






FOREST OF **BOWLAND**

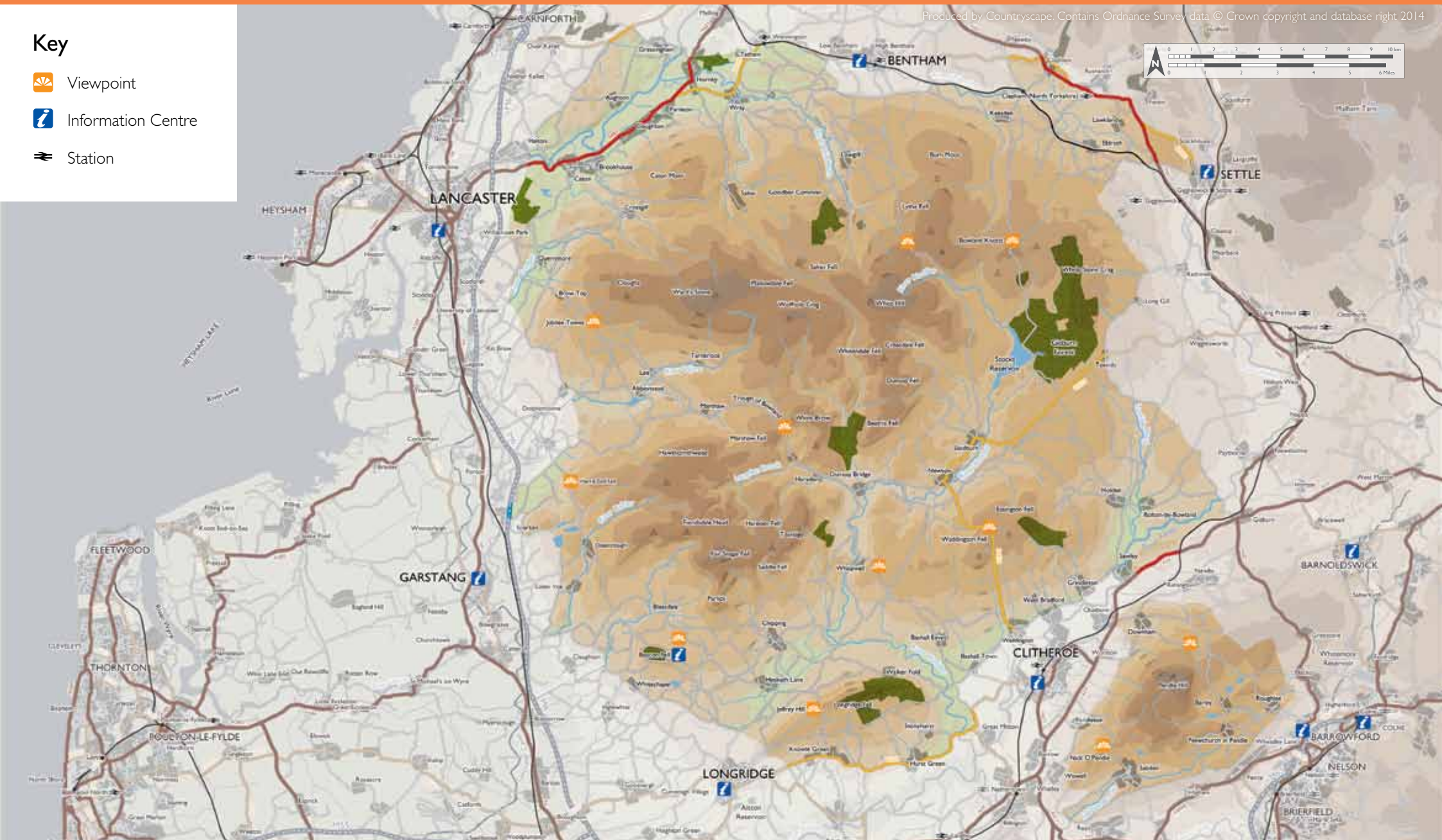
Area of Outstanding Natural Beauty

Forest of Bowland Area of Outstanding Natural Beauty

Key

-  Viewpoint
-  Information Centre
-  Station

Produced by Countryside. Contains Ordnance Survey data © Crown copyright and database right 2014



