

Cornwall

Area of Outstanding Natural Beauty

Delivery Plan
2011 - 2016

Safeguarding our landscape's beauty & benefits for future generations





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Delivery Plan

2011 - 2016

- 4 Landscape & Seascape
- 6 Planning & Development
- 9 Climate Change & Energy
- 10 Biodiversity & Geodiversity
- 12 Community & Economy
- 14 Farming, Food & Forestry
- 16 Heritage & Culture
- 18 Rivers, Coast & Marine
- 20 Sustainable Tourism
- 22 Transport & Access

Partnership delivery

The Cornwall AONB Management Plan runs from 2011-2016. The Delivery Plan sets out the key areas of work for the Cornwall AONB Partnership and the Cornwall AONB Unit for the next 5 years.

Strategic work areas

- Landscape & Seascape
- Planning & Development
- Climate Change & Energy
- Biodiversity & Geodiversity
- Community & Economy
- Farming, Food & Forestry
- Heritage & Culture
- Rivers, Coast & Marine
- Sustainable Tourism
- Transport & Access

AONB Unit support for the Partnership in delivering the Cornwall AONB Management Plan 2011-2016 will include:

- Undertaking ancillary activities to support the work of the Partnership including organising partnership groups and meetings, officer/ technical groups and meetings and project groups and meetings
- Having a role in provision of specialist advice to AONB Partners and others with regard to landscape and planning matters
- Providing guidance or organise training for staff in Partner organisations and will attend other forums and groups at county, regional and national levels
- Monitoring the work undertaken by Partners and other organisations toward delivering management plan actions
- Having a direct role in delivering certain management plan actions
- Having a role in aspects of communications and marketing as set out in the Cornwall AONB Partnership Communications Plan, the dissemination of AONB information, monitoring of landscape condition using a set of defined landscape indicators and the management of Partnership finances.



Delivery Plan purpose

The Management Plan and Delivery Plan set out actions over a five year period to be delivered by Partners across a range of topic areas. This Delivery Plan gives those actions short, medium and long term time-scales and identifies lead partners. The Delivery Plan also identifies measures of progress and the role of the Cornwall AONB Unit.

Cornwall AONB Partnership Annual Action Plan

A brief annual 'Cornwall AONB Partnership Action Plan' will detail actions for a two year rolling period. This will add more detail about how actions may be delivered, identify supporting partners and indicate the level of financial resources which may be required. The Partnership will prioritise those actions and provide realism about which actions can be delivered, given the current social, political and economic climate.

Activity reporting

The Delivery Plan provides the structure upon which partners can report on their progress. Partners will report their progress at Partnership meetings and an annual delivery progress report will be produced by the AONB Unit at the end of each financial year's part of the annual Review.

Delivery Plan review

The Delivery Plan and supporting Action Plan set out the detailed priorities for the Partnership over a two year rolling period and will be reviewed annually. The Partnership may decide to alter the Action Plan based on

- The level of financial and human resources available
- The changing picture in terms of international, national, regional and local governance, legislation and policy
- The fluid nature of forces of change on the AONB landscape and associated trends

Landscape & Seascape

Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/LS1 Improve the existing Landscape Character Assessment and undertake a Seascape Assessment of Cornwall's coast and marine environment, ensuring full integration between land and sea based assessments	LS1 LS2 LS3 PD8 RCM1 RCM6 RCM7	Medium	LCA Field survey repeated and verified Seascape assessment of Cornwall Coast initiated Improved web access	Cornwall Council Planning and Regeneration Cornwall Council Environment Service English Heritage	Initiate project groups and support
A/LS2 Undertake an audit of the 'Ecosystem Goods and Services' provided by the landscapes of the Cornwall AONB as part of the work on the Cornwall Green Infrastructure Strategy	LS1 CE3	Short	A report on the value and benefits of the AONB to inform the GI Strategy	Cornwall Council Environment Service	Support and encourage Funding application
A/LS3 Develop a Landscape Strategy for Cornwall's landscape, as part of the Green Infrastructure Strategy, which addresses the needs of the protected landscape and develops a strong, collective vision for landscape within Cornwall	LS3 PD1 PD2	Medium	A section on landscape, including the management of the AONB protected landscape, within the Green Infrastructure Strategy Progress on achieving buy in by stakeholders	Cornwall Council Environment Service	Support and encourage Provide specialist advice on the AONB landscape



Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/LS4 Produce landscape sensitivity and capacity studies for renewable energy and housing development; specifically a sensitivity study on wind and solar PV, including guidance on the siting and design of smaller scale wind turbines and PV panels within the protected landscape. Embed within the emerging Renewable and Low Carbon Energy Supplementary Planning Document	LS2 LS3 PD1 PD4 PD8 CCE1	Short	Landscape Sensitivity Study on PV and wind completed and map/report produced	Cornwall Council Planning and Regeneration	Steering group membership and advice provision
A/LS5 Further develop and finalise the 'Cornwall Landscape Best Practice Guidance' and 'Development Management Toolkit' and provide training for planners and planning committee members	LS2 LS3 PD1 PD4 PD5 PD6 PD8	Short	Final guidance published Training sessions held for planners and planning committee members	Cornwall Council Environment Service Cornwall AONB Unit Cornwall Council Planning and Regeneration	Input into the draft document Formulate and run training sessions
A/LS6 Monitor upon the set of indicators established by the Cornwall AONB Monitoring Project and the information gathered for the Cornwall AONB Atlas. Report on change from the original baseline	LS4	Long	Monitoring plan produced Data on indicators analysed Report on change produced Cornwall AONB Atlas updated	Cornwall AONB Unit Cornwall Council Intelligence Unit	Initiate and complete project Liaise with consultants on data analysis, report production and Atlas update

Planning & Development

Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/PD1 Support and engage in the preparation and implementation of the Green Infrastructure Strategy	LS1 LS3 PD2 PD8 CCE4 CE3 TA3	Short	Green Infrastructure Strategy in production Steering group meetings held	Natural England Cornwall Council Environment Service Cornwall Council Planning and Regeneration	Steering group Advice provision
A/PD2 Promote the use, and if required develop further, the methodology set down in 'Affordable Housing in Protected Landscapes: Assessing the Landscape Suitability of Potential Sites' in the selection of affordable housing sites. Consideration of landscape in affordable housing SPD	PD4 CE3	Short	Methodology developed and used, within an appropriate document Selection of appropriate sites within the AONB Affordable Housing SPD produced that includes landscape as a consideration.	Cornwall Council Planning and Regeneration	Training and advice on methodology
A/PD3 Consider the option recommended in the 'Taylor Review' (Recommendation 21) for the possibility, and legal basis, for trialling planning rules limiting change of use of full time homes to part time occupation (as second homes or holiday lets) in the communities that have a significant proportion of second homes	PD4 CE3	Long	Paper and meeting to explore possibility Legal investigation Lobbying Regulation in place	Cornwall Council Planning and Regeneration	Process initiation and support



Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/PD4 Pursue opportunities in conjunction with Western Power Distribution to 'underground' overhead lines	PD7	Short	Undergrounding potential within the AONB identified and at least one scheme underway	Cornwall AONB Unit Cornwall Council Planning and Regeneration	Identification of schemes Liaison with utilities representatives, landowners and planning officers
A/PD5 Support the preparation of a Cornwall Design Guide as a Supplementary Planning Document and promote the establishment of local design principles that take full account of historic character, local distinctiveness and natural quality for the 12 sections of the Cornwall AONB	LS3 PD3 PD6 PD8 BG1 BG8 HC3	Medium	Design guide for the 12 Sections of the Cornwall AONB produced and integrated with the Cornwall Design Guide	Cornwall Council Environment Service Cornwall Council Planning and Regeneration	Landscape and design advice Funding application Support and encourage
A/PD6 Based on the local design principles, promote the preparation of planning guidelines for the 12 sections of the AONB in order to provide more detailed guidance in relation to the siting, design and materials for new buildings and conversions	LS3 PD3 PD6 PD8 PD10 PD11	Long	Guiding principles for the Local Sections of the Cornwall AONB Management Plan further developed into planning guidelines and published with design guide	Cornwall Council Environment Service Cornwall Council Planning and Regeneration	See above
A/PD7 Promote the adoption of the planning guidelines for the Cornwall AONB as a Supplementary Planning Document (SPD)	PD1	Long	Above guidance adopted	Cornwall Council Planning and Regeneration	See above

Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/PD8 Promote through the use of the 'Cornwall Landscape Character Best Practice Guidance' and the 'Development Control Toolkit' or other appropriate methodology, in the management of development in order to encourage appropriate site selection, high quality design and materials	LS1 LS2 LS3 PD1 PD8	Medium	Document promoted through training sessions (See A/LS5)	Cornwall Council Planning and Regeneration	See A/LS5
A/PD9 Support, in the preparation of planning guidance for Community Infrastructure Levy/ Planning Obligations, the promotion of Developers Contributions towards appropriate AONB Management Plan objectives	PD12	Medium	AONB contributions considered within guidance to planners	Cornwall Council Planning and Regeneration	Advice and guidance
A/PD10 Deliver planning protocol and monitor consultation on emerging planning policy and selected planning decisions	PD13	Short	Protocol signed by all relevant parties and implemented	Cornwall Council Planning and Regeneration	Support and encourage

Climate Change & Energy



Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/CCE1 Identify best practice examples of energy conservation measures and renewable energy generation such as geothermal, solar thermal and photovoltaic panels that conserves the character of buildings and surrounding landscape. Develop associated general guidance for energy conservation and a demonstration project within the Cornwall AONB	CCE1 CCE2	Long	Best practice example documents published to the web and promoted	Community Energy Plus Low Carbon Cornwall Cornwall Council Environment Service	Collate examples provided Publish to AONB website
A/CCE2 Identify opportunities within the AONB for the adaptation of land to climate change, utilising ecosystem goods and services/valuing the environment approach (to locate habitats and features), as part of a wider Cornwall Green Infrastructure Strategy	LS1 CCE3 CCE4	Short	A report on the opportunities for land adaptation in the AONB to inform the GI Strategy (see A/LS2)	Cornwall Council Environment Service	Support and encourage Funding application
A/CCE3 Input into the Shoreline Management Plan (SMP) Action Plan to ensure the coastal character of the AONB is enhanced through any proposed action; engage in early discussions with Parish Councils and local communities regarding its implications and ensure the SMP is embedded within the Core Strategy	CCE3	Medium	AONB input into the SMP Action Plan Project initiated with communities on planning for coastal change	Cornwall AONB Unit The Environment Agency Cornwall Council Environment Service Cornwall Council Planning and Regeneration (see Rivers, Coast and Marine)	Project initiation Steering group Funding application

Biodiversity & Geodiversity

Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/BG1 Building on emerging visions for Bodmin Moor and West Penwith and the South West Nature Map, identify priority biodiversity AONB areas and, with communities and land managers, develop spatial visions for landscape scale biodiversity management and habitat recreation	BG1 BG2 BG3	Medium	Map produced showing priority areas	Natural England The Cornwall Biodiversity Initiative	CBI steering group
A/BG2 Develop a suite of landscape scale biodiversity projects as part of the Cornwall BAP 4 which aim to link habitats around the coast, intertidal habitats and along river valley corridors, extending these linkages beyond AONB boundaries	BG1 BG2 BG3	Short	Projects developed and into BAP 4 At least 1 landscape scale project initiated	The Cornwall Biodiversity Initiative	CBI steering group Project steering group Support and guidance
A/BG3 Provide a response to consultations on Common Agricultural Policy reform to ensure that future Agri-payments schemes continue to deliver biodiversity benefit	BG4 FF2	Short	CAP reform consultation response produced and submitted	Cornwall Wildlife Trust	Support and encourage
A/BG4 Undertake audit and research on the perceptions and attitudes of communities and visitors on grazing animals and the issue of grazing within habitat management, applying the knowledge to demonstration sites	BG3	Long	Audit report produced with recommendations and widely disseminated	Natural England Cornwall Wildlife Trust The National Trust	Support and encourage



Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/BG5 Continue to develop and improve an active data management partnership between biodiversity and geodiversity conservation organisations and research establishments	BG5	Medium	Partnership meetings held	ERCCIS The Combined Universities of Cornwall Cornwall Council Environment Service	Partnership membership
A/BG6 Work with partners such as the Cornwall Knotweed Forum to manage non native invasive species and their impacts	BG6	Short	Partnership meetings held	Cornwall Council Environment Service	Support and encourage
A/BG7 Produce a robust and defensible Green Infrastructure Strategy that specifies and defines semi-natural habitat corridors and ensure that this informs the Local Development Framework, in conjunction with the Biodiversity and Geodiversity Best Practice Guide	LS1 CCE4 BG1 BG7 BG8	Short	SN habitat corridors within the AONB identified and inputted into the GI Strategy (see A/LS2 and A/CCE2)	Cornwall Wildlife Trust Cornwall Council Environment Service Cornwall Council Planning and Regeneration	Support and encourage Funding application
A/BG8 Support the development and adoption of the Biodiversity and Geodiversity Best Practice Guide within the emerging Local Development Framework	BG1 BG8	Short	Meetings held with planning officers Guidance adopted	Cornwall Wildlife Trust Cornwall Council Planning and Regeneration	Support and encourage
A/BG9 Input into the 'Finding Sanctuary' project in order to identify a suite of marine protected areas around the AONB coastline	BG9 RCM6	Short	Collective response to Finding Sanctuary	The Cornwall Biodiversity Initiative Cornwall Council Environment Service	Encourage and co-ordinate

Community & Economy

Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/CE1 Undertake an audit of the economic, social and environmental value of the AONB's in Cornwall in conjunction with a wider 'Valuing the Environment Study' and use this to ensure that the economic value of the AONB is recognised within the future Economic Strategy and by the Local Enterprise Partnership	LS1 CE1	Short	Audit report produced Meetings held with LEP LEP and economic strategy focus in landscape (see A/LS2, A/CCE2 and A/BG7)	Cornwall Economic Forum Cornwall Council Environment Service Cornwall AONB Unit	Support and encourage Funding application
A/CE2 Collate and highlight best practice examples of businesses which directly rely on landscape and strengthen local distinctiveness and landscape character	CE2 FF1 ST1 RCM8	Medium	Best practice examples collated and published to web and highlighted to relevant parties	Cornwall Economic Forum Cornwall AONB Unit	Collate Publish on AONB website Publicise
A/CE3 Input AONB and landscape objectives into the review of the Sustainable Communities Strategy	CE3 CE4	Short	Meetings with Cornwall Strategic Partnership officers held AONB objectives included in the review of the SCS	Cornwall AONB Unit	Advice provision Consultation response
A/CE4 Establish an annual Cornwall AONB forum, involving Parish Councils and Community Network Areas	CE5	Short	Forum initiated and held annually	Cornwall AONB Unit Cornwall Association of Local Councils	Organisation and co-ordination



Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/CE5 Develop a project to trial approaches to self sustaining and low carbon rural communities within the AONB, where local people can live and work affordably, supported by landscape goods and services and an integrated 'total place' approach to the delivery of public services	CE3 CE4 CE5 CE6	Long	Project initiated Parish(es) identified Approaches trialled Learning disseminated	Rural Cornwall and Isles of Scilly Partnership	Support and encourage Assist project development Funding application
A/CE6 Develop training and skills in sustainable management practices for community volunteers and volunteer leaders within Cornwall AONB	CE6	Long	Identify potential partners Initiate steering group Develop programme Run training sessions	Cornwall AONB Unit	Steering group Training development Advice and assistance
A/CE7 Develop a project to produce community led, local level Parish Plans and Landscape /Village Design Statements for identified parishes within the AONB and embed within the Local Development Framework	PD3 CE5	Short	Project initiated Parishes identified Plans produced	Cornwall Council Planning and Regeneration Cornwall Rural Communities Council	Project development Support and encourage Funding application
A/CE8 Improve links between the Cornwall AONB Partnership and the health sector so that the AONB can be better utilised for health benefits, targeting areas of health deprivation in and around the Cornwall AONB	CE7	Long	Meetings held Health sector representation on AONB Partnership Future initiative identified and if possible initiated	Cornwall AONB Partnership Cornwall AONB Unit	Discussions and initiative development

Farming, Food & Forestry

Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/FF1 Increase the take up of the entry level, organic entry level, upland entry level and higher level schemes on AONB farms, securing appropriate resources for advice providers	FF1 FF2 FF3 FF4	Short	Uptake increased from current levels	Natural England	Support and encourage
A/FF2 Provide advice and guidance on the conservation and enhancement of landscape character within the Higher Level Stewardship schemes, utilising the Natural England targeting statements	FF1	Medium	Meetings held to discuss landscape enhancement within HLS Guidance note produced and used in discussions	FWAG	Advice provision Co-ordination Support and encourage
A/FF3 Input into Common Agricultural Policy reform to ensure the continuation of support for farmers which enables landscape enhancement and climate change mitigation, building on the past successes of the Environmentally Sensitive Areas Scheme in West Penwith	FF2 BG4	Medium	Consultation response on CAP reform submitted	Natural England The Cornwall Agri-food Council The National Farmers Union	Support and encourage
A/FF4 Investigate the feasibility of using the AONB designation to sensitively market local food producers within the AONB, whose operations enhance landscape character and local distinctiveness	FF1 FF3	Long	Feasibility study produced and recommendations initiated	Cornwall AONB Unit Cornwall Agri-food Council	Lead project development Advice and guidance Funding application



Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/FF5 Update the Miscanthus landscape sensitivity study produced by Land Use Consultants for Cornwall County Council, expanding to include other energy crops such as short rotation coppice	FF5	Long	Study updated	Cornwall Council Environment Service	Support and encourage
A/FF6 Identify opportunities for new woodland creation including commercial plantations in appropriate locations	FF6	Long	Study produced Possibility of embedding in GI Strategy investigated	Forestry Commission Cornwall Council Environment Service	Support and encourage
A/FF7 Develop a project with the wood products sector and The Silvanus Trust to encourage the sustainable use of the AONB's timber resource including improved access for management	FF1 FF2 FF6 FF7	Long	Discussions held Funding application Project initiated	Cornwall Council Environment Service	Co-ordinate Support and encourage
A/FF8 Undertake an audit of the technical and financial skills of rural businesses within the AONB and provide appropriate training to fill gaps, utilising existing funding mechanisms through the RDPE	FF7	Medium	Audit completed Gap analysis completed Training developed Training held	The Cornwall Agri-food Council Duchy College	Support and encourage
A/FF9 Produce guidance and training for planners on planning and agricultural infrastructure such as anaerobic digesters, slurry storage facilities and farm building diversification with respect to the protected landscape and ensure that this is embedded within the Local Development Framework	PD1 PD8 FF8	Medium	Meetings held with planning officers Project to produce guidance formulated Guidance produced Training delivered	The Cornwall Agri-food Council The Environment Agency	Advice and guidance Support and encourage

