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## **Forest of Bowland Area of Outstanding Natural Beauty Joint Advisory Committee**

**Thursday, 3rd November, 2016 at 2.00 pm in Bowland Visitor Centre, Beacon Fell Country Park PR3 2NL**

### **Agenda**

#### **Schedule of Events**

- 11.00am Meet at Bowland Visitor Centre for tea/coffee
- 11.30am Walk round Beacon Fell Country Park to view project and management activities
- 1.00pm Lunch
- 2.00pm Meeting
- 4.00pm Finish (approx)

#### **1. Appointment of Chair and Vice Chair**

#### **2. Welcome, Introductions and Apologies for Absence**

Before the meeting commences proper, a presentation of 'Landscapes for Life' awards to Tarja Wilson and Dave Padley will be made by the Chair.

#### **3. Disclosure of Pecuniary Interests**

Members are asked to consider any Pecuniary Interests they may have to disclose to the meeting in relation to matters under consideration on the Agenda.

#### **4. Constitution, Membership and Terms of Reference (Pages 1 - 4)**

The Joint Advisory Committee is asked to approve the attached constitution, membership and terms of reference for 2016/17.

#### **5. Minutes of the Meeting held on 21 April 2016 (Pages 5 - 12)**

The Committee is asked to consider approving the minutes of the meeting held on 21 April 2016.

6. **AONB Partner Updates**
7. **Revised Estimates 2015/16 and Revenue Budget 2016/17** (Pages 13 - 16)
8. **AONB Team Activity Report** (Pages 17 - 30)
9. **Pendle Hill Landscape Partnership Update** (Pages 31 - 34)

**10. Urgent Business**

An item of Urgent Business may only be considered under this heading where, by reason of special circumstances to be recorded in the minutes, the Chairman of the meeting is of the opinion that the item should be considered at the meeting as a matter of urgency. Wherever possible, the Chief Executive should be given advance warning of any Members' intention to raise a matter under this heading.

**11. Date of Next Meeting**

The proposed dates and locations of the meetings to be held in 2017 are:

- Thursday 27 April in Craven District
- Thursday 19 October in Ribble Valley

Samantha Gorton  
Democratic Services

Lancashire County Council  
County Hall  
Preston

# Agenda Item 4

## **Membership and Terms of Reference of the Advisory Committee 2016/17**

### **Issue for Consideration**

The Constitution, Membership and Terms of Reference of the Advisory Committee for 2016/17.

### **Information**

It is reported for the information of the Committee that the Constituent Authorities of the Advisory Committee have informed the Secretary of their representatives appointed to serve on the Committee for the year 2016/17. The Constitution and Membership of the Advisory Committee for 2016/17 is, therefore, as follows:-

#### **Lancashire County Council**

County Councillor A Atkinson  
County Councillor S Charles  
County Councillor K Ellard

#### **North Yorkshire County Council**

County Councillor R Welch

#### **Craven District Council**

Councillor I Thompson

#### **Lancaster City Council**

Councillor J Parkinson

#### **Wyre Borough Council**

Councillor V Wilson

#### **Ribble Valley Borough Council**

Councillor Mrs R Elms

#### **Preston City Council**

Councillor J Browne

#### **Pendle Borough Council**

Councillor J Starkie

**Lancashire Association of Local Councils**

Mr M Helm

**Yorkshire Local Councils Association**

Councillor C Price

**United Utilities**

Mr N Kidd

**Environment Agency**

Ms H Dix

**Natural England**

Mr M Burke

**Royal Society for the Protection of Birds (RSPB)**

Mr G Jones

**Bowland Land Managers' Forum**

Mr A Taylor

**Ramblers Association**

Mr D Kelly

**Champion Bowland**

Mr P Reynolds

**Bowland Experience Limited**

Mr J Beavan

**Friends of Bowland**

Ms J Baddeley

**Moorland Association**

Mr J Duckworth

The Committee and its constituent bodies are responsible for the implementation of the AONB Management Plan. The role of the Committee and its Terms of Reference, is as follows:-

The Joint Advisory Committee supports and encourages an active partnership between all of the agencies involved and co-ordinates management over the whole of the AONB. The aim is to:

- promote the AONB at national, regional and local level,
- ensure that the landscape of the AONB is conserved and enhanced appropriately through the implementation of the AONB Management Plan,
- work to assist the social and economic well being of the AONB commensurate with the conservation of its special qualities,
- provide a forum for the exchange of information and ideas,
- consider any issues likely to affect the area adversely and agree appropriate action
- make recommendations for new initiatives

A range of organisations with interests in the AONB is eligible for membership. Members include local authorities and the key organisations and interests, including representatives of local people, whose involvement will assist in implementing the Management Plan. Membership is kept under review and is at the discretion of the local authorities. Ideally there should be between 10 and 20 members and, where it is not practicable to include all of the represented interests, regular consultation mechanisms should be established.