Chair's Foreword	4	A Vision For The Forest Of Bowland AONB	30
Ministerial Foreword	5	Vision Statement	30
Introduction	6	How will the AONB Partnership achieve this vision?	30
What is an AONB?	6	Delivering The Management Plan	31
What is 'natural beauty'?	7	Introduction	31
Why is the Forest of Bowland an AONB?	8	AONB Outcome 1 -	
	9	An Outstanding Landscape of Natural and Cultural Heritage	32
Why Is The AONB Special?	10	AONB Outcome 2 -	
Wild Open Spaces	11	Resilient and Sustainable Communities	46
A Special Place for Wildlife	12	AONB Outcome 3 -	
A Landscape Rich in Heritage	13	A Strong Connection between	
A Living Landscape	14	People and the Landscape	58
Delicious Local Food and Drink	15	AONB Outcome 4 -	
A Place to Enjoy and Keep Special	16	Working in Partnership	67
The AONB Partnership	16	Appendix 1 - Literature Review	73
Joint Advisory Committee (JAC)	17		
AONB Unit	17	Appendix 2- Ecosystem Services	
Partnership Funders Group (PFG)	17	In The Forest Of Bowland AONB	75
Other Partnership support	18	Appendix 3 - List Of Abbreviations	79
AONB Partnership Successes	23	Contacts And Information	80
and Achievements (2009 – 2014)	23	AONB Unit Office	80
Development Of The Management Plan	24	AONB Unit Staff	80
The purpose of the plan	25	Lancashire County Council	
How the current plan was produced	25	Environmental and Community Projects	80
Policy Context For The Management Plan	26	Other Countryside Services	80
Planning and development in AONBs	27		
National Planning Policy Framework	27		
Landscape Characterisation	27		
Forest of Bowland AONB	27		
Landscape Character Assessment	28		
Historic Landscape Characterisation Programme	29		
Benefits to Society from the AONB Landscape			



County Councillor Albert Atkinson, Chair of the Forest of Bowland AONB Joint Advisory Committee



As a long-time resident of the Forest of Bowland and champion for rural communities, I was very pleased to be elected Chair of the AONB Joint Advisory Committee in 2009, back at the start of the previous AONB Management Plan period.

The intervening years have been a time of significant challenge and change, in particular the difficult economic conditions and the budgetary pressures on the public sector. Despite these challenges, the AONB Partnership has remained strong and delivered against many of the ambitions expressed in the 2009 Plan. I believe this strength stems from the collective efforts of all the AONB partner organisations, landowners, farmers, local communities and businesses, without which the AONB landscape would be greatly diminished.

The AONB Partnership has worked hard during the recent review of the Management Plan to reflect the views of partners and stakeholders in deciding the future direction of the AONB over the next five years and beyond. The new Plan seeks to strengthen the AONB's role in biodiversity conservation and also in supporting the land management sector, whilst continuing the excellent work delivered over recent years in extending countryside access to all, supporting local businesses, celebrating local heritage and in the development of sustainable tourism.

Finally, as we consider embarking on the hard work involved in delivering this new Plan, it serves us all well to lift our eyes and remind ourselves why we do this work: for the love of one of the finest landscapes in the country.

A handwritten signature in black ink, reading 'A. Atkinson'.

County Councillor Albert Atkinson



Lord de Mauley
Parliamentary Under-Secretary of State
at the Department for the Environment, Food and Rural Affairs



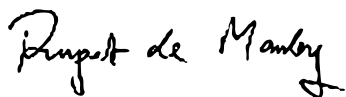
Areas of Outstanding Natural Beauty (AONBs) are some of our finest landscapes. They are cherished by residents and visitors alike and allow millions of people from all walks of life to understand and connect with nature.

I am pleased to see that this management plan demonstrates how AONB Partnerships can continue to protect these precious environments despite the significant challenges they face. With a changing climate, the increasing demands of a growing population and in difficult economic times, I believe AONBs represent just the sort of community-driven, collaborative approach needed to ensure our natural environment is maintained for generations to come.

AONB Partnerships have been the architects of a landscape-scale approach to land management. This approach is a key feature of the Government's Natural Environment White Paper and emphasises the need to manage ecosystems in an integrated fashion, linking goals on wildlife, water, soil and landscape, and working at a scale that respects natural systems.

This management plan also makes the important connection between people and nature. I am pleased to hear that local communities have been central to the development of the plan, and will be at the heart of its delivery. From volunteers on nature conservation projects, to businesses working to promote sustainable tourism, it's great to hear of the enthusiasm and commitment of the local people who hold their AONBs so dear.

AONBs are, and will continue to be, landscapes of change. Management plans such as this are vital in ensuring these changes are for the better. I would like to thank all those who were involved in bringing this plan together and I wish you every success in bringing it to fruition.

A handwritten signature in black ink that reads "Rupert de Mauley". The script is cursive and elegant.

Lord de Mauley



The Forest of Bowland Area of Outstanding Natural Beauty (AONB) is one of England's finest landscapes and is internationally important for its heather moorland, blanket bog and rare birds. The area was designated as an AONB in February 1964. Since 1986 it has been managed by a partnership of landowners, farmers, tourism businesses, wildlife groups, recreation groups, local councils and government agencies, who work to protect, conserve and enhance the natural beauty of this special landscape.

