

WYE VALLEY AREA OF OUTSTANDING NATURAL BEAUTY (AONB)

Work Programme for AONB Unit staff 2016/2017

AONB Unit Initiatives	Budget £ [non AONB]	AONB Management Plan 2015/2020 draft Action Plan	Key Officer/ s (see footer)	By when
<p>AONB Management Plan</p> <ul style="list-style-type: none"> Publicise and distribute Wye Valley AONB Management Plan 2015-2020 Average 100 downloads of Plan from website and 10 requests for printed copies of Plan 	1,000	<ul style="list-style-type: none"> Promote the work and role of the JAC and AONB Unit locally as an example of the value of an integrated approach to landscape management Improve the quality of AONB management by closer cooperation within the AONB partners 	AONBO	Mar 2017
<p>AONB Strategy & Development Advisor</p> <ul style="list-style-type: none"> Renew contract for year to support AONB Officer. 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 stages of national strategy in liaison with NAAONB Deliver CPD & training for LA Planning staff & members 	5,000	<ul style="list-style-type: none"> Provide comments on significant planning applications located within the AONB or that may directly affect the AONB Monitor and review development trends and the approach taken by planning authorities to issues that affect the AONB, including the cumulative impact of small scale development and translate into action/policy to reduce impact Engage in development and consultation stages of national strategies in liaison with NAAONB to ensure policy results in landscape and biodiversity gain 	AONBO	March 2017
<p>AONB Farming Awards</p> <p>Promote & publicise 10th Awards. For farmers and landowners to promote best practice in land management that makes 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"> Seek sponsorship for the AONB Farming Awards from local businesses, supermarkets etc. Site visits of all farm entries for short-listing Site visits by the judges to the short-listed farms for the AONB Farming Awards 2016 Present the AONB Farming Awards 2016 prizes at the Monmouthshire Show Involve winner in Open Farm Sunday event. 	1,100	<ul style="list-style-type: none"> Run annual AONB Farming Awards for farmers and landowners to promote best practice in land management and to encourage and develop sustainable management practices that conserve or enhance the features, special qualities and natural beauty of the Wye Valley AONB. Seek joint ventures and business sponsorship for AONB projects to conserve or enhance the special qualities of the AONB Promote a wider understanding of the value of farming to the landscape and economy of the AONB Use existing and new opportunities to help improve understanding about food and farming such as walks based on AONB Farming Awards, Educational Access Farms, Farm Sundays, LEAF etc. 	DO	Aug 2016
<p>Sustainable Development Fund (SDF)</p> <ul style="list-style-type: none"> Collate SDF project applications for the SDF Assessment Panel Service SDF Assessment Panel for allocating 	55,000 ? Wales	<ul style="list-style-type: none"> Source and promote small grants to target landscape features and habitat management not covered by mainstream grants Help to establish major project funding opportunities for community initiatives Provide resources and technical assistance for volunteer projects that contribute to the 	AONBO/ CLO	May 2016