Brief for the Joint Advisory Committee:

- co-ordinate the preparation and implementation of strategic plans for the AONB, including the preparation of the statutory Management Plan
- advise local authorities preparing structure plans, local plans or other plans covering all or part of the AONB, to ensure that policies and practices (including those for development control) are co-ordinated and consistent with the statement of commitment and AONB Management Plan
- advise local authorities and other agencies on the level of resources required for effective AONB management
- lobby to influence organisations that are not members of the JAC in the delivery of their services and programmes in order to benefit Bowland communities, businesses and the environment

- advise on, and co-ordinate the actions of the constituent organisations to achieve the objectives of the AONB and, in particular, ensure that the statement of commitment and Management Plan are implemented and reviewed. This includes:
  - receiving monitoring reports from the partners on progress and achievements in implementing the Management Plan, reviewing the Management Plan every five years and producing an annual report,
  - agreeing an annual work programme for the AONB to be delivered by the partners and the AONB Staff Unit,
  - carrying out special studies of key issues, as they arise, for example by setting up working parties or conducting research
  - advising the appropriate local planning authority about any developments within or adjacent to the AONB that are likely to affect significantly the landscape character of the area,
  - acting as forum for the discussion of major issues affecting the character of the AONB
  - promoting other action that is necessary to further the objectives of the AONB designation



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## **Forest of Bowland Area of Outstanding Natural Beauty Joint Advisory Committee**

**Minutes of the Meeting held on Thursday, 21st April, 2016 at 2.00 pm in Bleasdale Parish Hall, Bleasdale, Preston, PR3 1UY**

### **Present:**

#### **Chairman**

County Councillor Albert Atkinson, Lancashire County Council

#### **Committee Members**

Mike Burke, Natural England  
County Councillor Mrs Susie Charles, Lancashire County Council  
County Councillor Kevin Ellard, Lancashire County Council  
Alderman Roger W Brooks, Wyre Borough Council  
Martin Putsey, Preston City Council  
Michael Helm, LALC  
Helen Dix, Environment Agency  
David Kelly, Ramblers Association  
Jeremy Duckworth, The Moorland Association  
Councillor Ian Thompson, Craven District Council

#### **Officers**

Hetty Byrne, Forest of Bowland AONB Unit  
Cathy Hopley, Forest of Bowland AONB Unit  
Elliott Lorimer, Forest of Bowland AONB Unit  
Sandra Silk, Forest of Bowland AONB Unit  
Alison Boden, Wyre Borough Council  
David Porter, Lancaster City Council

#### **Apologies**

Councillor Jane Parkinson, Lancaster City Council  
Councillor Mrs Rosemary Elms, Ribble Valley Borough Council  
Councillor John Browne, Preston City Council  
Councillor James Starkie, Pendle Borough Council  
Councillor Colin Price, Yorkshire Local Councils Association  
Mr Andrew Taylor, Bowland Land Managers Forum

## Presentation 1

Before the meeting started the Committee received a presentation from Tony Jackson, a Volunteer Ranger in the Wyre Coast and Countryside Service, in relation to the monitoring of 'promoted routes'.

Tony explained that Volunteers promoted routes such as the Wyre Way and recorded the condition of gates, stiles etc along the route and any obstructions. All the data collected was then collated via Dropbox and published on Google maps (both of which were free services) where it could be accessed and interrogated by others. The Committee recognised that the use of Volunteers and the process which Tony had outlined provided a low cost method of gathering information which could be used to prioritise and target resources for the maintenance and repair of routes and furniture.

## Presentation 2

The Committee also heard from Jean Fone who had received an award in recognition of her outstanding contribution to the AONB during the 50<sup>th</sup> Anniversary celebrations in 2014. Jean explained how after moving to Bleasdale in 1989, to work as the primary school Headteacher, her interest in local history had led to the formation of a group of volunteers who gathered information about life in and around the village which was held in a heritage room at the Parish Hall. Jean also thanked the AONB Unit for all the assistance given in the past with applications for grants which had been used to purchase an assortment of equipment for the Group.

**Resolved:** The Committee noted both presentations and thanked Tony and Jean for their contributions.

### 1. Welcome, Introductions and Apologies

The Chair welcomed everyone to the meeting and introductions were made around the table.

Apologies were presented on behalf of the Committee members and Officers listed above.

### 2. Disclosure of Pecuniary Interests

No declarations of interest were made in relation to items on the agenda.

### 3. Minutes of the Meeting held on 26 January 2016

**Resolved:** That the Minutes of the meeting held on the 26<sup>th</sup> January 2016 are confirmed as an accurate record and signed by the Chair.



#### **4. Matters Arising**

Elliott informed the meeting that both Tarja Wilson and Dave Padley had been given 'Landscapes for Life' long service awards by the National Association of AONB and it was hoped that these could be presented to them at a future JAC meeting..

Michael Helm expressed concern about a proposed development of 68 houses in Dolphinholme which were likely to have an impact on the AONB. In response, Elliott confirmed that he was aware of the application and had discussed his concerns with the landscape consultant and submitted a response to Lancaster City Council who as the local planning authority, would determine the application.

#### **Resolved:**

1. That Tarja Wilson and Dave Padley from the Forest of Bowland AONB Unit be congratulated on their long service awards from the National Association of AONB and be invited to attend a future meeting of the Committee for a presentation.
2. That the Committee be kept informed of developments in relation to the application for 68 houses in Dolphinholme.

#### **5. Budget 2015/16 Update**

Elliott informed the meeting that in January, 2016, DEFRA had announced an allocation of protected AONB funding which was an increase on the funding from the previous year. It was reported that the increased funding would be used to enhance the Projects Budget and add £2,000 to 'core activities' which included communications which was an area where funding had been reduced in the past. It was noted that all AONBs in England had received the same funding settlement as the Forest of Bowland.

Elliott also reported that he was still in discussions with North Yorkshire County Council in relation to them supporting Public Rights of Way project delivery in Craven in lieu of their reduced core funding contribution from the Council.

**Resolved:** That the revised AONB budget for 2016/17, as set out in the report presented, is noted.

#### **6. AONB Partner Updates**

The Chairman asked representatives of partner organisations around the table to update the Committee on activities.