The Forest of Bowland AONB is situated in North West England, covering 803 square kilometres of rural land in the counties of Lancashire (730 sq.km) and North Yorkshire (73 sq.km). The area is bounded to the north and south by the Rivers Lune and Ribble respectively. To the west is the Fylde plain, while the eastern side of the AONB boundary matches the Yorkshire Dales National Park for a short distance, with Ribblesdale bordering the rest. On its south-eastern edge, Pendle Hill forms a discrete landscape feature, which is geologically linked to the rest of the AONB but separated from the main area by the valley of the River Ribble. The Rivers Brock, Calder, Conder, Hindburn, Hodder, Loud, Roeburn, Wenning and Wyre all originate in the upland core of the Bowland Fells. The highest point of this upland core is Ward's Stone at 561m (or 1,841ft.), alongside other notable landmarks such as Fairsnape Fell at 510m and Hawthornthwaite Fell at 479m.

The AONB lacks large settlements and has an estimated total population of approximately 16,000 people. Its boundaries include parts of six district and city council areas, namely: Craven, Lancaster, Pendle, Preston, Ribble Valley and Wyre. The urban centres of Preston, Lancaster, Blackburn, Blackpool and Burnley are in close proximity to the AONB, with over one million people living within a 30-minute journey of the area. Furthermore, the AONB is within a 90-minute journey of the major conurbations of Liverpool, Manchester and Leeds.

For further background information on the AONB landscape visit:
www.forestofbowland.com/understanding

What is an AONB?

An Area of Outstanding Natural Beauty (AONB) is a special landscape whose distinctive character and natural beauty are so outstanding that it is in the nation's interest to safeguard them. There are currently 38 AONBs in England and Wales and a further eight AONBs in Northern Ireland. AONBs were originally designated using the same Act of Parliament as National Parks, namely the National Parks and Access to the Countryside (1949) Act.

AONBs are designated by the Government and Natural England is the responsible government agency. Natural England identifies the following objectives for AONBs:

- The purpose of AONB designation is to conserve and enhance natural beauty, as confirmed by Section 82 of the *Countryside and Rights of Way Act 2000* (CRoW Act).
- However, in pursuing the primary objective, account should be taken of the needs of agriculture, forestry, and other rural industries and of the economic and social needs of local communities. Particular regard should be paid to promoting sustainable forms of social and economic development that in themselves conserve and enhance the environment
- Recreation is not a purpose of designation, but the demand for recreation should be met so far as this is consistent with the conservation of natural beauty and the needs of agriculture, forestry and other uses



What is 'natural beauty'?

The 'natural beauty' that is protected by AONB designation is more than the 'look' of the landscape. The Countryside Agency guidance CA23 "Areas of Outstanding Natural Beauty Management Plans – A Guide" (2001) offers the following definition of natural beauty:

"'Natural Beauty' is not just an aesthetic concept, and 'Landscape' means more than just 'scenery'. It can include flora, fauna and geological and physiographic features. The natural beauty of AONBs is partly due to nature, and is partly the product of many centuries of human modification of 'natural' features. Landscape encompasses everything – 'natural' and human – that makes an area distinctive: geology, climate, soil, plants, animals, communities, archaeology, buildings, the people who live in it, past and present, and perceptions of those who visit it".

The influence we humans have on the landscapes we value has been clarified in more recent legislation. Section 99 of the NERC Act 2006 addresses the 'naturalness' element of natural beauty and states that areas can have natural beauty, even though they may be used for agriculture, woodlands or parks, or have resulted from some other human intervention in the landscape. The Minister Lord Bach explained that this "takes into account the fact that no landscape in the United Kingdom has escaped human influence" (Lords' Hansard, 20 March 2006, Col 53). This underlines the importance of recognising the value and significance of human activity in shaping the natural beauty of the landscape, and that communities ought to be sustained so that the stewardship of the land that contributed to the special qualities of the area can continue.

Landscapes are a product of constant change, including those landscapes designated due to their 'natural beauty'. The purposes of AONB designation reflect this process of change, encouraging activities that conserve and enhance the special qualities of the area and minimising activities that present a threat to the unique character of the landscape.



Why is the Forest of Bowland an AONB?

The Forest of Bowland was formally designated an Area of Outstanding Natural Beauty (AONB) by Government on 10th February 1964. The area was designated as a landscape of national significance due to a variety of factors, including:

- The grandeur and isolation of the upland core
- The steep escarpments of the moorland hills
- The undulating lowlands
- The serenity and tranquillity of the area
- The distinctive pattern of settlements
- The wildlife of the area
- The landscape's historic and cultural associations



Why is the AONB Special?

Natural beauty is at the heart of what makes the Forest of Bowland AONB special: it is the reason why the Bowland landscape is designated of national and international importance; and of course, it's also a key factor in attracting visitors. This natural beauty is derived from the area's unspoilt countryside (i.e. a lack of large-scale or intrusive development) combined with a number of other distinctive qualities that contribute to the area's unique character or 'sense of place'.