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funds <ul style="list-style-type: none"> Review SDF application processes and Assessment Panel 		<i>conservation or enhancement of the natural beauty</i> <ul style="list-style-type: none"> Continue to support surveying and restoration of traditional drystone walls in AONB Support the growth and co-ordination of volunteer groups in the AONB, particularly those focused on the conservation or enhancement of the special qualities of the AONB 		Nov 2016
Picturesque Produce and distribute regular on-line editions of the AONB newsletter, 'Picturesque' to provide information and interpretation to increase subscribers' awareness and appreciation of the AONB	500	<ul style="list-style-type: none"> Increase public awareness and involvement in biodiversity issues and wildlife conservation Increase public awareness and involvement in geodiversity conservation by local communities and wider public; including the link between geodiversity, landscape, ecology, the built environment, and industry Continue to produce and increase distribution of the AONB newsletter, 'Picturesque' within local communities 	IO/CLO/ ALL	March 2017
AONB Partnership events For JAC members, AONB Ward members, representatives from partner organisations and local Town/Parish/Community Councils <ul style="list-style-type: none"> Organise AONB Partnership Seminar on key issue Organise AONB Partnership Annual Study Tour of key sites &/or issues (not to clash with HC Full Council meeting) Repeat 2011 'Questionnaire on your perceptions of the Wye Valley AONB, the JAC & the AONB Unit' Undertake the TBG 'Ecosystem Approach Self-Assessment Criteria and Method' 	1500	<ul style="list-style-type: none"> Promote the work and role of the JAC and AONB Unit locally as an example of the value of an integrated approach to landscape management Improve the quality of AONB management by closer cooperation within the AONB partnerships Maintain and develop effective partnerships and administrative arrangement to lead and co-ordinate the management of the AONB and develop the JAC as an effective forum for initiating and promoting discussion on important issues affecting the AONB. 	AONBO/ FAO	Feb 2017
Exhibitions & Outreach Promote the AONB through <ul style="list-style-type: none"> Stands at the Wye Valley River Festival, Monmouthshire Show, Herefordshire Country Fair and other relevant shows. Local exhibitions and other local appropriate / prestigious events. 	700	<ul style="list-style-type: none"> Develop high quality methods of improving the awareness of visitors and residents about the AONB designation Continue to provide information through guided walks, talks and events Provide information and interpretation to increase visitors' awareness and appreciation of the AONB Increase public awareness and involvement in biodiversity issues and wildlife conservation Increase public awareness and involvement in geodiversity conservation by local communities and wider public; including the link between geodiversity, landscape, ecology, the built environment, and industry 	ALL	Mar 2017
MindSCAPE Year 3 of £165,000 Big Lottery funded 4 year initiative enabling people living with dementia to access and reconnect with the landscape, through	2,500 [40,000]	<ul style="list-style-type: none"> Develop opportunities and promote suitable woodlands as a 'Quality of Life' experience for health and well-being Develop social inclusion programmes Work in partnership to identify and promote the more robust sites for appropriate 	DO/IO	Mar 2017

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<p>arts and creative environmental activities.</p> <ul style="list-style-type: none"> • Manage project and submit reports & claims for Big Lottery • Supervise contractor to organise regular creative sessions, workshops and social activities at appropriate sites for participants who are living with dementia and their carers and families. • Develop legacy project & exit strategy 		<p><i>recreation activity and usage</i></p> <ul style="list-style-type: none"> • <i>Work with local health services and others to provide greater opportunities for making the AONB accessible for everyday exercise needs and programmes of organised activity aimed at contributing to particular health requirements</i> • <i>Assist in identifying gaps in access and recreational provision, including for underrepresented groups, and work with appropriate bodies and stakeholders to support and promote least restrictive access, where this does not conflict with the special qualities of the AONB and the SAC's</i> 		
<p>Wye Valley River Festival 2016</p> <ul style="list-style-type: none"> • Deliver Festival from 29th April - 15th May • Submit claims to Arts Councils and other funders of the Festival • Undertake monitoring and evaluation of Festival & publish report. • Commence developing event ideas for Research & Development phase for 2018 Festival • Develop business sponsorship for 2018 	<p>1,500 [140,000]</p>	<ul style="list-style-type: none"> • <i>Increase public awareness and involvement in biodiversity issues and wildlife conservation</i> • <i>Increase public awareness and involvement in geodiversity conservation by local communities and wider public; including the link between geodiversity, landscape, ecology, the built environment, and industry</i> • <i>Help to establish funding opportunities for community initiatives</i> • <i>Provide information and interpretation to increase visitors' awareness and appreciation of the AONB</i> • <i>Develop high quality methods of improving the awareness of visitors and residents about the AONB designation</i> • <i>Continue to provide information through events</i> 	<p>CLO/ALL</p>	<p>May 2016 Sept 2016 May 2017</p>
<p>Youth Rangers</p> <ul style="list-style-type: none"> • Deliver a structured programme of activity for 3rd 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, linking with the Foresters Forest LP and other funding sources to continue the model of engaging young people in conservation and heritage 	<p>600 [10,000]</p>	<ul style="list-style-type: none"> • <i>Promote initiatives – particularly among young people – which will foster a sense of pride in what the area as a whole has to offer through educational programmes, sports and other recreational activities</i> 	<p>DO/CLO</p>	<p>Mar 2017</p>
<p>Deer Management</p> <ul style="list-style-type: none"> • Convene & service Deer Management Groups and Deer Monitoring Project • Coordinate deer surveys in the Woolhope Dome and Lower Wye Valley • Assist co-ordination of collaborative deer cull through the Deer Management Groups 	<p>500</p>	<ul style="list-style-type: none"> • <i>Control invasive and non-native plant and animal species which threaten the special qualities of the AONB; including Himalayan Balsam and grey squirrel</i> • <i>Manage the impact of deer through Deer Management Groups</i> • <i>Progress Deer Management Strategies for Lower Wye Valley and Woolhope Dome areas with respective Deer Management Groups</i> 	<p>AONBO</p>	<p>Mar 2017</p>
<p>Habitat Conservation</p> <ul style="list-style-type: none"> • Continue Phase 1 and priority BAP habitat surveys 	<p>500</p>	<ul style="list-style-type: none"> • <i>Ensure the establishment and collection of sufficiently comprehensive baseline data to monitor landscape condition and direction of change.</i> • <i>Provide resources and technical assistance for volunteer projects that contribute to the</i> 	<p>DO/CLO</p>	<p>Mar 2017</p>