Alison Boden informed the meeting that Garstang Walking Festival would be held in May, 2016 and circulated a leaflet about the event which had been produced by the AONB in partnership with the Friends of Garstang Walking Festival.

David Kelly reported that the introduction of a section of flag stones as part of the route from Fiendsdale Head to Fair Snape Fell had proved effective in protecting the heather

and in places enabled regrowth. However, a muddy section was developing at the end of the existing flagged route and in the vicinity of a kissing gate. In considering the situation the Committee recognised that it was unlikely that work would be done to extend the flagged route at the present time due to limited resources. However, it was suggested that a number of smaller works along the route, including resurfacing in the vicinity of the kissing gate, could be considered for the future. Elliott agreed to progress the matter with the relevant AONB Officers.

Councillor Thompson referred to the earlier presentation on a low cost approach to monitoring and recording signs, stiles and other furniture along public rights of way and stated that he intended to adopt a similar approach in relation to routes around Bentham. Hetty Byrne informed the meeting that it was intended to put a call out in May/June for volunteers in the Bentham area which could assist with any future monitoring activities.

Jane Baddeley reported that the Friends of Bowland Group were involved in identifying specific areas where the County Council would be requested to undertake cutting of highway verges in such a way as to encourage wildlife. The Group also planned to a bee identification day in June and was working with the local Quakers to investigate the history of a local burial site.

Mike Burke informed the meeting that Natural England was looking to prioritise its work and focus attention on particular priority areas (including the Forest of Bowland AONB) and would seek to work with the AONB Unit and key estates to stimulate further partnership working on a range of key land management and conservation issues. The Committee also noted that work on establishing a coastal path between Silverdale and Cleveleys was progressing and the West Pennine Moors was to be designated a Site of Special Scientific Interest.

**Resolved:** That the updates set out above are noted.

## **7. Delivering the AONB Management Plan.**

Elliott presented a report on key AONB projects and activity which had been produced from the online AONB Management Plan.

Hetty Bryne gave a presentation on various projects and activities undertaken by the AONB Unit between October 2015 and April 2016, including the following.

**Hedge Laying** - Volunteers had worked through Winter/Spring to lay hedges in areas such as Grindleton and Bolton by Bowland, supervised by expert trainers from Lancashire and Westmorland Hedgelaying Association.

**Hay time** – The Wildflowers into the Meadows Project was supported by the AONB Sustainable Development Fund and Networks of Nectar Project. A meadow at Stephen Park in Gisburn Forest has been managed in order to restore it as a hay meadow which included cutting using a scythe to encourage the growth of wildflowers. The meadow had been visited by children from five schools in Ribble Valley who were being encouraged to grow specific species and then plant them in the meadow.

**Networks 4 Nectar** – As part of the project the AONB unit were working with community groups like the Lancaster Bee Keepers in Caton to provide small pollinator patches and wildflower meadows to support local bee and pollinator populations. It was noted that the intention was to compare restored wildflower meadows with untouched meadows to see if the activity has resulted in an increased bee population. In addition seeds would be gathered from the restored wildflower meadows to be added to the Kew Gardens seed bank.

**Peat Restoration** – Environment Agency funding has supported peatland restoration work at Brown Syke on the Abbeystead estate and the AONB Unit has managed the project implementation on behalf of the Agency. A second bid for funding from Pennine Peat Life has been unsuccessful, despite having addressed feedback from the previous failed bid, and it is intended to lodge an appeal against the decision.

**Champion Bowland** – Recent grants had been used to provide a new shelter at Dunsop bridge, a moth trap for St Johns Church 'Church goes Wild' group and scythe training for the Friends of Beacon Fell to help produce a wildflower meadow.

The Sustainable Tourism Forum and Bowland Experience Ltd AGM had been held in November 2015 and provided an opportunity for representatives from local businesses to meet and share ideas/experiences.

A logo had also been produced for use by Bolton-by Bowland, Gisburn Forest and Sawley Parish Council to emphasise that they are parishes within the AONB.

**Rail Interpretation** – The AONB Unit was working with partners to produce information for display at 4 railway stations on the 'Bentham Line' to inform rail users of the variety of places to visit, eat and stay within the Forest of Bowland.

**Bowland Revealed** – The Arts Council funded project aimed at engaging populations in and around the AONB had been successful with over 1,800 participants, many of whom would hopefully visit the AONB in the future.

**Bowland Land Managers Forum** – Was currently considering areas within the AONB which potentially would be able to support populations of Black Grouse in the future. This work will be dependent on securing funding/resources and also the success of the current breeding season to allow translocation of birds from core populations within Northern England to take place in 2016/17.

**Northern Upland Chain Farmer Panel** – Work was underway to establish a panel to give Pennine upland farmers a voice at strategic levels within Government and government agencies such as Natural England (similar to the South West Uplands Federation in Cornwall, Devon and Somerset). The Forest of Bowland will be offered two places on the panel and it is anticipated that local farmer groups will be able to nominate representatives to take up these places.

A prospectus was also being developed to encourage natural capital investment from corporate interests into peatland restoration and woodland planting to help improve their carbon footprint while benefitting the AONB.

**Undergrounding** – The AONB continued to work with Parish Councils to identify locations where overhead power lines can be moved underground in order to improve visual amenity. The AONB will continue to work with Electricity NW Ltd to bring forward new schemes

**National Association of AONB** – the next scheduled Conference will be held in Shropshire in June, 2016 and will have a health and wellbeing theme.

Elliott also presented the draft AONB Unit Business Plan for 2016/17 which represented an ambitious programme of activity whilst recognising the current economic climate.

