

An outstanding landscape of natural and cultural heritage (OL)

OLI Provide advice, training and support to promote sustainable land management practices; helping to safeguard the natural and cultural landscape of the AONB				
We will:	2011/12	2011/12 Quarter 4 Update	AONB Mgmt. Plan Links	Staff lead(s)
OLI.1 Provide advice and guidance to land managers on appropriate woodland management and planting within the AONB landscape	On-going	Completed	4.1B, 4.3A	DP/TW
OLI.4 Encourage the return of semi-improved rough pasture to grass moorland and upland heath	Regular meetings with NE HLS Advisors	Completed	2.2B	DP/TW
OLI.5 Encourage the conservation and enhancement of wet flushes, mires and wet acid grassland	Regular meetings with NE HLS advisors	Completed	2.2C	DP/TW
OLI.7 Strengthen working relationships with key stakeholders for river catchment management (e.g. Environment Agency, United Utilities and River and Catchment Trusts) to encourage sensitive management of riverbank habitats for biodiversity and landscape.	Initial liaison meeting established	Completed – meetings with Ribble Rivers Trust and Env. Agency held to foster closer working	5.1A, 5.2A	EL/DP

OL2 Continue a strategic programme of restoration and re-establishment of traditional boundaries (e.g. hedgerows, dry stone walls, railing fences); allied to provision training opportunities to promote skills associated with these traditional boundaries.				
We will:	2011/12	2011/12 Quarter 4 Update	AONB Mgmt. Plan Links	Staff lead(s)
OL2.1 Deliver an annual programme of traditional boundaries projects	6 projects delivered	Completed	1.2H, 1.4J, 2.4B, 3.2C, 4.1A	DP/TW
OL2.2 Promote training opportunities in hedge-laying and walling (including schools and vocational training)	2 training opportunities promoted	Completed	13.1B	DP/TW
OL2.3 Develop and promote hedge-laying and walling competitions	1 event held	Completed	13.1B	DP/TW
OL2.4 Respond to community desire to restore roadside railings	As requests are received	No requests received – discussed as part of new Parish Lengthsman Schemes	14.2A	DP/TW

OL3 Work in partnership to facilitate and promote the management and restoration of priority habitats within the AONB; in particular those habitats identified as more vulnerable in the AONB Climate Adaptation Plan				
We will:	2011/12	2011/12 Quarter 4 Update	AONB Mgmt. Plan Links	Staff lead(s)
OL3.1 Carry out research and mapping to identify the extent of peat and blanket bog in the AONB, and the location/extent of restoration projects	Attend Lancashire Peat Partnership (LPP) meetings Work with LPP to develop AONB plan for conserving and enhancing blanket bog, including collection of monitoring data	Meetings attended Completed	2.1A	CH/TW
OL3.2 Encourage the restoration of areas of exposed and eroded peat and the conservation and restoration of blanket bog and mosaic of moorland dwarf shrub species	Regular meetings with NE HLS advisors and landowners	In progress to be completed in 2012/13	2.2A, 2.1C, 2.1D	DP/TW
OL3.3 Encourage good practice in upland heather burning and alternatives; helping to develop a fire prevention strategy and fire plans for the area	Farmer and landowner group discussion held	Completed – inaugural meeting of a Lancashire Fire Operations Group held	2.2B, 2.2H	NO/DP/ TW
OL3.4 Co-ordinate volunteer and professional surveys to identify and monitor species-rich grassland within the AONB	Volunteers identified and survey method	Completed – funding bid to	3.1A	CH