The distinctive qualities of the Forest of Bowland AONB are numerous and varied, though in general terms they can be summarised using the following headings:

- Wild Open Spaces
- A Special Place for Wildlife
- A Landscape Rich in Heritage
- A Living Landscape
- Delicious Local Food and Drink
- A Place to Enjoy and Keep Special

These headings were developed as part of work undertaken in 2005 to identify and explore the AONB's 'sense of place' - that being the area's unique feel and appearance, or what constitutes the area's identity and makes it different from neighbouring areas. The headings are not intended to be exclusive or exhaustive - rather, they provide a framework by which the distinctive qualities of the AONB can be understood and communicated among relevant stakeholders, including visitors.



Why is the AONB Special?

Wild Open Spaces

Over one third of the AONB is open moorland, making up the wild open spaces and remoteness that are so characteristic of the Forest of Bowland; a truly unique quality of the area and core to the AONB's identity. However, the AONB also comprises other landscapes including fringe farmland, woodland and open river and reservoir landscapes which contrast and complement the open moorland areas.

Across much of the AONB the landscape appears treeless yet, historically, the fells were once cloaked in woodland and through a combination of changes in climate and woodland clearances by Bronze Age farmers they have become largely treeless today. The resulting open views and fells give the impression that this is a wilderness, an untouched natural landscape, but it is in fact the result of many human influences.

The fells are largely intact and extensive in area, crossed by only a few minor, unfenced roads. The Trough of Bowland is perhaps the most famous, following a narrow valley that once carried melting ice from the glaciers covering the fell tops.



Why is the AONB Special?

A Special Place for Wildlife

The Forest of Bowland AONB supports many important habitats and species, which contribute significantly to the area's landscape character and 'sense of place'.

The Bowland fells support rare and endangered species associated with a very rare mosaic of upland habitats. At lower levels the ancient woodlands contain an array of colourful flowers; whilst the few remaining traditionally managed pastures and meadows are an oasis for wildflowers and insects. Numerous rivers and watercourses provide habitats for salmon, brown and sea trout, as well as birds such as kingfisher, dipper, grey wagtail, common sandpiper and oystercatcher. Otters are also present along rivers on the northern side of the Bowland Fells.

Other attractive features are more unlikely, such as roadside verges and more recently formed sites, such as reservoirs and old quarries, providing new refuges for wildlife. Similarly the quarries and rock exposures reveal important geological information.

Bowland is, in fact, an internationally important area for conservation, as nearly one fifth of the AONB is designated as a Special Protection Area under the European Birds Directive. The Forest of Bowland also contains several Special Areas of Conservation and 13% of the land area (across 23 sites) is designated as Sites of Special Scientific Interest (SSSIs) under UK legislation.

In addition, there are 456 wildlife sites covering around 10% of the AONB, which form part of a national network of non-statutory sites that are recognised for their ecological value. In the Lancashire part of the AONB they are called Biological Heritage Sites (BHS); whilst in the Yorkshire part of the AONB they are known as Sites of Importance for Nature Conservation (SINC).

This valuable habitat is a big attraction for visitors to the AONB – many keen birdwatchers visit Bowland just to catch a glimpse of the hen harrier, the area's iconic bird of prey, which breeds in very few other places in England. A draw too are wading birds such as lapwing, snipe, curlew and redshank, which arrive in spring to nest and rear their young on the open farmland and moors of Bowland.



Why is the AONB Special?

A Landscape Rich in Heritage

In the Forest of Bowland AONB, the past exists very much in the present. It is the subtle interplay between the fascinating physical remains of the past, often sublime landscape patterns, and the mysteries of the essentially unknowable, that gives the AONB's archaeological and historic landscapes their much appreciated and yet often indefinable special qualities.

Visually the predominant historic patterns which are readily perceived in the Bowland landscape are medieval in date, demonstrating remarkably strong continuity in landownership, community and management over the centuries. This manifests in present day land uses such as expanses of open moorland or contrasting small stone walled pastures, as well as the distribution and form of settlement, local vernacular and place names. For example, the word 'Bu' (in 'Bolland' or Bowland) is Old Norse for cattle, and 'Pen' in Pendle means hill.

There is evident contrast in the villages in Bowland – some are typical estate villages while others are more haphazard farming settlements or industrial hamlets. The large country estates had a controlling and significant influence over the nature of building and development within the AONB. For example, private estates were responsible for building the distinctive villages at places such as Slaidburn, Downham and Abbeystead, which are valued for their intactness, strong physical form and characteristic vernacular architecture.

There are notable grand halls, parks and houses at Browsholme, Leagram and Quernmore. Remains of motte and bailey castles can be found in the Lune Valley and the ruins of a Cistercian abbey are preserved at Sawley.

Overall, the area holds almost 900 listed buildings and designated heritage assets (818 Listed Buildings, 48 Grade I and II* Listed Buildings, 20 Scheduled Monuments and one Registered Park and Garden). Collectively these historic and cultural elements of the environment serve to enrich the landscape's scenic quality, meaning and value.