**Resolved:**

1. That the AONB Unit activity report for October 2015 to April 2016 as presented and the updates given at the meeting are noted.
2. That the AONB Unit Business Plan for 2016/17 as presented, is approved.

**8. Pendle Hill Landscape Partnership Update**

Cathy Hopley, Development Officer, informed the meeting that the AONB had been successful in securing £156,400 grant aid from the Lottery Heritage Fund towards the Pendle Hill Landscape Partnership scheme.

A Phase 1 habitat survey, traditional boundaries survey and a landscape character assessment for the Landscape Partnership were being planned together with an Audience Development Plan, aimed at attracting visitors from a wider audience.

Cathy also reported that an application had been submitted to Natural England for Countryside Stewardship Facilitation funding towards the establishment of a Pendle Farmers Network to help engage with farmers and landowners to improve collaboration and help Countryside stewardship deliver outcomes at a landscape scale.

**Resolved:** That the report is noted.

**9. Urgent Business**

David Kelly informed the Committee that for a number of years a concessionary footpath had existed which enabled walkers travelling along the Ribble Way to avoid having to make a detour into Hurst Green. However, last autumn access to the concessionary route was suddenly withdrawn by the land agent and as a result walkers were now forced to go into Hurst Green.

While access to Marl Hill Moor was by a public right of way, other sections of the route were only available by agreement and a short gap now existed, effectively making the route onto the Moor a cul-de-sac with access only available from Crag Hill. David suggested that either a new footpath or a concessionary route needed to be established to bridge the existing gap in the network and provide access to the Moor. If the latter

approach was to be used it was suggested that any agreement should be for 20 years so that the concessionary route would appear on the OS Map.

It was noted that the issue had been raised at both the Public Rights of Way Access Forum and with the County Council Countryside Service.

**Resolved:**

1. That the Chairman raise the issue with officers at the County Council to clarify what, if any, action the County Council can take in relation to access to Marl Hill Moor.
2. That David Kelly be requested to produce a list of priority routes within the AONB for consideration by the Committee.

**10. Date of Next Meeting**

**Resolved:** That future meetings of the Committee be held at 2.00pm on the following dates:

Thursday 13<sup>th</sup> October 2016 at a venue to be arranged in Preston.  
Thursday 20<sup>th</sup> April 2017 at a venue to be arranged in Craven.

Mike Neville  
Democratic Services

Lancashire County Council  
County Hall  
Preston



## Revised Estimates 2016/17 and Revenue Budget 2017/18

(Appendix A refers)

### Issue for consideration

- a) Revised Estimates 2016/17
- b) Revenue Budget 2017/18

### Background

The budget provision for the Forest of Bowland AONB Joint Advisory Committee is funded by eight constituent local authority partners and grant from Defra, which is also enhanced by additional and contribution from United Utilities.

A core team is established from this budget provision, to assist in the delivery of the statutory AONB Management Plan on behalf of the Joint Advisory Committee and the local authorities. The AONB Unit continues to work to a 3-year business plan (2016 - 2019), on which partners are consulted to ensure it reflects local priorities for the AONB.

#### a. Revised Estimates 2016/17

The costs of the Partnership are managed as part of the Lancashire County Council's 'Devolved Financial Management' scheme. Since Committee approval of the 2016/17 estimates in October 2015 and support for the contributions requested from funding partners, it is understood the full requested contributions will be met.

Defra advised in January 2016, that the grant offer for 2016/17 was £211,723.

The contributions advised by the constituent local authorities for 2016/17 were as follows: -

	£
Craven District Council	6,800
Lancaster City Council	6,800
Pendle Borough Council	6,800
Preston Borough Council	6,800
Ribble Valley Borough Council	6,800
Wyre Borough Council	6,800
Lancashire County Council	40,800
North Yorkshire County Council	6,800

The net effect of any changes allows an AONB Projects programme totalling £96,412 to be delivered in 2016/17.

The revised estimates take account of any changes (see Appendix A, Column 3) in comparison with the Original Estimates in Column 2. The principal revision relates to an estimated reduction in salary costs due to the secondment of the Development and Funding Officer to the Pendle Hill Landscape Partnership, funded by the Heritage Lottery Fund. This saving the AONB Unit to contract support services to temporarily 'backfill' the Development and Funding Officer post and provide limited maternity cover for Sustainable Tourism Officer.

In addition, since last reported in October 2015, the AONB Unit has been successful in obtaining the following additional funding to support delivery of projects within the area:

<b>Project</b>	<b>£</b>	<b>Organisation</b>
Pendle Hill Landscape Partnership	102,500	Heritage Lottery Fund and Arts Council England
Peatland habitat restoration and facilitation and support for LPP, incl. Pennine Peat LIFE funding bid re-submission	65,000	Environment Agency
Wildflowers for the Meadows	20,000	Lancashire Environmental Fund
AONB Discovery Guide	3,500	Business adverts taken by members of Bowland Experience Ltd.
<b>Total</b>	<b>191,000</b>	

## **b. Revenue Budget 2017/18**

### Revenue Budget 2017/18

This section sets out in Appendix 'A' column 4, the costs associated with the Partnership's projects and management service in 2017/18, including estimated pay and price levels.

Provision reflects the new core team of 4 full-time equivalent posts, operational budgets for core activities and projects:

- Principal AONB Officer
- Development and Funding Officer (incl. contract support service costs up to September 2017)
- Sustainable Tourism and Communications Officer
- Projects and Events Officer

Total Partnership income from contributions has been included in the budget for 2017/18 based on estimated contributions from funding authorities, equivalent to maintaining the requested contribution for 2016/17. In addition, it is also based on a continuation of a contribution from United Utilities, matching the level requested district/borough councils.

