



<p><b>Name of the Officer</b> completing the evaluation Andrew Blake, Wye Valley AONB Manager &amp; Matthew Lewis, Environment &amp; Culture Manager, MonLife <b>Phone no:</b> 01600 713 977 / 01633 644855 <b>E-mail:</b> <a href="mailto:aonb.officer@wyevalleyaonb.org.uk">aonb.officer@wyevalleyaonb.org.uk</a> <a href="mailto:matthewlewis@monmouthshire.gov.uk">matthewlewis@monmouthshire.gov.uk</a></p>	<p><b>Please give a brief description of the aims of the proposal</b> <b>The Wye Valley AONB Management Plan 2021 -2026</b>, under Section 89 of the Countryside and Rights of Way Act 2000, formulates local authority policy and action in relation to the management of the Wye Valley Area of Outstanding Natural Beauty (AONB).</p>
<p><b>Name of Service area</b> Wye Valley AONB Partnership MonLife</p>	<p><b>Date</b> 22<sup>nd</sup> December 2019 (revised 16 February 2021)</p>

1. **Are your proposals going to affect any people or groups of people with protected characteristics?** Please explain the impact, the evidence you have used and any action you are taking below.

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Age	<p>Assist in identifying gaps in access and recreational provision, including for under-represented and minority groups, and work with appropriate bodies and stakeholders to support and promote access enhancements and improved access for all, where this does not conflict with the Special Qualities of the AONB and the SACs [WV-R4]</p> <p>Inform and engage all relevant interests, especially local communities, in issues and decisions affecting the AONB [WV-P6]</p>	If access enhancements are not developed in a joined-up or strategic context then benefits can be lost.	The plan supports people to reconnect with nature, recreating a relationship with the natural environment and ensuring fairer access, including the positive impact on mental and physical health.

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Disability	<p>Assist in identifying gaps in access and recreational provision, including for under-represented and minority groups, and work with appropriate bodies and stakeholders to support and promote access enhancements and improved access for all, where this does not conflict with the Special Qualities of the AONB and the SACs [WV-R4]</p> <p>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 [WV-A1]</p>	ditto	ditto
Gender reassignment	neutral	neutral	n/a
Marriage or civil partnership	neutral	neutral	n/a
Pregnancy or maternity	neutral	neutral	n/a
Race	neutral	neutral	n/a

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Religion or Belief	neutral	neutral	n/a
Sex	neutral	neutral	n/a
Sexual Orientation	neutral	neutral	n/a
Welsh Language	<p>AONB Special Quality [SQ21] ‘Welsh language &amp; accent; Forest of Dean &amp; South Herefordshire dialects &amp; accents’</p> <p>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 [WV-A1]</p>	neutral	Support of local & cultural distinctiveness, the Welsh language and local accents and dialects, through AONB events, interpretation and information, including in the Wye Valley River Festival.
Poverty	Encourage community led initiatives that maintain the diversity, sustainability and quality of rural community life and/or that stimulate investment, local employment, decarbonisation and retain or improve facilities and services for local people, subject to WV-D2 and WV-D3 [WV-C1]	neutral	<p>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 [WV-P5]</p> <p>Support the development of affordable housing appropriate to local need in the AONB, subject to WV-D2 and WV-D3 [WV-C3]</p>

**2. Does your proposal deliver any of the well-being goals below?** Please explain the impact (positive and negative) you expect, together with suggestions of how to mitigate negative impacts or better contribute to the goal. There's no need to put something in every box if it is not relevant!




Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<p><b>A prosperous Wales</b> Efficient use of resources, skilled, educated people, generates wealth, provides jobs</p>	<p>The AONB landscape and the designation itself are an economic asset which can yield returns many times higher than the cost of its conservation and enhancement. The vitality of the AONB is dependent on the contribution of a vast range of businesses beyond the obvious land uses of agriculture, horticulture, forestry and mineral extraction. There is also employment in leisure and tourism, retail, energy production, light industrial, offices and storage plus other providers such as nursing homes, schools, art galleries etc. [10.2.1]</p>	<p>Support initiatives that improve the market for products which conserve or enhance the AONB's distinctive landscape, Special Qualities and strengthens the sense of place of the AONB [WV-E1]</p> <p>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 [WV-E2]</p> <p>Support the delivery of local co-operative schemes, advice and training programmes that support the development and expansion of rural micro-businesses, subject to WV-D2 and WV-D3 [WV-E3]</p> <p>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 [WV-E4]</p>
<p><b>A resilient Wales</b> Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)</p>	<p>The Wye Valley is particularly important for its rich wildlife habitats. The Wye Valley woodlands are renowned as one of the largest remaining areas of ancient semi-natural woodland in the country. [2.1.3] The aim is to conserve, enhance and restore, the</p>	<p>Promote the adoption of schemes and initiatives that sustain, enhance and recover the characteristic biodiversity of the AONB, and that enable ecological systems and natural processes to accommodate and adapt to climate and other environmental</p>

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
	biodiversity of the AONB through robust ecological networks. [8.2]	change, including through landscape scale habitat connectivity [WV-B3]
<p><b>A healthier Wales</b> People's physical and mental wellbeing is maximized and health impacts are understood</p>	<p>Recreation is a major activity in the AONB and the health and economic benefits of access and recreation are important. Recreation in the AONB also helps to reconnect people and nature, restoring lost connections with the natural environment and ensuring fairer access to its goods and services. Recreation helps our well-being through its positive impact on mental and physical health, and it improves education, encourages social activity and reduces crime. [11.2]</p>	<p>Encourage and promote recreational pursuits and responsible access compatible with the AONB purposes, particularly linking sustainable transport and town and village facilities [WV-R1]</p>
<p><b>A Wales of cohesive communities</b> Communities are attractive, viable, safe and well connected</p>	<p>There are 7 Town or Community Councils wholly or partially in the Wye Valley AONB on the Welsh side (and 33 Parish and Town Councils on the English side). However, individuals usually belong to a multitude of 'communities', for example by being members of the local church, on the Parish Council, users of the local pub and/or shop, local business people, parents at the local school, part of a neighbourhood watch scheme, sports club etc. [10.1.1]</p>	<p>Encourage community led initiatives that maintain the diversity, sustainability and quality of rural community life and/or that stimulate investment, local employment, decarbonisation and retain or improve facilities and services for local people [WV-C1]</p> <p>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 [WV-C2]</p>
<p><b>A globally responsible Wales</b> Taking account of impact on global well-being when considering local social, economic and environmental wellbeing</p>	<p>A Charter for Residents and Visitors is included in this Management Plan [12.2] with actions that all residents, visitors and businesses can take to help care for this internationally important protected landscape. There are a range of opportunities that</p>	<p>Added reference to the five-point pledge for nature, people and landscape:</p> <ol style="list-style-type: none"> <li>1. Get outside and enjoy your natural health service - Take a natural prescription and get outside into the landscape - every day.</li> </ol>



Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
	<p>can be progressed for a more sustainable quality of life in the AONB.</p> <p>Charter for Residents and Visitors:-</p> <ul style="list-style-type: none"> <li>• Take pride in the Wye Valley – promote its Special Qualities, Features and places to family, friends and visitors</li> <li>• Don't delay in addressing Climate Change</li> <li>• Buy local products and services from farmers and woodland managers who actively manage their land to benefit the environment</li> <li>• Get out there and enjoy it</li> <li>• Respect other users – follow the Countryside Code</li> <li>• Slow down for people, horses and wildlife</li> <li>• Manage your land for wildlife</li> <li>• Maintain the rural nature of your property</li> <li>• Help prevent the spread of invasive and harmful plant and animal species</li> <li>• Avoid using the car where possible and consider using renewable energy in your home</li> <li>• Reduce, reuse and recycle, and dispose of all litter responsibly</li> <li>• Use less water</li> <li>• Get involved – support local conservation organisations</li> <li>• Have a say</li> </ul>	<ol style="list-style-type: none"> <li>2. Become an active ecological citizen - Tread lightly and make your footprint(s) count.</li> <li>3. Take pride in the Wye Valley Area of Outstanding Natural Beauty (AONB) - Champion the Wye Valley landscape and discover more about why it is so special.</li> <li>4. Help nature to recover and flourish across the whole landscape - Improve your local environment for nature.</li> <li>5. Get involved and make your voice heard - Act now do not delay</li> </ol> <p>The intention is for this to be combined with PR campaign linked to Wye Valley River Festival and AONB website.</p>
<p><b>A Wales of vibrant culture and thriving Welsh language</b> Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation</p>	<p>Communities need to actively identify what they value in their locality and participate in setting priorities for its sustainable management. This may include supporting local / cultural distinctiveness and the Welsh language or local accents and dialects. [10.1.6] There is a rich legacy of cultural and landscape associations from artists, writers and</p>	<p>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</p>