	established	Lancashire Environment Fund submitted		
OL3.5 Identify potential project sites for species-rich grassland creation and enhancement; leading to the development of projects to conserve and enhance this priority habitat, alongside community engagement and education activities	Meeting with key partners held and potential project sites identified	Completed, as part of LEF bid	3.1A	CH
OL4 Work with others, in particular the local authorities, to establish development management and other policies/strategies, which result in positive outcomes for the landscape quality of the AONB				
We will:	2011/12	2011/12 Quarter 4 Update	AONB Mgmt. Plan Links	Staff lead(s)
OL4.1 Provide appropriate advice, support and formal responses to development proposals and consultations on policies/strategies that will affect the AONB and its setting (in particular planning applications, LDF consultations and other local, regional and national strategies)	Appropriate responses provided	Completed	1.1A, 1.1F, 2.3D, 5.3C, 12.3A, 12.3C, 12.3D, 12.4A, 12.4D, 19.3B	EL
OL4.2 Continue a programme of undergrounding of power lines in the AONB with Electricity Northwest	Priority projects list drawn up and projects developed	Priority projects agreed and one undergrounding project completed	12.3D	EL/DP/TW
OL 4.3 Develop an AONB design guide (based on the Landscape Character Assessment) to ensure development is in keeping with and conserves or enhances landscape character (i.e. in terms of appropriate materials, form, setting, scale etc)	Research best practice Establish working	Completed Completed	1.4K, 3.2G, 8.1F, 9.5A, 12.1A, 12.1D	EL/CH

	group			
OL4.4 Liaise with local authority planning officers on relevant AONB planning concerns (landscape character, wind energy, tourism business development)	Periodic meetings held	Completed	12.3B, 12.4C	EL



Resilient and sustainable rural communities (SC)

SCI Continue to support and develop local parish lengthsman schemes within the AONB to assist in the management and maintenance of key community assets				
We will:	2011/12	2011/12 Quarter 4 Update	AONB Mgmt. Plan Links	Staff lead(s)
SCI.1 Support Parish Councils to continue to fund and manage existing lengthsman schemes	AONB policy on future of PL schemes agreed	Completed	8.1E, 10.1C, 16.1C	TW/DP
SCI.2 Prepare an evaluation report on existing parish lengthsman schemes in the AONB	Evaluation completed	Completed	8.1E, 10.1C, 16.1C	TW
SCI.3 Work with Parish Councils to develop best practice (e.g. record-keeping) to help demonstrate best value	Timesheet template developed and distributed to PL schemes	In progress - to be completed in Q1 2012/13	8.1E, 10.1C, 16.1C	TW/DP
SCI.4 Contribute to the development of new pilot schemes being created by Lancashire County Council	Attend meetings and respond to pilot evaluation, where appropriate	Completed	8.1E, 10.1C, 16.1C	TW/DP

SC2 Support and promote local businesses and products to maintain their viability				
We will:	2011/12	2011/12 Quarter 4 Update	AONB Mgmt. Plan Links	Staff lead(s)
SC2.1 Support local businesses, via provision of advice, signposting, training (e.g. access for all, business skills, sense of place), networking opportunities and events	One-to-one advice provided	Completed	6.2D, 10.1B, 10.2A, 11.2A, 11.2B, 17.1A, 19.3D	MP
	2 training events provided	Completed		
	2 business-led events held	Completed		
SC2.2 Continue to provide support for Bowland Experience Ltd. (BEx)	BEx board meetings held	Completed	7.6E	MP
	Provision of information- sharing opportunities for BEx members	Completed		
	BEx promotional items developed	Completed		
	Secure place on AONB	Completed		

	JAC for BEx			
SC2.3 Support the transfer of member of the Sustainable Tourism Network (STN) to BEx	Transfer of members commenced Closure of the STN	Completed Completed	10.2A	MP
SC2.4 Continue to support the development, management and promotion of the Bowland Tourism Environment Fund (BTEF)	Investigate feasibility of 'Gift Aid' for BTEF	Completed	16.2B	MP
SC2.5 Support business 'cluster' development within the AONB (as part of Lancashire Green Tourism Project)	2 business clusters supported	Completed	7.1B	MP
SC3 Continue to promote and manage the Sustainable Development Fund; whilst also responding to local community requests for advice on funding, project management and volunteering				
We will:	2011/12	2011/12 Quarter 4 Update	AONB Mgmt. Plan Links	Staff lead(s)
SC3.1 Manage the Sustainable Development Fund (SDF) to support appropriate, small-scale projects within the AONB, aiming to increase 'match-funding' from external sources; whilst seeking to promote the fund and individual projects and good practice.	SDF panel meetings held All SDF funds committed Funded projects complete and return	Completed Completed – small reallocation to 'Projects' Completed	14.2D, 19.1G	CH