Income in respect of grant support from Defra towards core costs and projects costs has been included on the basis of a further inflationary increase on 2016/17 grant offer.

It is also assumed that the Defra grant for 2017/18 will continue to be a single grant offer to be used in ways which the AONB Partnership considers will deliver the best performance in terms of achieving delivery of the Management Plan, without restrictions placed on the percentage of grant to each area of supported activity.

Therefore, the level of provision for 'Projects' is based on the resources estimated to be available to the Partnership after providing for the staffing of the AONB Unit at the existing office base, plus related core activities costs.



The attention of the Committee is drawn to the following:

### **1. Gross Expenditure**

It is proposed that total expenditure be £360,903 in 2017/18. The total expenditure results from providing for the effect of increased pay and prices, staff increments (where applicable), employers national insurance and superannuation contributions, host authority support costs and reflecting a level of provision for 'Projects'.

### **2. Income**

Defra grant for 2017/18 towards core costs and projects costs of £215,364 reflects an inflationary increase on grant offer for 2016/17.

A contribution of £6,800 from United Utilities has been included, on the basis that the company will maintain a level of contribution equivalent to that of the district/borough councils.

### **3. Net Expenditure**

The £310,564 net cost of management services is based on maintaining the level of contributions from the funding authorities requested for 2016/17. It is essential that the funding authorities are notified of the planned AONB Partnership expenditure and requested to make due provision in their own estimates.

### **4. Additional Resources**

It should also be noted that, as normal, resources from other funding bodies for projects in AONB will be sought during 2016/17 (e.g. Lottery funds, European Union, Government Agencies, Lancashire Environment Fund), which are over and above the Partnership budget provision and this will continue into 2017/18.

Furthermore, the AONB Unit contributes to the generation of additional schemes and projects in liaison with organisations operating in the area e.g. local authority countryside services or rivers trusts.

### **Decision Required**

The Committee is requested to:

- i) note the 2016/17 Revised Estimates
- ii) approve the 2017/18 Revenue Budget as set out in the report
- iii) subject to the approval of (ii) above, to request the funding authorities to make appropriate provision in their revenue budgets



## Forest of Bowland AONB Team Activity Report (April – Oct 2016)

Activity title	Action	Start date	End date	Description	Expected outcomes of activity	Partners	Other Partners
Volunteer Promoted Route Monitors	Action 3.1A	Sun, 1 May 2016	Fri, 30 Sep 2016	Refresher training session held for volunteer path monitors in August 2016 and recruitment of new volunteers progressed during the summer. Now 19 volunteers taking part in promoted route monitoring.			
Bentham Rail Routes	Action 3.1A	Mon, 23 May 2016	Mon, 23 May 2016	Four promoted "rail route" walks from stations along the Bentham Line now available as downloads on the website: Wennington; Bentham; Clapham and Giggleswick		<ul style="list-style-type: none"> <li>Community Rail Partnerships</li> </ul>	
Pendle Hill Visitor Management Plan	Action 3.1E	Mon, 1 Aug 2016	Mon, 31 Oct 2016	Fourth Street Consultancy have been employed to develop the Visitor Management Plan for Pendle Hill Landscape Partnership. This includes assessment of strategic routes for improvement or upgrade.	Draft Visitor Management Plan is expected in early December 2016		
Pendle Hill Communications Strategy	Action 4.4A	Wed, 31 Aug 2016	Wed, 31 Aug 2016	A new communications strategy for the Pendle Hill LPS has been commissioned during summer 2016 as part of the			

Activity title	Action	Start date	End date	Description	Expected outcomes of activity	Partners	Other Partners
				development phase. The objectives of this new strategy take into consideration the wider AONB context.			
National Association for AONBs Communications Strategy	Action 4.4A	Wed, 31 Aug 2016	Wed, 31 Aug 2016	The Forest of Bowland has also adopted the NAAONB Communications Strategy which has been updated during 2016 for the family of AONBs to adopt and utilise. The strategy highlights key AONB messages that can be used by all.			
Merchandise to raise funds for Champion Bowland	Action 2.3J	Wed, 31 Aug 2016	Wed, 31 Aug 2016	<p>Since April the AONB team, along with Champion Bowland Trustees and Bowland Experience Directors have been meeting with the Bowland Clothing Company to develop new merchandise to help raise funds for Champion Bowland. 60% of the profits from the sales of the new merchandise will be donated to Champion Bowland - these funds are then awarded to local projects which benefit the environment, local communities and visitors.</p> <p>The new merchandise will be launched in the autumn at either the fundraiser and/or the tourism forum and will promoted via the new AONB web shop</p>			

Activity title	Action	Start date	End date	Description	Expected outcomes of activity	Partners	Other Partners
				<a href="http://forestofbowland.com/Forest-Bowland-AONB-Shop">http://forestofbowland.com/Forest-Bowland-AONB-Shop</a>			
Dark Sky Friendly Businesses	Action 2.4A	Wed, 31 Aug 2016	Wed, 31 Aug 2016	Alongside Discovery Site developments we have developed a 'Star Tips for Profit' workshop that Bowland Experience members can attend, to learn how to promote the opportunities of dark sky tourism. By attending the workshop and completing a business audit, tourism businesses can apply to the AONB for 'Dark Sky Friendly' Business status. 6 businesses attended a workshop held at the Spread Eagle, Sawley in April 2016, and a further workshop is scheduled for October.			
Re-invigorating the BEx network	Action 2.4B	Wed, 31 Aug 2016	Wed, 31 Aug 2016	It was agreed by the BEx Directors at their board meeting on 10 May that they would divide membership between them to enable each to make contact with a number of members in their areas. Both Hetty Byrne & Mike Pugh have produced prompt sheets and resources for the Directors to take with them to support these visits, highlighting current projects and activities. The Directors also			