Why is the AONB Special?

A Living Landscape

The landscape of the Forest of Bowland has been managed by generations of farmers and landowners.

In the past some land management practices have caused damage to important wildlife areas and/or landscape features. For example, the draining of moorland and meadows has caused a loss of species and the fertilising and early harvesting of meadows has reduced the number of wildflowers. Today, however, much stronger regulations are in place to help ensure that land management improves habitats for wildlife, along with management of features such as hedgerows and stone walls, rather than causing damage. Bowland farmers have also become much more environmentally aware and many are now using agri-environment schemes to conserve and enhance habitats for wildlife and to manage important landscape features on their farms. Some farmers have also developed more sustainable and efficient farming practices, whilst remaining sympathetic to the environment; particularly through initiatives such as Natural England's Catchment Sensitive Farming.

Despite farming continuing to go through a period of significant change, the Forest of Bowland is still an important agricultural production area. Farmers and landowners work closely with the AONB and the farming community is vital to the local economy. Sheep and beef farming dominate the upland areas, while dairy farming remains the major land use in the valleys (although this is in decline).

Extensive areas of moorland are managed specifically for grouse shooting. Management includes annual heather burning from October to mid-April, which encourages the growth of new young heather shoots as food for the red grouse.

Much of Bowland's upland core also provides water for thousands of homes and businesses in Lancashire and the North West of England. United Utilities plc. own and manage significant landholdings within the AONB as water catchment land.

Many village communities were once reliant on manufacturing (such as cheese making), as well as local industry associated with lead mining and lime production. Nowadays, however, communities rely on a greater diversity of activities, in particular employment within the tourism industry.



Why is the AONB Special?

Delicious Local Food and Drink

Delicious local food and drink is a special quality of the Forest of Bowland AONB - not only because it supports the economy, but also because it is an important factor in the area's unique sense of place. Traditional farming methods have helped to shape the AONB's landscape over time, including areas of rough grazing and open moorland, patterns of pastoral fields enclosed by distinctive dry stone-walls and hedgerows, farmsteads, barns and working villages. The complexity of this landscape provides for a wide variety of farm production systems. This complexity is reflected in the local food offer:

As the AONB is a sheep and beef farming area, you can find delicious local lamb and beef, as well as pork and even wild boar. The area also offers classic and modern varieties of Lancashire cheese, milk and ice cream and supports several organic farms and market gardens. There are also several farmers' markets around Bowland where you can meet the producers and taste and buy their local produce. By supporting those farmers who choose to carry on farming in traditional and sustainable ways, the AONB aims to help protect the Bowland landscape for this and future generations.



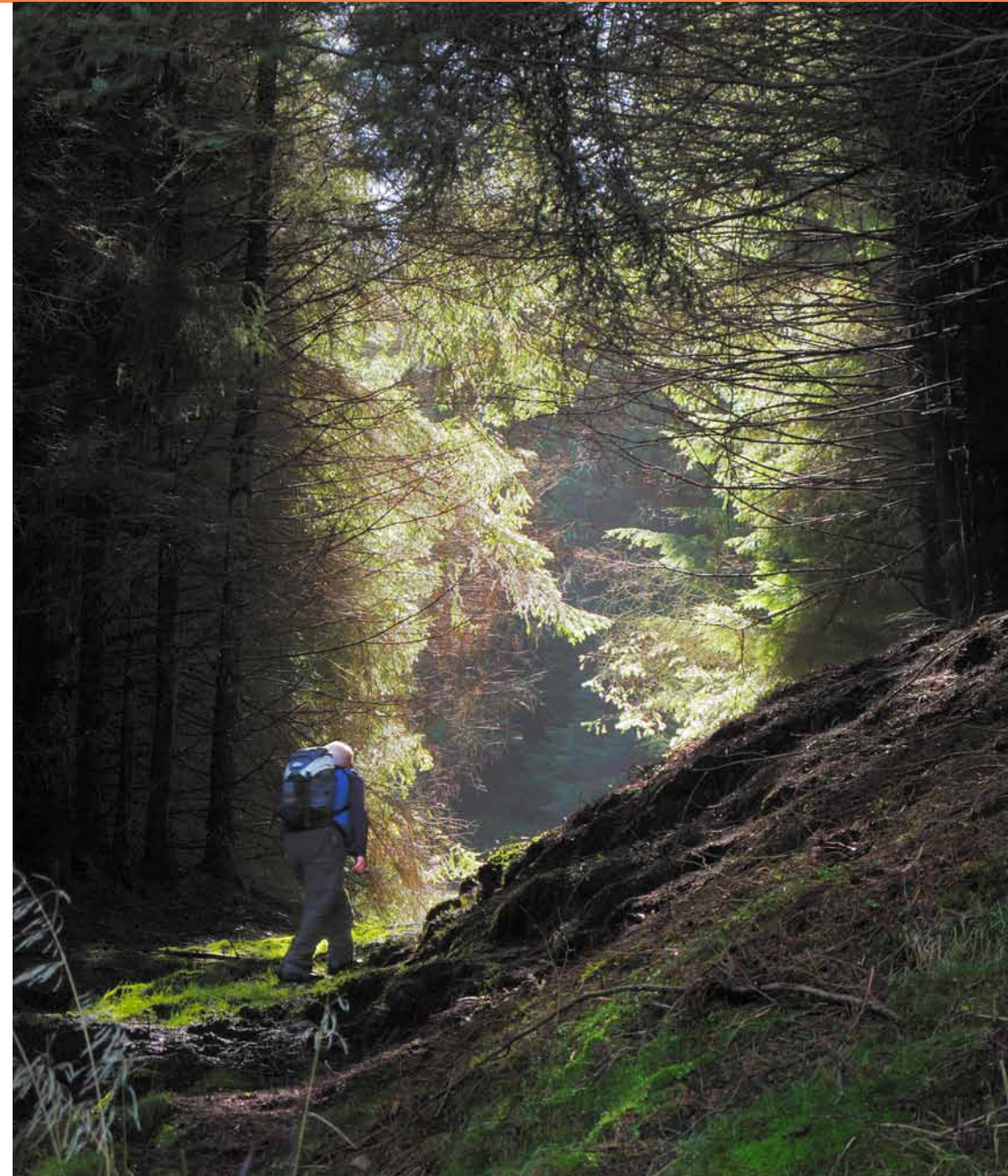
Why is the AONB Special?