	monitoring information, as required			
	SDF Annual Report produced	Completed		
SC3.2 Provide support to communities seeking project development and funding advice and assistance (e.g. projects to improve provision of rural services, renewable energy projects and local community events)	10 community groups advised/supported	Completed	11.1A, 11.3A, 14.4A, 16.2C, 19.3C	SS/CH
SC4 Continue to develop, support and promote local tourism businesses; building on the AONB's reputation as an internationally-recognised destination for sustainable tourism				
We will:	2011/12	2011/12 Quarter 4 Update	AONB Mgmt. Plan Links	Staff lead(s)
SC4.1 Promote the strong 'brand identity' for AONB visitors, working closely with tourism organisations, visitor information centres, businesses and gateway towns	Sense of Place materials used in variety of formats (e.g. website, exhibition panels, pop-up banners)	Completed	6.2D, 6.3B, 18.4j	HB
SC4.2 Complete the Lancashire Green Tourism Project and continue to support GTBS with tourism businesses in the AONB	Project completed on time and budget	Completed	3.1F, 19.3D	HB

	<p>Project evaluation report produced (including mapping)</p> <p>2 routes downloads from GTBS businesses produced</p>	<p>Completed</p> <p>Completed</p>		
<p>SC4.3 Continue to support and develop appropriate elements of the European Charter for Sustainable Tourism, including support to Charter partners, the Sustainable Tourism Forum, networking within Europarc (particularly within the Atlantic Isles section)</p>	<p>Produce ST partner logo and usage guide</p> <p>Attend EAI/Europarc meetings, as appropriate</p>	<p>Completed</p> <p>Completed</p>	7.6B, 7.6I	HB/MP
<p>SC4.4 Carry out evaluation and monitoring of visitor and tourism enterprise information, in particular visitor pressure, patterns and future markets (including occupancy and satisfaction data)</p>	<p>Visitor survey carried out</p> <p>Business enterprise survey carried out</p>	<p>Completed</p> <p>Completed</p>	8.3B, 8.3C, 18.3B, 18.3C, 18.3D	HB
<p>SC4.5 Deliver familiarisation visits and study tours for tourism businesses and organisations</p>	<p>GTBS familiarisation visit held</p>	<p>Completed</p>	19.1D	HB
<p>SC4.6 Promote and share good practice of the AONB, as a lead partnership in supporting sustainable tourism within</p>	<p>Plan EUROPARC Atlantic Isles Seminar</p>	<p>Completed – event date set for May 1st</p>	9.6D, 18.4B, 18.4C, 18.4G,	CH/HB

Europe's protected areas	on Sustainable Tourism	& 2nd 2012	18.4j	
SC4.7 Continue to promote local produce and farming	Manage and update local produce database	Completed	6.6D, 6.9D, 10.2C	HB
	Support and attend Clitheroe Food Festival	Completed		



A strong connection between people and the landscape (PL)

PL1 Develop, improve and promote access and recreational opportunities for a diverse range of people				
We will:	2011/12	2011/12 Quarter 4 Update	AONB Mgmt. Plan Links	Staff lead(s)
PL1.1 Work in partnership with key stakeholders to improve access in the wider countryside of the AONB; including support for implementation of PRoW Improvement Plans	Regular meetings of Access and Recreation Working Group held	Completed – initial meeting of 'Western Fells' Access Group held	8.1B, 8.1C, 8.1N, 8.1D, 8.1P, 8.2A, 8.3A	NO/TW/DP
PL1.2 Carry out a review of existing AONB promoted routes	Review and completed and acted upon (e.g. some routes no longer promoted)	Completed	6.6G, 8.1J	NO/TW/DP
PL1.4 Develop bridleway links between Gisburn Forest and Settle (Pennine Bridleway National Trail), for North Lancs Bridleway Phase 2 sections and Whitendale bridleway network	Commence landowner negotiations	Commence negotiations in 2012/13	8.1L	TW/DP
PL1.5 Develop 'tramper' access projects	2 projects delivered	Completed	8.1H, 8.2A	TW/DP