Heritage & Culture

Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/HC1 Produce guidance on the range and management of heritage assets, historic buildings and historic character within the protected landscape and undertake training with planning, highways and rights of way officers on the management of the historic environment	HC1	Medium	Audit of heritage assets and management requirements Associated guidance produced Training delivered	Cornwall Council Environment Service	Support and encourage
A/HC2 Monitor and report on the condition of heritage assets within the AONB with the help of local communities and heritage organisations	HC2 HC5 TA2	Long	Monitoring programme in place Communities/ heritage organisations involved Survey undertaken Report on condition produced	Cornwall Council Environment Service	Support and encourage
A/HC3 Build on the Cornwall Urban Survey and the Industrial Settlements Initiative with a project to map and describe the heritage of the smaller villages within the Cornwall AONB	HC4 HC5 PD3	Long	Project initiated Web based village 'profiles' produced and disseminated/ communicated	Cornwall Council Environment Service	Support and encourage
A/HC4 Ensure that all Conservation Areas within the AONB have Character Appraisals and Conservation Area Management Plans	HC1	Medium	Gaps identified Timetable for completion Management Plans produced	Cornwall Council Environment Service	Support and encourage



Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/HC5 Develop Historic Environment Action Plans (HEAPs) for sections of the Cornwall AONB, using the Historic Landscape Characterisation and more detailed local characterisation work	HC3	Long	HEAPs produced	Cornwall Council Environment Service English Heritage	Support and encourage
A/HC6 Undertake an audit of current education provision for heritage and culture and establish a group to better co-ordinate existing resources	HC4	Long	Audit produced Meeting / Workshop held Steering group established	Cornwall Council Environment Service	Support and encourage
A/HC7 Promote and further develop 'Historic Cornwall' as a web based portal for the dissemination of information on Cornwall's historic environment and cultural heritage	HC4 HC5	Long	Further projects and information added to Historic Cornwall Historic Cornwall publicised	Cornwall Council Environment Service	Support and encourage Publicise
A/HC8 Develop a programme of courses in traditional building techniques in partnership with the Cornwall Sustainable Buildings Trust and rural skills such as Cornish hedging with local groups and experts	HC7	Long	Working group established Training needs identified Courses developed and run	Cornwall Council Environment Service	Support and encourage
A/HC9 Input into the development of the Cornwall Culture White Paper to ensure local cultural activity within the Cornwall AONB is supported and encouraged	HC8	Short	Meeting held Consultation response submitted AONB objectives within the White Paper	Cornwall AONB Unit	Lead

Rivers, Coast & Marine

Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/RCM1 Building on the work of the Cycleau project, undertake an audit of the condition, management and multi-use benefits of the Fal, Helford, Camel and Fowey catchments, making recommendations for improved integrated management, including guidance to farmers	RCM1	Long	Audit undertaken and brought together on the web Report produced with recommendations Working group set up to deliver associated advice	The Environment Agency Natural England	Support and encourage
A/RCM2 Audit and monitor recreational boating and moorings, aquaculture and other operations such as dredging within AONB estuaries	RCM3	Medium	Monitoring indicators and a plan in place, within AONB monitoring Dataset produced and added to the AONB Atlas	Cornwall AONB Unit	Lead
A/RCM3 Develop a pilot project as a case study for Integrated Coastal Zone Management and ensure ICZM is embedded within the Local Development Framework	RCM7 RCM4	Medium	Case study area identified Working group established Pilot project initiated ICZM Plan produced for case study area	Cornwall Council Environment Service The Environment Agency Cornwall Council Planning and Regeneration	Initiate steering group Support and encourage
A/RCM4 Develop a pilot project for the rationalisation of beach infrastructure and signage within the AONB and produce associated design guidance, linked to the Cornwall Beach Management Plan	RCM4	Short	Working group for pilot project Pilot project initiated Project recommendations and design guidance note produced Working group established to implement design recommendations	Cornwall Council Environment Service The Environment Agency	Advice and guidance Support and encourage



Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/RCM5 Continue to support the work of Clean Cornwall and initiatives to reduce beach and marine litter	RCM5	Short	Meeting held Litter events organised	Cornwall Council Environment Service	Support and encourage
A/RCM6 Identify opportunities through the management of Marine Conservation Zones to enhance coastal character and tranquillity via the management of recreational boating and other activities	RCM3 RCM6	Long	Management arrangements identified and implemented	Natural England Cornwall Council Environment Service	Support and encourage
A/RCM7 Establish a Maritime Forum to promote collaborative working between groups and forums with an interest in the coast and marine issues	RCM6 RCM7	Short	Maritime Forum created Meetings held AONB Partnership represented on the Forum	Cornwall Council Environment Service	Support and encourage
A/RCM8 Produce a Cornwall Maritime Strategy in Partnership with stakeholders and communities which recognises the role of the AONB designation	RCM6 RCM7	Short	Maritime Strategy produced in draft AONB Partnership input into the draft AONB recognised within strategy	Cornwall Council Environment Service	Co-ordinate Partnership response and submit
A/RCM9 Identify the priorities for the AONB for the Marine Plan and feed into its policy preparation in liaison with the Marine Management Organisation	RCM6	Short	Report produced Priorities fed in via appropriate channels	Cornwall AONB Unit Cornwall Council Environment Service Cornwall Council Planning and Regeneration	Lead and liaison Produce document

Sustainable Tourism

Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/ST1 Produce a yearly business plan to implement the Cornwall AONB Sustainable Tourism Strategy and Action Plan, ensuring integration with the Cornwall Tourism Strategy	ST1 ST4	Short	Meeting held AONB Strategy and Cornwall Tourism Strategy mutually supportive Actions into Cornwall AONB Partnership Action Plan	Cornwall AONB Unit VisitCornwall CoaST	Lead Produce Action Plan Support and encourage implementation
A/ST2 Undertake a pilot project to understand the carrying capacity of popular AONB tourist destinations. Monitor landscape quality and visitor numbers in these areas and target marketing efforts to ensure they remain in good condition	ST1 ST3 ST5	Long	AONB Honeypot sites identified Carry capacity study/ survey undertaken Condition monitoring Marketing strategy produced	VisitCornwall	Support and encourage
A/ST3 Identify within the TRAC project opportunities to alleviate pressure on overused AONB tourist destinations and facilities	ST3 TA3	Short	Opportunities identified and actioned	Cornwall Council Environment Service	Support and encourage Advice on AONB destinations
A/ST4 Establish a working group to co-ordinate the marketing efforts of Visit Cornwall and the RDPE Sustainable Tourism Programme projects and other initiatives in order to ensure effective and joined up interpretation, marketing and signage (see Transport and Access)	ST3 TA2	Short	Working group established Marketing plan produced Design strategy produced (see A/TA4)	Visit Cornwall	Advice and guidance Co-ordination



Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/ST5 Undertake a feasibility study on an AONB marketing scheme for sustainable/ GTBS tourism businesses and implement the results	ST2	Medium	<p>Survey undertaken</p> <p>Feasibility study produced with recommendations</p> <p>Follow on project if required</p>	<p>VisitCornwall</p> <p>CoaST</p> <p>Cornwall AONB Unit</p>	Joint lead
A/ST6 Ensure representation from the Cornwall AONB Partnership on the VisitCornwall Partnership	ST4	Short	Representative on Partnership	<p>Cornwall AONB Unit</p> <p>VisitCornwall</p>	Lead
A/ST7 Initiate an interpretation/visitor information project for the Cornwall AONB which establishes local groupings of Tourism businesses and uses innovative tools such as Geocaching to interpret and provide information about the AONB	ST2 ST5	Long	<p>Project initiated</p> <p>AONB interpreted by AONB businesses</p>	<p>VisitCornwall</p> <p>Cornwall AONB Unit</p>	<p>Project development</p> <p>Funding application</p>
A/ST8 Adopt the Green Start programme and Green Edge training, incorporating information about the Cornwall AONB	ST2 ST5	Short	<p>AONB information within programmes</p> <p>Tourism businesses trained</p>	<p>VisitCornwall</p> <p>Cornwall AONB Unit</p>	<p>Advice and guidance</p> <p>Support and encourage</p>
A/ST9 Develop and run a programme of training in the tourism sector, building upon the BTEC in Sustainable Tourism and linking in with Green Start and Green Edge initiatives	ST2 ST5	Medium	Training programme developed	<p>CoaST</p> <p>VisitCornwall</p>	Support and encourage