A Place to Enjoy and Keep Special

The purpose of AONB designation is to conserve and enhance the natural beauty of the area, whilst having regard to the social and economic needs of the landowners, farmers and communities. The AONB also has a responsibility to meet the demands for recreation and tourism, but only if this is consistent with protecting the natural beauty of the area. It is for this reason that the AONB Partnership has promoted the concept of sustainable tourism within the Forest of Bowland: tourism that is dependent upon the area's environment, and which seeks to conserve and enhance that environment, not detract from it.

The AONB is a popular visitor destination for the surrounding urban settlements of Lancashire and West Yorkshire. Its relatively 'undiscovered' character is highly valued and generates loyalty amongst local people, day visitors and increasingly staying visitors. It is the combination of open moorland, and the ever-changing geography along the lower lying river valleys, that not only gives the area its very own character but also makes it a great destination for walkers, cyclists and wildlife enthusiasts. Although walking is the main recreational activity within the area, there are many opportunities to enjoy other activities such as mountain biking, horse riding, fishing, canoeing, gliding and paragliding.

Over recent years, the AONB Partnership has led the way in helping to develop sustainable tourism that takes account of its current and future economic, social and environmental impacts. In 2005 the Forest of Bowland AONB became the first protected area in England to be awarded the European Charter for Sustainable Tourism in Protected Areas, and this honour was repeated when the Charter was re-awarded in September 2010. The Charter is awarded to protected areas that are delivering tourism that is both nature and landscape friendly and which contributes to the economic development of the region. The Charter approach ensures that organisations, local people and businesses are working together to protect the area, whilst at the same time increasing opportunities for visitors to discover and enjoy its special qualities.



The AONB Partnership

The majority of land in the Forest of Bowland AONB is privately owned and used for agricultural purposes, although the use of the area for leisure and tourism is of increasing importance. The co-operation of those involved in agriculture, tourism and development is therefore vital to the ongoing management of the AONB.



Joint Advisory Committee (JAC)

Delivery of the AONB Management Plan is encouraged through effective partnership working and not through enforcement. Since it was constituted in 1986, the Joint Advisory Committee (JAC) has been responsible for strategic decision-making and liaison between the wide range of organisations and interests within the AONB.

The AONB JAC objectives are to:

- Protect, conserve and enhance the natural and cultural heritage of the Forest of Bowland AONB
- Promote the sustainable social and economic development of the area, particularly where such activity conserves and enhances the environment
- Encourage enjoyment of the area where it is consistent with the first two objectives

The current JAC membership comprises the following organisations:

- | | |
|--------------------------------------------|----------------------------------------------------------------|
| ● Lancashire County Council | ● Natural England |
| ● North Yorkshire County Council | ● United Utilities plc |
| ● Craven District Council | ● Environment Agency |
| ● Lancaster City Council | ● Royal Society for the Protection of Birds (RSPB) |
| ● Pendle Borough Council | ● The Ramblers Association |
| ● Preston City Council | ● Bowland Land Managers Forum |
| ● Ribbles Valley Borough Council | ● Bowland Experience Ltd. |
| ● Wyre Council | ● Champion Bowland (formerly Bowland Tourism Environment Fund) |
| ● Lancashire Association of Local Councils | ● Friends of Bowland |
| ● Yorkshire Local Councils Association | |

The AONB Partnership

AONB Unit

The Forest of Bowland AONB benefits from dedicated staff, responsible for co-ordinating and delivering AONB projects and activities. This dedicated staff team is known collectively as the AONB Unit. The responsibility of the AONB Unit includes:

- Coordinating and managing the AONB Partnership
- Developing and managing key projects
- Raising funds to support the work of the AONB Partnership
- Working closely with local communities and businesses
- Raising awareness about the importance of the AONB

Since 2011/12, the AONB Unit has produced a rolling three-year business plan with detailed objectives and actions to guide the Unit's day-to-day activities.