Activity title	Action	Start date	End date	Description	Expected outcomes of activity	Partners	Other Partners
				agreed to ask members to complete an up to date contact details form, and that they would then submit these changes online via the AONB website.			
Launch of Bentham Rail Routes interpretation boards	Action 3.4E	Wed, 31 Aug 2016	Wed, 31 Aug 2016	<p>During the spring, working with Bentham Community Rail Partnership and Northern Rail, the AONB have developed new information boards at Giggleswick, Clapham, Bentham and Wennington railway stations. The Bentham Line train stations are ideal gateways into the AONB and provide the opportunity for visitors to explore by bike or on foot. The interpretation boards, as well as providing links to walking and cycling routes, highlight information about the wildlife, vibrant communities, dark skies and tourism businesses, to entice visitors to stay longer and experience the fantastic opportunities the area has to offer. The boards were launched at Clapham Station at an event held on 24th May.</p> <p>Gerald Townson, chair of the Bentham Line Community Rail Partnership (CRP) commented: <i>“The Bentham Line, which links</i></p>			

Activity title	Action	Start date	End date	Description	Expected outcomes of activity	Partners	Other Partners
				<p><i>Leeds in the east to Lancaster and Morecambe in the west, skirts the northern edge of the marvellous Forest of Bowland. The train makes it easy for people to visit and help keep their journey environmentally friendly. These areas of unspoiled natural beauty need to be maintained that way for future generations, and using the train helps to achieve that. They offer a wealth of opportunities for everyone to enjoy them and help look after them."</i></p> <p>For further information visit:  <a href="http://forestofbowland.com/Bentham-Line">http://forestofbowland.com/Bentham-Line</a></p>			
Events attended during 2016	Action 3.6B	Wed, 31 Aug 2016	Wed, 31 Aug 2016	<p>The AONB and Champion Bowland trustees attended Cloudspotting music festival at Gisburn Forest in July, to highlight the work of the Networks 4 Nectar project. This included running a children's pebble painting activity and inviting families to look at the successful meadow restoration work that has been carried out at Stephen Park.</p> <p>The team also attended Clitheroe Food Festival in August and again ran some</p>			

Activity title	Action	Start date	End date	Description	Expected outcomes of activity	Partners	Other Partners
				children's activities - stone wall building and wildlife spotting. This is a useful event to engage with new family audiences visiting the area.			
New AONB website images	Action 3.5C	Wed, 31 Aug 2016	Wed, 31 Aug 2016	During 2015-16 we been collecting new images via the upload facility on the website, which has proved popular and has provided us with some quality, new images to use in our communications. Also, as part of the development of the 2017 Discovery Guide working with feature writer Mark Sutcliffe, we now have a new stock of images related to the feature articles.			
Green Accreditation	Action 2.2E	Wed, 31 Aug 2016	Wed, 31 Aug 2016	<p>During May 2016 after a re-accreditation visit, the following BEx businesses retained their Green Tourism awards:</p> <ul style="list-style-type: none"> <li>• Mytton Fold Hotel - Gold</li> <li>• Malkin Tower - Gold</li> <li>• Quernmore Valley Cottages - Silver</li> </ul>			
Lancashire Tourism Data	Action 2.2F	Wed, 31 Aug 2016	Wed, 31 Aug 2016	During the summer 2016 Marketing Lancashire have been carrying out			



Activity title	Action	Start date	End date	Description	Expected outcomes of activity	Partners	Other Partners
				Lancashire-wide visitor surveys (a piece of work that was identified as important, as part of the development of their Destination Management Plan). The Forest of Bowland and other tourism partners were consulted as part of the development of this work. The results will be disseminated later in 2016.			
2016 Sustainable Tourism Forum	Action 2.2I	Wed, 31 Aug 2016	Wed, 31 Aug 2016	The next forum will be held on Wednesday 23rd November at the Spread Eagle, Sawley. Tourism partners and businesses are encouraged to join us for this annual event, which will follow the AGMs of Bowland Experience and Champion Bowland.			
Photo Sharing	Action 3.4A	Wed, 31 Aug 2016	Wed, 31 Aug 2016	The photo sharing part of the website has proved very popular, with around 200 images shared during 2015/16 <a href="http://forestofbowland.com/visitor-photogallery">http://forestofbowland.com/visitor-photogallery</a> A number of these images were then selected in May 2016 to be included in a 2016 AONB calendar. Profits from the calendar are being donated to Champion Bowland, so enable them to continue to support local projects which benefit the			

Activity title	Action	Start date	End date	Description	Expected outcomes of activity	Partners	Other Partners
				environment, local communities and visitors.			
New Forest of Bowland website shop	Action 3.4A	Wed, 31 Aug 2016	Wed, 31 Aug 2016	A new shop page has been added to the AONB website to enable sales of the 2017 AONB calendar and also the anniversary scrapbook. Both of these link to payment options via PayPal <a href="http://forestofbowland.com/Forest-Bowland-AONB-Shop">http://forestofbowland.com/Forest-Bowland-AONB-Shop</a>			
2017 AONB Discovery Guide	Action 3.4C	Wed, 31 Aug 2016	Wed, 31 Aug 2016	The 2017 Discovery Guide is currently being developed. The tourism business advertising space for BEx businesses sold out very quickly and provides match funding of £4,000 towards the production of the guide. During the summer 2016 we've been working with a local feature writer to develop some exciting new articles such as dog-friendly Bowland, dark skies, ale and teashop trails, a Bowland Choral feature and local character profiles - look out for the launch early in 2017, it's set to be a fantastic new guide to the area!			
AONB Brand	Action	Wed, 31	Wed, 31	This will be investigated during 2017 as part			