PL1.6 Co-ordinate delivery of Fiensdale erosion control project	Project commenced	Completed	2.1B, 2.1C, 2.1D	TW
PL1.8 Ensure use of appropriate ProW signposts in the AONB	Discussions held with LCC & PBC ProW teams	In progress – to be completed in 2012/13	8.1F, 8.1P	NO/TW/DP
PL2 Provide high quality information, communications and events to enable people to enjoy and understand the landscape of the AONB and the work of the AONB partnership				
We will:	2011/12	2011/12 Quarter 4 Update	AONB Mgmt. Plan Links	Staff lead(s)
PL2.1 Co-ordinate and review Festival Bowland (FB)	Co-ordinate FB Steering Group Evaluation of customer feedback completed (via incentivised postcard scheme) Annual review of aims and content of FB completed and acted upon	Completed Completed Completed	7.1A	SS
PL2.2 Publicise Festival Bowland effectively	FB brochure produced	Completed	6.5A	SS

	<p>Monthly FB events posters produced and distributed</p> <p>6 press releases/year produced to promote FB events</p> <p>Create Google calendar for FB events</p>	<p>Completed for FB 2011. Decision to not produce posters for FB 2012</p> <p>Completed</p> <p>Completed</p>		
PL2.3 Support and promote external events that help to deliver AONB objectives	Maintain LOIS database for partner-led events	Completed	6.5B	HB
PL2.4 Management and implementation of the Forest of Bowland AONB brand and graphic standards	<p>Branding guidelines and templates for promotional materials produced</p> <p>Annual review of leaflet stock completed, with option to update and print, where appropriate</p>	<p>Completed</p> <p>Completed</p>	6.1A, 6.1B, 6.2A, 6.4A, 6.4D, 6.8B, 14.2E	HB/SS

	<p>Periodic review of AONB promotional materials against environmental standards</p> <p>Photography competition held to update stock of AONB images</p>	<p>Completed</p> <p>Completed</p>		
PL2.6 Update and replace AONB boundary signs at key visitor 'gateways' to the AONB	6 boundary signs replaced	In progress - signs to be replaced in Q1 2012/13	16.1C	DP/EL
PL2.7 Maintain Brochurelink service	Periodic review of Brochurelink reports carried out	Completed	6.3C	HB
PL2.8 Regularly review and update the content of AONB website, in line with AONB Management Plan objectives and actions	<p>Periodic review and update of route downloads completed</p> <p>3 educational farm profiles developed</p>	<p>Completed</p> <p>Completed</p>	6.4C, 6.6A, 6.6B, 6.6C, 6.6H	HB

	<p>Protocol for inclusion of private enterprises on the AONB website written</p> <p>Website data analysis completed and disseminated</p> <p>Update of website maps completed</p>	<p>Completed</p> <p>Completed</p> <p>Completed – online in Q1 2012/13</p>		
<p>PL2.10 Research good practice in use of emerging technology to help interpret and promote the AONB</p>	<p>Investigate use of social media, podcasting, mobile apps and geo-caching to promote AONB information and events</p>	<p>Completed – Twitter feed established for Festival Bowland and other events. More development planned for 2012/13</p>	<p>6.7A</p>	<p>HB</p>
<p>PL2.11 Source and promote newsworthy stories that promote the AONB and work of the partnership</p>	<p>Quarterly e-bulletin produced and promoted</p> <p>Contacts maintained within local, regional and national media</p>	<p>Completed</p> <p>Completed</p>	<p>6.10C, 14.1C, 18.4A, 18.4F</p>	<p>HB/SS</p>

	4 AONB press releases per year produced	Completed		
PL3 Support local communities and visitors to conserve, restore, enjoy and learn about the heritage of the AONB; and develop programmes of activity which provide opportunities to engage people with the landscape				
We will:	2011/12	2011/12 Quarter 4 Update	AONB Mgmt. Plan Links	Staff lead(s)
PL3.1 Support communities in developing cultural heritage projects of particular local importance or distinctiveness	4 projects delivered	Completed	1.4, 14.2A, 13.1B, 14.2B	CH/SS
PL3.2 Identify funds and partners to help deliver AONB-wide programmes of activity to research, conserve, enhance and interpret the landscape heritage of the AONB	Develop an HLF bid for 'Deerparks' (in conjunction with LCC Designed Landscape Project) Develop young person's arts programme	In progress – possible HLF bid in 2012/13 Completed	1.4, 2.4D, 6.9A, 7.11, 13.1B	CH/SS

