 	[800]	<p>WV-S1 Encourage and promote the AONB as a sustainable tourism destination with forms of tourism activity and development that are based on the conservation, enhancement and enjoyment of the Special Qualities and features of the AONB</p> <p>WV-S2 Promote the improvement of the visitor experience, particularly at the most heavily visited sites, and facilitate the opportunity for visitors to explore and discover other appropriate but less used locations throughout the AONB, thus spreading demand and balancing pressures across sites where this does not conflict with the Special Qualities of the AONB and the SACs</p> <p>WV-R1 Encourage and promote recreational pursuits and responsible access compatible with the AONB purposes, particularly linking sustainable transport and town and village facilities. Associated development and new access to land should be subject to WV-D2 & -D3</p> <p>WV-P5 Develop and promote the AONB as a model of sustainable development, landscape management, transportation, access and rural regeneration through exemplary initiatives setting standards for other areas</p>	IO, AONBM	Mar 2020
<p>Public Relations</p> <ul style="list-style-type: none"> Give talks/presentations to local groups Regular press releases and magazine articles / advertorial 		<p>WV-C2 Promote awareness, appreciation of, and pride in the lower Wye Valley, the Special Qualities and features of the Wye Valley AONB and the beneficial aspects for local people of living and working in a nationally protected landscape</p> <p>WV-A1 Increase the profile of the Wye Valley AONB, promoting awareness and understanding of the designation and the Special Qualities of the AONB, through communication with, and interpretation for, residents, visitors, organisations and businesses, including embedding cultural and artistic activities into the conservation and enhancement of the AONB and measure effectiveness</p>	ALL	Mar 2020
<p>Partnership</p> <p>Influence & attend partnerships as appropriate; eg:</p> <ul style="list-style-type: none"> Wye Valley & Forest of Dean Destination Management Partnership Visit Herefordshire Leisure and Recreation Forum. Local Nature Partnership (LNP) in Herefordshire and Gloucestershire Wye Catchment Management Partnership Wye Navigation Advisory Committee (WyeNAC) Monmouthshire Environment Partnership, Herefordshire Wildlife Link 		<p>WV-R2 Assist the resolving of conflicts, real and perceived, between recreation, conservation and local interests, including other economic activities, and between different recreation interest groups in relation to the purposes of the AONB designation</p> <p>WV-P3 Encourage and assist partners with initiatives that deliver the Management Plan, or other initiatives where the objectives are consistent with the purposes of the AONB designation, and utilise existing resources and seek new resources to implement the AONB Management Plan</p> <p>WV-P5 Develop and promote the AONB as a model of sustainable development, landscape management, transportation, access and rural regeneration through exemplary initiatives setting standards for other areas</p> <p>WV-P6 Inform and engage all relevant interests, especially local communities, in issues and decisions affecting the AONB</p>	AONBM/ DO	Mar 2020

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<ul style="list-style-type: none"> AONB Wye Valley Woodland Projects group 		<p>WV-P7 Encourage partners to be champions and ambassadors for the AONB in their contact with other interests, and ensure those interests recognise and consider the Management Plan and AONB work programme when relating to the area</p>		
<p>Collaboration</p> <ul style="list-style-type: none"> Attend National Association for Areas of Outstanding Natural Beauty (NAAONB) and Europarc seminars & events NAAONB Taking the Lead programme & Action/Working Groups Work with Welsh Government and Wales Designated Landscapes in taking Future Landscapes Wales Programme forward Work with DEFRA and Glover Review of Designated Landscapes in England 		<p>WV-P5 Develop and promote the AONB as a model of sustainable development, landscape management, transportation, access and rural regeneration through exemplary initiatives setting standards for other areas</p> <p>WV-P9 Share knowledge and skills in protected area management locally, regionally, nationally and globally as appropriate</p>	ALL	Mar 2020