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<ul style="list-style-type: none"> Development of projects with the help of LEMUR+ students. Organise monthly volunteer task days 		<i>conservation or enhancement of the natural beauty</i> <ul style="list-style-type: none"> Progress the conservation and enhancement of key landscape features including boundary features, such as characteristic drystone walls and hedgerows Continue to support surveying and restoration of traditional drystone walls in AONB 		
Sub-total	23,781			
Tasks below covered in AONB Unit costs	£217,314			
Website and social media 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.		<ul style="list-style-type: none"> Provide information and interpretation to increase visitors' awareness and appreciation of the AONB Develop high quality methods of improving the awareness of visitors and residents about the AONB designation 	ALL	Mar 2017
Work placements Support the needs of student placements/group projects. <ul style="list-style-type: none"> LEMUR+ trainees on 9 month & 4 month placements. Host PhD research post on 'Corporeal Connections in the Contemporary Landscape' and provide technical assistance with PhD dissertation and evaluation of data regarding the cultural significance of the AONB Investigate new under-graduate and post-graduate research opportunities 		<ul style="list-style-type: none"> Provide opportunities for work placements and leaning environment for students and new entrants into workplace. 	DO / CLO	Mar 2017
Undergrounding Continue working with Western Power to promote schemes within the AONB.	[100,000]	<ul style="list-style-type: none"> Promote the under-grounding of overhead electricity cables through liaison with the Distribution Network Operators and local communities 	DO	Mar 2016
Landscape scale conservation Develop and support partnership projects that deliver landscape scale conservation activity and initiatives within and adjoining the AONB. <ul style="list-style-type: none"> Develop scheme around Little Doward & South Herefordshire with Herefordshire Wildlife Trust & others Scope for appropriate projects and prepare applications for National Grid Visual Improvement Programme (VIP) for area between Ross & Goodrich 		<ul style="list-style-type: none"> Continue partnership support. Improve the quality of AONB management by closer cooperation within the AONB partnerships Help to establish major project funding opportunities for community initiatives 	DO	Mar 2017