A dynamic and effective AONB partnership (AP)

API Work with others to maximise the successful delivery of the AONB Management Plan and effectively monitor progress				
We will:	2011/12	2011/12 Quarter 4 Update	AONB Mgmt. Plan Links	Staff lead(s)
API.1 Participate in a range of fora and networks to represent AONB interests	On-going	Completed	2.2L, 6.9C, 10.2B, 14.1C, 17.1E	All
API.3 Ensure effective and inclusive consultation is carried out on all major AONB strategies and activity	On-going	Completed	14.1A, 15.1	EL
API.4 Manage and promote the interactive management plan (IMP) to ensure regular updating by partners	IMP updated by Unit and partners	Completed	17.1E, 18.1B	HB
API.5 Produce a clear and concise AONB Annual Report	Annual Report produced	Completed	18.4H	SS
API.6 Produce quarterly progress reports on business plan delivery	Quarterly reports produced	Completed	17.1C	EL
API.7 Work with, and support National Association for AONBs (NAAONB) and other protected areas to share best practice and strengthen the status of AONBs locally and nationally	NAAONB events attended Responses made to	Completed	18.4B	All

	information and consultation requests, where appropriate	Completed		
API.8 Support and maintain co-ordinated delivery of services and projects in the AONB in partnership with local authority countryside and environmental projects teams	LCC Env Projects staff attend AONB team meetings, where appropriate Periodic meetings held with local authority and United Utilities countryside staff	Completed Completed	14.2C, 15.1, 17.1G	EL/NO
AP2 Achieve excellence in governance and management of the AONB Partnership and Unit, its people and resources; and helping to identify sustainable future funding to support these.				
We will:	2011/12	2011/12 Quarter 4 Update	AONB Mgmt. Plan Links	Staff lead(s)
AP2.1 Ensure effective and productive functioning of AONB Joint Advisory Committee and its working groups, with agreed terms of reference	2 JAC meetings, 3 to 4 funders group and regular working group meetings held	Completed	15.1A, 15.1B, 15.1D	EL
AP2.2 Hold regular meetings and correspondence with AONB funding partners to ensure AONB Partnership and Unit are delivering against partners' key corporate objectives	Funders group meeting re-established	Completed	16.1F	EL
AP2.3 Continue to support and work with NAAONB (as part	NAAONB meetings,	Completed	16.1A	EL/NO

of the tri-partite agreement with Defra and Natural England) to lobby for retention of secure, long-term funding arrangements for AONBs	seminars and conferences attended, where appropriate			
AP2.4 Ensure that a formal 'Memorandum of Agreement' (MoA) is in place between Defra and AONB partners	4-year MoA signed and adopted by all AONB partners	In progress – to be signed by partners in Q1 2012/13	16.1F	NO/EL
AP2.5 Review audit of potential future funding opportunities for the AONB (commenced in late 2010/11)	Audit reviewed and acted upon	Completed	16.1B	CH/EL
AP2.6 Develop a fund-raising strategy for the AONB partnership, investigating closer working with neighbouring protected areas (e.g Arnside and Silverdale AONB) on strategic funding bids	Investigate alternative forms of governance to assist in fund-raising (Friends of, Trusts etc) Discussions held with neighbouring protected areas	Completed Completed	15.1A, 16.2A	CH/EL
AP2.7 Aim for excellence in management of the AONB Unit	Productive fortnightly team meetings, 1:1 meetings, employee PDRs and team building activities carried out	Completed	15.2A	NO/EL

AP2.8 Provide structured training opportunities to AONB Unit and representatives	Staff training identified and attended	Completed	15.2C	NO/EL
AP2.9 Annually review and update three-year AONB Unit business plan	Annual review and update completed	Completed	15.2B, 17.1C	EL
AP2.10 Promote good practice in project management (incorporating best value, monitoring and evaluation, sustainability and involving volunteers)	Staff training identified and attended. Project management guidelines developed, where appropriate	Completed	17.1F, 18.1C, 18.1D	NO/EL
AP2.11 Implement AONB Unit environmental policy and action plan	Carbon reduction targets met	Completed	19.1J	CH