<p>Monitoring</p> <ul style="list-style-type: none"> Ongoing updating of the AONB GIS and State of the AONB data, including habitats and species, heritage, tourism and recreation etc. Monitor and review implementation of the AONB Management Plan Action Plan Undertake sample Fixed point photography across the AONB 		<p>WV-L4 Ensure the establishment and collection of sufficiently comprehensive baseline data to monitor landscape condition and direction of change</p> <p>WV-B5 Support the identification and monitoring of key indicator species and priority species and habitats, in partnership with conservation organisations, relevant individuals and the Local Biological Record Centres</p> <p>WV-H2 Promote establishment of baseline data to monitor change and improve the local databases of historic landscape assessments, conservation areas, locally important buildings, buildings at risk, ancient trees, heritage features and sites in the AONB in conjunction with Local Planning Authorities, local archaeological trusts and individuals</p> <p>WV-S3 Ensure adequate provision of co-ordinated tourism data and visitor engagement to inform strategic and practical decision making on conserving or enhancing the Special Qualities of the AONB</p> <p>WV-P8 Develop and co-ordinate the acquisition and analysis of data across the AONB, to inform priority setting, planning, implementation and monitoring of change affecting the natural beauty, including developing a better understanding of the likely impacts of climate change on the landscape of the Wye Valley AONB and supporting mitigation and adaption actions</p>		Mar 2020
<p>Governance</p> <ul style="list-style-type: none"> Service and set agendas for JAC, TOWP and Steering Group Prepare grant bids and claims for Natural Resources Wales and Defra, and other funding bodies as required. Continue implementation of recommendations from AONB Good Governance Review 		<p>WV-P1 Maintain and develop effective partnerships and administrative arrangements to lead and co-ordinate the management of the AONB and develop the AONB Partnership as an effective forum for initiating and promoting discussion on important issues affecting the AONB</p> <p>WV-P2 Sustain and enhance local and national government funding and support for the AONB Unit to add value to delivery of the AONB purposes</p>	AONBM/ FAO	Jun, Oct, Feb Jan, May 2020
<p>Funding and resources</p>		<p>WV-P1 Maintain and develop effective partnerships and administrative arrangements to</p>	AONBM/	

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<ul style="list-style-type: none"> Continue investigating funding and development opportunities. Investigation into external funding and securing sources for strategic and partnership projects Commence fundraising campaign when Herefordshire Community Foundation Wye Valley AONB Fund established 		<p><i>lead and co-ordinate the management of the AONB and develop the AONB Partnership as an effective forum for initiating and promoting discussion on important issues affecting the AONB</i></p> <p><i>WV-P2 Sustain and enhance local and national government funding and support for the AONB Unit to add value to delivery of the AONB purposes</i></p> <p><i>WV-P3 Encourage and assist partners with initiatives that deliver the Management Plan, or other initiatives where the objectives are consistent with the purposes of the AONB designation, and utilise existing resources and seek new resources to implement the AONB Management Plan</i></p>	DO	Mar 2020
Projects below not identified in bids to Natural Resources Wales and Defra 2019/20				
<p>Offa's Dyke Collaboratory</p> <ul style="list-style-type: none"> Investigate opportunities for future cross border partnership projects along the corridor of Offa's Dyke, promoting archaeological projects and investigation into landscape significance of the 8th century monument Participate in autumn Collaboratory conference 		<p><i>WV-H1 Initiate and encourage schemes, policy development, advice and sympathetic management through partnerships and positive action to conserve, enhance and promote the historic environment, in conjunction with landowners, national agencies and other relevant organisations</i></p>	AONBM	Mar 2020
<p>Overlooking the Wye legacy Continue to develop heritage & Community projects as part of the legacy of the Overlooking the Wye Landscape Partnership Scheme</p> <ul style="list-style-type: none"> Tintern iBeacon project Interpretation of landscape influence of Tintern Abbey (with Cadw & Monmouthshire LEADER) Reprint of Walks leaflets with sponsorship 	<p>[21,500]</p> <p>[5,000]</p>	<p><i>WV-H1 Initiate and encourage schemes, policy development, advice and sympathetic management through partnerships and positive action to conserve, enhance and promote the historic environment, in conjunction with landowners, national agencies and other relevant organisations</i></p> <p><i>WV-H3 Promote the understanding and enjoyment of the cultural heritage and historic environment</i></p> <p><i>WV-P5 Develop and promote the AONB as a model of sustainable development, landscape management, transportation, access and rural regeneration through exemplary initiatives setting standards for other areas</i></p>	AONBM/ DO	Mar 2019