Activity title	Action	Start date	End date	Description	Expected outcomes of activity	Partners	Other Partners
Refresh	3.5A	Aug 2016	Aug 2016	of the Pendle Hill LPS development phase and the development of a Communications Plan for this new project. The brand refresh will provide an identity for the Pendle Hill project, sitting under the overarching brand of the AONB.			
AONB Annual Report 2015-16	Action 4.4D	Fri, 30 Sep 2016	Fri, 30 Sep 2016	The Forest of Bowland AONB Partnership Annual Report for 2015/16 has now been produced and is available on the AONB website. Cover image by Alastair Lee.			
Pendle Hill Visitor Survey	Action 4.3F	Tue, 4 Oct 2016	Tue, 4 Oct 2016	A visitor survey was carried out in the Pendle Hill area over August 2016.			
BARS2	Action 4.3C	Tue, 4 Oct 2016	Tue, 4 Oct 2016	We have been notified by Natural England that BARS2 has now been closed, so further updates will be impossible			
AONB Boundary sign refresh	Action 3.5D	Tue, 4 Oct 2016	Tue, 4 Oct 2016	10 AONB Boundary signs were repainted this summer, in male hen harrier plumage!			
Ecosystem	Action	Tue, 4 Oct	Tue, 4 Oct	We are currently developing a project within			

Activity title	Action	Start date	End date	Description	Expected outcomes of activity	Partners	Other Partners
Services Research	1.2C	2016	2016	the Pendle Hill LPS which will aim to establish the true 'value' of a landscape in terms of its natural capital, including the benefits it provides to the economy and to health and wellbeing			
Wildflowers for The Meadows (W4M) project	Action 2.3B	Wed, 12 Oct 2016	Wed, 12 Oct 2016	W4M is a 12 month project funded by Lancashire Environmental Fund in which 6 community groups are being supported with funding, training and on-site support to become proficient in the production of plug plants for the meadow sites they are looking forward. The project is also producing 4 instructional films as a legacy product to ensure that training material can be accessed into the future. The groups supported are: Lancaster Beekeepers Community Pollinator Patch Group; Slaidburn Guides; St James' school, Clitheroe; Friends of Spring Wood; Friends of Beacon Fell; Chipping in Bloom.		<ul style="list-style-type: none"> <li>• Friends groups</li> <li>• Lancashire Environmental Fund</li> <li>• Landowners/farmers</li> <li>• LCC Ranger Service</li> <li>• YDMT</li> </ul>	
EU LIFE+ bid for Pennine Peat LIFE	Action 1.3E	Wed, 12 Oct 2016	Wed, 12 Oct 2016	In autumn 2014 an £8M EU LIFE+ bid covering the whole of the Pennine Chain (and including £1.4M of work in Bowland over 8 sites) was submitted. In the summer of 2015			

Activity title	Action	Start date	End date	Description	Expected outcomes of activity	Partners	Other Partners
				<p>we had word that whilst the bid passed the threshold, there was insufficient budget available to fund the work. With very positive and detailed feedback, the decision was made to resubmit in Autumn 2015. The revised bid has £1.14M on three sites in Bowland, with the decision due in summer 2016.</p> <p>Update - the second submission was rejected and the decision was taken to try a third time.</p> <p>This submission was made in September 2016, with reduced EU LIFE+ funding request. The decision is due in mid-2017.</p>			

General Press	Action 4.4B	Wed, 19 Oct 2016	Wed, 19 Oct 2016	<p>Press releases produced for:</p> <p>2014/15: Bowland Scrapbook launch; GTBS accreditations; Discovery and Festival Bowland guide launch; SDF launch</p> <p>2015/16: Museum of Lancashire Exhibition; Rate My View; Bowland Scrapbook; SDF launch; Dark Sky Discovery Sites; Discover/Festival Bowland 2016 launch; Family-friendly Bowland; Outstanding Week 2015; NAAONB/NPE Accord (on behalf of NAAONB); 2016 Hedge Laying Competition</p> <p>2016/17: Champion Bowland charity auction; Champion Bowland charity calendar; Pendle Hill Detectives</p>			
Festival Bowland 2017	Action 3.6A	Wed, 19 Oct 2016	Wed, 19 Oct 2016	<p>The Festival Bowland 2016 programme is now coming to a close, with only five events left to run. Of the 90 events in the brochure we have received attendance figures for 48 of them to date. These show that, over these 48 events, there were approximately 1241 attendances. These figures range from large scale "open gardens" attracting 100+ people, to guided walks with single figure visitors.</p> <p>Preparation for the Festival Bowland 2017</p>			

				programme is now underway.			
Friends of Bowland promotion	Action 2.3G	Wed, 19 Oct 2016	Wed, 19 Oct 2016	Friends of Bowland article included in both 2014 and 2015 Discover Bowland guides with advert included in 2016 guide and plans to include again in 2017.			
Festival Bowland press	Action 4.4B	Wed, 19 Oct 2016	Wed, 19 Oct 2016	<p>Press releases produced for:</p> <p>2014: Learn to Scythe; Spring events; Celebrating Summer in Bowland</p> <p>2015: Star Gazing event; Archaeology Walk; Family-friendly Summer; New Laund Trumper Days; Rathmell Heritage Ramble; Scything &amp; Coronation Meadows; Summer in Wyre; Cloughton Hall Estate Walk; Lord of Bowland 5th Annual Lecture; Lord of Bowland YFC Lecture (on behalf of Lord of Bowland)</p> <p>2016: Easter events; New Laund Farm Trumper days; Lord of Bowland lecture; Pendle Hill Walks (x2); Sheltering Memory; Spring Bird Walk; St. Mary's Church Tour</p>			
LCC Supplementary Planning Guidance for Ecology and Landscape	Action 1.7C	Mon, 24 Oct 2016	Mon, 24 Oct 2016	Contact with LCC Planning Policy service manager confirmed that there are now no plans to revise LCC supplementary planning guidance for ecology and landscape.			