Partnership Funders Group (PFG)

A Partnership Funders Group (PFG) primarily comprises officers from the key funding partners (local authorities, United Utilities and Natural England), which meets regularly with the AONB Unit and provides the JAC with support. The PFG considers budget and policy issues, and also provides technical and professional advice and assistance to the JAC in fulfilling its obligations.



Other Partnership support

The AONB also benefits from other, additional personnel who work in support of the AONB Partnership. These include:

- Two Lancashire County Council Senior Environmental Project Officers (previously known as Countryside Officers) operate in the area, one covering Bowland North and West and the other Bowland East and Pendle Hill. The Senior Environmental Projects Officers are involved in a broad range of service delivery and project development, providing an advisory service, helping to attract funding and providing key links with farmers and landowners in the area
- Wyre Council also operates the Wyre Coast and Countryside Service, whose staff and volunteers spend a significant proportion of their time working in the Wyre part of the AONB
- Other key AONB partner organisations involved in the delivery of Management Plan actions include Natural England; the Environment Agency; United Utilities; the Wildlife Trust for Lancashire, Manchester & North Merseyside; RSPB; Rivers Trusts, landowners and farmers; tourism businesses; community and voluntary groups and parish councils
- Parish Lengthsman Schemes (supported by the AONB Partnership) operate within the parishes of Barley-w-Wheatley Booth, Blacko, Bolton-by-Bowland and Gisburn Forest, Caton-w-Littledale, Melling-w-Wrayton, Downham, Goldshaw Booth, Higham-w-West Close Booth, Hornby-w-Farleton, Lawkland, Nether Wyresdale, Newton-in-Bowland, Pendleton, Roughlee Booth, Sabden, Sawley, Slaidburn, Tatham, West Bradford and Wiswell. The Parish Lengthsmen carry out small-scale environmental improvement and maintenance tasks on behalf of, and working with, the local community
- Full-time and volunteer ranger services operate in the AONB, comprising staff from both Lancashire Countryside Ranger Service and Wyre Coast and Countryside Service. The ranger services focus primarily on access and visitor management in the AONB's "honeypot" sites, gateways and access land

AONB Partnership Successes and Achievements (2009 – 2014)

Below are just some of the AONB Partnership's successes and achievements during the previous plan period from 2009 to 2014. These have been achieved through close partnership working between the AONB Unit, partner organisations, tourism businesses and community groups:

AONB & RSPB Outreach Education Project – Since the project began in 2008 the Forest of Bowland AONB/RSPB Outreach Education Project has worked with 1200 school children in 33 primary schools in the AONB and surrounding areas.

RSPB Bowland Wader Project – to date RSPB has engaged with over 185 landowners through the Bowland Wader Project, with the majority delivering some form of positive management for breeding waders. 81 of these farms are doing so through Natural England's Environmental Stewardship schemes.

Bowland Experience Limited (BEx) – formed as a new company in August 2009 for the development, support and promotion of commercial tourism operators. BEx currently has over 100 business members who are involved in developing tourism cluster projects (e.g. Electric Bicycle Network) and networking events and training such as social media and green marketing.

Establishment of Champion Bowland – the new name for the former "Bowland Tourism Environment Fund", confirmed in March 2013. A significant donation to Champion Bowland in 2012 was from monies raised by the Three Fishes (Ribble Valley Inns) through 'visitor giving', raising £8,500 towards the AONB Tramper developments.

Sustainable Catchment Management Programme (SCaMP) – this ground-breaking United Utilities initiative was completed in 2010. The programme applied an integrated approach to catchment management on the United Utilities Bowland and the Peak District estates. SCaMP helped the company to deliver government targets for SSSIs, enhance biodiversity, ensure a sustainable future for the company's agricultural tenants and protect and improve water quality. Much of the work was funded by both the utility company and through Natural England's Environmental Stewardship Scheme.



AONB Partnership Successes and Achievements (2009 – 2014)

Brennand and Whitendale Focus Group – completed in spring 2013, this major infrastructure project has seen United Utilities decommission a number of water intakes along the two rivers and refurbish those that remain. The multi-million pound project has been funded by both the Environment Agency and United Utilities. Under a new agreement with the Environment Agency, United Utilities will ensure that water is only taken from the rivers when it is plentiful. By restoring a more natural flow to these two rivers, there is a greater opportunity to enhance and protect important seasonal variations, leading to improvement of an important habitat for fish and aquatic invertebrates.