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<ul style="list-style-type: none"> Investigate options for Woolhope Dome with Herefordshire Wildlife Trust 				
<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 	[500]	<ul style="list-style-type: none"> Encourage walking tourism, and other non-consumptive sustainable tourism activities that are compatible with the objectives of the AONB and do not harm the special qualities of the AONB Promote, manage and maintain the Offa's Dyke Path National Trail and Wye Valley Walk to a high standard 	IO	Mar 2017
<p>Public Relations</p> <ul style="list-style-type: none"> Promote guided walks, events, children's activities and countryside craft /rural skills courses Give talks/presentations to local groups Regular press releases and magazine articles / advertorial 		<ul style="list-style-type: none"> Increase public awareness and involvement in biodiversity issues and wildlife conservation Provide information and interpretation to increase visitors' awareness and appreciation of the AONB including through guided walks, talks and events Promote the work and role of the JAC and AONB Unit locally as an example of the value of an integrated approach to landscape management 	ALL	Mar 2017
<p>Partnership</p> <p>Influence & attend partnerships as appropriate; eg:</p> <ul style="list-style-type: none"> Strategic Partner in Wye Valley & Forest of Dean Destination Management Partnership. Attend or receive minutes of Local Nature Partnerships Participate in Wye Catchment Management Partnership As member of Wye Navigation Advisory Committee (WyeNAC) Monmouthshire Environment Partnership, Herefordshire Wildlife Link 		<ul style="list-style-type: none"> Maintain the Wye Valley AONB in the forefront of national AONB policy and best practice Ensure the Wye Valley is represented at appropriate levels when national and regional forestry and woodland policy is formulated Actively participate in the Local Access Fora and Wye Navigation Advisory Committee and Wye Management Advisory Group to integrate AONB priorities Improve the quality of AONB management by closer cooperation within the AONB partnerships Seek joint ventures and business sponsorship for AONB projects to conserve or enhance the special qualities of the AONB Continue to work together to bid for and access resources to implement agreed strategies and initiatives through the Action Plan 	AONBO/ DO	Mar 2017
<p>Collaboration</p> <ul style="list-style-type: none"> Attend National Association for Areas of Outstanding Natural Beauty (NAAONB) and Europarc seminars & events Work with Welsh Government and Wales Designated Landscapes in taking Future Landscapes Wales Programme forward 		<ul style="list-style-type: none"> Maintain the Wye Valley AONB in the forefront of national AONB policy and best practice Work in partnership to identify and promote the more robust sites for appropriate recreation activity and usage Provide wider understanding by transferring information and interpretation to increase visitors' awareness and appreciation of the AONB 	ALL	Mar 2017
<p>Monitoring</p> <ul style="list-style-type: none"> Ongoing updating of the AONB GIS Monitor and review implementation of the AONB Management Plan Action Plan 		<ul style="list-style-type: none"> Continue to develop the Geographical Information System (GIS) for the AONB Improve the quality of AONB management by closer co-operation in AONB partnerships Ensure the establishment and collection of sufficiently comprehensive baseline data to monitor landscape condition and direction of change. 	DO / LEMUR+	Mar 2017
<p>Governance</p> <ul style="list-style-type: none"> Service and set agendas for JAC, TOWP and 		<ul style="list-style-type: none"> Improve the quality of AONB management by closer co-operation within the AONB 	AONBO/ FAO	Jun, Oct,

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Steering Group <ul style="list-style-type: none"> Prepare grant bids and claims for Natural Resources Wales and Defra, and other funding bodies as required. 		<i>partners</i> <ul style="list-style-type: none"> Continue to work together to bid for and access resources to implement agreed strategies and initiative through this Action Plan 		Feb Jan, May 2017
Funding and resources <ul style="list-style-type: none"> Continue investigating funding and development opportunities. Investigation into external funding and securing sources for strategic and partnership projects 		<ul style="list-style-type: none"> Sustain and enhance local and national government funding and support for the AONB unit. Continue to work together to bid for and access resources to implement agreed strategies and initiative through this Action Plan Source and promote small grants to target landscape features and habitat management not covered by mainstream grants Help to establish major project funding opportunities for community initiatives. Provide resources and technical assistance for volunteer projects that contribute to the conservation or enhancement of the natural beauty. 	AONBO/ DO	Mar 2017
Projects below not identified in bids to Natural Resources Wales and Defra 2016/17				
Irresistible Offa Investigate opportunities for future cross border partnership projects along the corridor of Offa's Dyke, <ul style="list-style-type: none"> promoting walking and sustainable tourism, building on the Walking with Offa project, with potential bids to INTERREG Atlantic Area &/or HLF investigative archaeological and interpretation project of Offa's Dyke monument for possible HLF bid 		<ul style="list-style-type: none"> Help to establish major project funding opportunities for community initiatives. Provide resources and technical assistance for volunteer projects that contribute to the conservation or enhancement of the natural beauty. Provide wider understanding by transferring information and interpretation to increase visitors' awareness and appreciation of the AONB Encourage walking tourism, and other non-consumptive sustainable tourism activities that are compatible with the objectives of the AONB and do not harm the special qualities of the AONB Promote, manage and maintain the Offa's Dyke Path National Trail and Wye Valley Walk to a high standard 	AONBO	Mar 2017
Overlooking the Wye legacy Continue to develop heritage & Community projects as part of the legacy of the Overlooking the Wye Landscape Partnership Scheme	[5,000]	<ul style="list-style-type: none"> Develop the legacy of the "Overlooking the Wye" scheme including partnership projects and initiatives to raise the profile and funding of the historic environment in the AONB Provide resources and technical assistance for volunteer projects that contribute to the conservation or enhancement of the natural beauty Encourage landowners to utilise available grant schemes to further the management, restoration and conservation of historic landscapes, parks and gardens 	AONBO/ DO	Mar 2017