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
	musicians that can be explored and enjoyed by local people and visitors to gain a strong sense of the landscape and their role in it. The Special Qualities of the AONB continue to inspire artists, crafts people, writers, musicians, performers and other creative practitioners. [11.3.2]	into the conservation and enhancement of the AONB and measure effectiveness [WV-A1]
<p><b>A more equal Wales</b> People can fulfil their potential no matter what their background or circumstances</p>	As a predominantly rural area people in the Wye Valley AONB encounter many of the problems familiar throughout rural Britain. [10.1.3] Involvement of young people, schools, and the elderly and less vociferous members of local communities needs to be included in these processes as well as the participation of the Town, Parish and Community Councils and other local representative and resident organisations. [10.1.6]	Encourage community led initiatives that maintain the diversity, sustainability and quality of rural community life and/or that stimulate investment, local employment, decarbonisation and retain or improve facilities and services for local people [WV-C1]  Inform and engage all relevant interests, especially local communities, in issues and decisions affecting the AONB [WV-P6]

### 3. How has your proposal embedded and prioritised the sustainable governance principles in its development?

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Balancing short term need with long term and planning for the future</p> <p><b>Long Term</b></p>	<p>The Vision for the Wye Valley AONB was developed for the 2009 -14 AONB Management Plan as a 20 year vision and remains a true encapsulation of how we want the AONB to be in 15 years' time and beyond. [2.2]</p>	<p>The guiding principles that underpin the approach to managing the AONB are sustainable development, natural resource management, the ecosystem approach and the landscape approach. [4.0]</p> <p>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 [WV-L2]</p>
 <p>Working together with other partners to deliver objectives</p> <p><b>Collaboration</b></p>	<p>The AONB Partnership is recognised as one of the very few organisations locally with a true cross-border remit. Consequently the AONB Unit and its partnerships have a considerable amount of experience and expertise in cross-border working and project development and delivery at both local and landscape scales. [12.1.1]</p>	<p>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 [WV-P3]</p>
 <p>Involving those with an interest and seeking their views</p> <p><b>Involvement</b></p>	<p>The Consultation Draft AONB Management Plan 2020-25 was published in October 2019 with a 10 weeks public consultation period. In addition two public 'drop-in' sessions were held in December 2019 alongside meetings with key stakeholders to provide further opportunities for everybody to inspect and comment on the new AONB Management Plan. By January 2020 a total of 21 organisations and individuals had submitted comments on the Consultation Draft AONB Management Plan.</p>	<p>Inform and engage all relevant interests, especially local communities, in issues and decisions affecting the AONB [WV-P6]</p> <p>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 [WV-A1]</p>



Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p data-bbox="152 576 293 603">Prevention</p> <p data-bbox="344 336 506 635">Putting resources into preventing problems occurring or getting worse</p>	<p data-bbox="546 256 1326 715">This Management Plan provides guidance and strategic objectives, giving support and direction to help steer positive landscape change, particularly to those bodies that make up the Wye Valley AONB Joint Advisory Committee and the wider AONB Partnership. It also provides guidance to the local communities and many landowners, residents and visitors in the area. The Management Plan is thus for all the bodies and individuals whose actions affect the AONB and who can play an important part in helping to conserve and, where appropriate, enhance the outstanding landscape of the lower Wye Valley, for the benefit of both current and future generations. [1.1.2]</p>	<p data-bbox="1352 256 2101 456">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 [WV-P3]</p>
 <p data-bbox="152 1043 293 1070">Integration</p> <p data-bbox="344 804 517 1070">Considering impact on all wellbeing goals together and on other bodies</p>	<p data-bbox="546 754 1326 1018">The AONB Management Plan is a place-based plan derived through local consensus. It seeks to define the approach to conserving and enhancing the natural beauty of the AONB through the application of local solutions to local challenges that also respect the national and international importance of the AONB. It is a plan for the AONB, the landscape and the people who live in, work in and visit it [1.1.2]</p>	<p data-bbox="1352 754 2101 919">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 [WV-C2]</p> <p data-bbox="1352 954 2047 1118">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 [WV-P5]</p>

**4. Council has agreed the need to consider the impact its decisions has on the following important responsibilities: Social Justice, Corporate Parenting and Safeguarding. Are your proposals going to affect any of these responsibilities?**

	<b>Describe any positive impacts your proposal has</b>	<b>Describe any negative impacts your proposal has</b>	<b>What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?</b>
Social Justice	There are huge benefits that we all get through contact with nature. Recreation in the AONB also helps people to reconnect with nature, recreating a relationship with the natural environment and ensuring fairer access to its goods and services. Recreation also helps our well-being through its positive impact on mental and physical health, and it improves education, encourages social activity and reduces crime. [11.2.5]	neutral	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 [WV-P5]  Support the development of affordable housing appropriate to local need in the AONB, subject to WV-D2 and WV-D3 [WV-C3]
Safeguarding	neutral	neutral	Integrated MCC Safeguarding policies into operation of the AONB Partnership.
Corporate Parenting	neutral	neutral	n/a

## 5. What evidence and data has informed the development of your proposal?

2001 & 2011 Census data, DEFRA land use census data and other national data-sets,  
 UK Climate Change Risk Assessment  
 Planning Policy Wales  
 Prosperity for all: a Low Carbon Wales  
 'Marsden' Review of Designated Landscapes in Wales (2015) and Valued and Resilient: Welsh Government's Priorities for Areas of Outstanding Natural Beauty and National Parks (2018).  
 South East Wales Area Statement – preparatory evidence & workshops  
 Monmouthshire Local Development Plan.  
 Monmouthshire Public Service Board Well-Being Plan  
 Monmouthshire Destination Plan  
 Monmouthshire's Countryside Access Draft Improvement Plan 2019–2029  
 various local AONB surveys and research on land use and visitor experience.

**6. SUMMARY: As a result of completing this form, what are the main positive and negative impacts of your proposal, how have they informed/changed the development of the proposal so far and what will you be doing in future?**

The AONB Management Plan is a place-based plan derived through local consensus and subject to statutory processes, including Screening Reports for the Strategic Environmental Assessment (SEA) and Habitats Regulation Assessment (HRA). It seeks to define the approach to conserving and enhancing the natural beauty of the AONB through the application of local solutions to local challenges that also respect the national and international importance of the AONB. It is a plan for the AONB, the landscape and the people who live in, work in and visit it, to deliver positive impacts through conserved and enhanced landscape and the well-being of current and future generations through access to that landscape.

**7. ACTIONS: As a result of completing this form are there any further actions you will be undertaking? Please detail them below, if applicable.**

What are you going to do	When are you going to do it?	Who is responsible
The plan will guide the actions of the AONB partnership, comprising the organisations and individuals that collaborate to conserve and enhance the special qualities of the landscape.	2021-26	Wye Valley AONB Manager / Wye Valley AONB Joint Advisory Committee

**8. VERSION CONTROL: The Equality and Future Generations Evaluation should be used at the earliest stage, such as informally within your service, and then further developed throughout the decision making process. It is important to keep a record of this process to demonstrate how you have considered and built in equality and future generations considerations wherever possible.**

Version No.	Decision making stage	Date considered	Brief description of any amendments made following consideration
1	Scrutiny Strong Communities Select Committee	23 January 2020	none
2	Individual Cabinet Member Decision	10 March 2021	