## Pendle Hill Landscape Partnership

### Update to JAC November 2016

#### Objectives of the Development Phase

As agreed with Heritage Lottery Fund, these are to:

- Appoint a Development Officer
- Review the landscape character assessment for the project area
- Undertake consultation and 'Gathering' events
- Develop the scheme and individual project proposals under the headings of Environment, Economy and Everyone
- Raise match funding for at least year 1 of the Delivery Phase (due to start April 2018)
- Develop and produce a Landscape Conservation Action Plan (LCAP) and stage 2 application to HLF (to be submitted September 2017)

#### Progress to date

##### 1. Development commissions

These are now all let bar one (Evaluation, which will come later in the development phase):

- In-Situ Arts** have been appointed to manage the arts development activity – this has involved managing three artistic commissions which will gather information to help build our 'Pendle Hill Story Map' and the **Audience Development Plan**. This will be drafted before Christmas and will be presented to the next Board meeting in February 2017. The summer arts workshops 'Fields on Prescription' have been very successful. In Situ will also support local artists' professional development, draw up artists' briefs for years 1 &2, and submit applications for match funding for the Delivery Phase by the end of their contract, next summer.
- Rigby Jerram** has been appointed as the contractor to carry out a **habitat and boundaries survey** of the LP area. He has now completed the foot survey and has begun digitising his mapping. Next he will begin to analyse his findings and draw up action plans for the delivery phase – he will bring a report to the next Board.
- Robin Gray** has completed his work carrying out and reviewing the **Landscape Character Assessment** of the LP area, and confirming the project boundary.
- Countryscape** are developing a **Communications Strategy and Interpretation Plan** for the programme. The next step is an interpretation plan which will identify and cost out communications activity for each of our planned projects – eg leaflets, information panels, digital applications and web resources such as downloadable walks and information guides. This will be prepared for June 2017.
- UCLAN** (University of Central Lancashire) let an internship with us, and Mike Woods spent 8 weeks of the summer doing research with us, both desk and site based, to identify suitable sites for **community archaeological** study in the LP area. His report will be ready soon and will identify sites worthy of further research, some of which we hope to look at next summer with another intern.

- vi. **Fourth Street & Heritage Naturally** are conducting a **Visitor Management Plan**, identifying key routes of concern and developing plans for visitor gateways and dispersal.
- vii. **RJS Associates** are carrying out a **Tourism scoping study** to identify baseline statistics on the visitor economy locally, and to assess a number of potential projects for delivery and funding.
- viii. **Burnley, Pendle and Rossendale CVS, working with Hyndburn & Ribble Valley CVS** are now working on drawing up a **volunteer handbook** and set of policies for the programme
- ix. **GeoLancashire** are preparing a **Geodiversity Plan**, identifying suitable sites and projects for research and delivery.

## 2. Match Funding

We are currently preparing ideas for submission as Expressions of Interest to the LEADER funding stream this winter and next spring. A Funding Plan has also been prepared to guide and plan other applications we need to submit next year.

## 3. Programme and Project development work

- i. We have held a follow-up Farmers Network to discuss our next application to Natural England for Facilitation Funding in 2017. The group is very keen to be involved with the LP scheme and the resources it may bring them for land management via the Biodiversity, Traditional Boundaries, Volunteering and Trainees projects; they will also be encouraged to support arts, archaeology and outreach projects on their land.
- ii. I have met with the Dry Stone Walling Association to discuss their role in the delivery of the Traditional Boundaries project
- iii. We are having a number of discussions with Natural England and local Universities about the 'What's a Hill Worth' project and hope to establish a research question and project lead soon.
- iv. Lancashire NHS Care, Community Restart team are very keen to be involved in our Outreach project and are hoping to deliver it in partnership with us, bringing in up to £50,000 worth of staff time (gift in kind). We are planning to run a pilot project with them in the summer of 2017
- v. A group of volunteers has been established and will begin a programme of activity soon to support projects such as traditional boundaries, access, and outreach.
- vi. A proposal to run a 'Landscape & Heritage Festival' has been received and we hope to work this up into a project to replace the 'Around the Houses' idea. This will be led by Pendle Heritage Centre, working with a number of local history groups, and will be a week-long festival held once a year.
- vii. We have met with Mid Pennine Arts to discuss them leading the 'Pendle Radicals' project
- viii. Jayne Ashe has been appointed as our Graduate Trainee and she started work in October. Jayne is a recent graduate from Sheffield University where she gained a 2i MBiolSci in Biology with Conservation and Biodiversity. She lives near Blackburn and

attended Clitheroe Royal Grammar school. Some of her first tasks will be to assist with setting up the volunteering group, supporting the audience development and outreach work, and developing the Story Map project.

- ix. We have set up a Programme Steering Group to work with Cathy, Jayne and Elliott to provide advice on some key issues around funding and partnership working.