Transport & Access

Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/TA1 Include landscape, local distinctiveness and the AONB designation within the Local Transport Plan 3, Cornwall Access Strategy and Green Infrastructure Strategy	TA1 LS3	Short	AONB objectives within appropriate strategies/ plans	Cornwall Council Transportation and Highways Cornwall Council Environment Service	Advice and guidance Consultation response
A/TA2 Deliver activity as outlined in the 'South West Coast Path Framework for Action 2007-2012' and the Cornwall Access Strategy in relation to the management of the SWCP within the AONB	TA1 TA6 TA7	Medium	SWCP objectives/ actions met	Cornwall Council Environment Service South West Coast Path Team	Advice and guidance Support and encourage
A/TA3 Address AONB access considerations within the Strategic Access Review and revised Cornwall Access Strategy, integrated with the LTP3	TA1	Short	AONB objectives within appropriate strategies/ plans	Cornwall Council Environment Service	Advice and guidance Consultation response
A/TA4 Produce a rural roads and rights-of-way protocol, incorporating design guidance for roads and rights of way infrastructure within the AONB, integrated with the Cornwall Access Strategy and the LTP3	TA2 TA3	Short	Working group initiated Protocol produced and signed Design guide produced and implemented	Cornwall Council Transportation and Highways Cornwall Council Environment Service	Project development Advice and guidance
A/TA5 Develop a pilot project within rural AONB parishes, trialling approaches to decluttering, improved management of the heritage assets of the transport network and more efficient use of maintenance budgets	TA2 TA3	Short	Design guide produced in an iterative process with trial project Project parish identified Audit of heritage assets Active decluttering Maintenance budget assessment	Cornwall Council Transportation and Highways Cornwall Council Environment Service	Project development Advice and guidance



Action	Meeting policy	Priority	Primary measures of progress	Main partners	Role of the AONB Unit
A/TA6 Identify sustainable linkages between AONB sections and the major urban areas of Falmouth, Truro, Camborne/ Pool/ Redruth, Penzance, Helston, St Ives and Wadebridge within the Green Infrastructure Strategy and initiate a pilot project to improve links in an identified project area	TA3 TA4 TA6 TA8 TA9 TA10	Short	Linkages identified and included in the GI strategy Pilot project initiated	Cornwall Council Environment Service Cornwall Council Planning and Regeneration	Support and encourage
A/TA7 Identify a number of circular routes from population centres into the AONB, using ROW, permissive routes and other trails and promote as part of the Unlocking our Coastal Heritage Project, TRAC Project, Walking for Health, Mobilise Cornwall or other similar initiative	TA3 TA4 TA6	Long	Circular routes identified and promoted	Natural England The South West Coast Path Team	Co-ordinate Publicise
A/TA8 Undertake an audit of points of access to the water within AONB estuaries e.g. slipways and quays, putting in place a system of monitoring of condition	TA7 TA8	Long	Audit completed Condition assessment undertaken AONB Atlas updated	Cornwall Council Environment Service Cornwall AONB Unit	Support and encourage Update AONB Atlas

The Cornwall AONB Partnership



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