Langden Brook Gravel Re-introduction Project – this partnership project involves the Environment Agency, United Utilities and Ribble Rivers Trust studying the potential benefits of re-introduction of gravels in Langden Brook. Gravel is held up in the river system by man-made barriers associated with drinking water abstraction. The movement of the gravel downstream is very important for fish habitat, so this study is investigating what happens if gravel is artificially moved beyond these barriers and re-introduced into the river.

Wyre Coast and Countryside Volunteers – this small team of volunteers and staff help to organise healthy outdoor activities and events (including an annual walking festival) to help locals and visitors enjoy and understand the protected natural environment. In a typical year the team of volunteer rangers and countryside staff complete over 1000 site patrols supporting 8500 visitors.

Friends of Bowland – established in 2012 to provide a focal point for local volunteers interested in practical conservation work, environmental training, research into local landscape heritage and organising social events celebrating the special AONB landscape.

Second Charter Mark for the AONB – in July 2010 the Forest of Bowland AONB was re-awarded the European Charter for Sustainable Tourism in Protected Areas for 2010-15. This followed on from our initial achievement in 2005 of being the first Protected Landscape in England to receive the award.



AONB Partnership Successes and Achievements (2009 – 2014)

Lancashire Green Tourism Project – 2011 saw the completion of this business development project supporting businesses across Lancashire, as well as Bowland, in their commitment to being more sustainable. Over the three years 56 businesses achieved Green Tourism Business Scheme accreditation.

The AONB Partnership received a Global Responsible Tourism Accolade in 2011 as runner-up for best green destination in the International Responsible Tourism Awards.

The Bowland Symposium – In 2012 the AONB organised a two-day conference showcasing sustainable tourism in the Forest of Bowland AONB, attracting 80 delegates from other protected landscapes from all over the UK.

Undergrounding of Overhead Power Lines – as part of the £5.4M OFGEM Undergrounding for Visual Amenity (UVA) programme running from 2010-2015, Electricity North West has been working with the Forest of Bowland AONB to identify visually intrusive sections of overhead lines for undergrounding. Schemes have included Littledale and Roeburndale, Stephen Park, Champion Moor, Waddington Fell and Chapel Croft, near Newton-in-Bowland.

Lancashire Witches Walk – the LCC Environment & Community Project team helped secured funding from the Lancashire Environmental Fund, Heritage Lottery Fund and the AONB Sustainable Development Fund to establish this new long distance walking route. It was developed as part of the commemoration events during the 400th anniversary of the Lancashire Witch Trials, in 2012.

Bleasdale Fells Moorland Restoration – Since 2011, the AONB Partnership has helped to secure over £350,000 from the Environment Agency and Natural England, to restore SSSI blanket bog habitat on three of the Bleasdale Fells: Fairsnape, Holme House and Fiendsdale Head. During 2013 volunteers helped to re-vegetate the peat by planting a total of 3000 cottongrass, crowberry, bilberry, heather and cowberry plug plants and by translocation of Sphagnum mosses.



AONB Partnership Successes and Achievements (2009 – 2014)

Traditional Boundaries – The AONB Traditional Boundaries programme has provided grant aid towards positive management of hedgerows, dry stone walls and rail fencing. Training on these traditional skills is provided for volunteers, local contractors and farmers alongside an annual hedge laying competition. In a typical year between 1500 and 2000m of hedges are laid and 500m of hedgerows replanted.

Bowland Hay Time Project – The Forest of Bowland AONB joined forces with the Yorkshire Dales Millennium Trust (YDMT) in 2012 to run a two year upland hay meadow restoration project in Bowland. Funding from the Lancashire Environmental Fund and the AONB supported the employment of a project officer and, with additional support from Natural England's Environmental Stewardship Scheme, the project has been able to exceed its target of restoring 40 hectares of hay meadows. One of the highlights has been the designation of Bell Sykes SSSI meadow, near Slaidburn, as a Coronation meadow. The Coronation Meadows project, initiated by HRH Prince Charles, has listed 60 meadow sites across England to become donors for further restoration work.

Landscape Stories – this heritage project worked with local communities, schools and visitors to understand and celebrate some of the traditional rural industries and activities which have been influenced by, and in turn left their mark on, the Forest of Bowland landscape. By the end of the project in 2011, over 600 people, including 250 pupils from 10 schools had been involved.

St. James' Church Archaeology Project – the original church of St. James, Stocks-in-Bowland, opened its "doors" to visitors once again in 2012 – almost 80 years after being demolished during the construction of Stocks Reservoir. Following a sterling effort by volunteers the foundations of the church, which was built in 1852, were uncovered over a series of weekend tasks which began back in October 2011 and finished in May 2012.

Access for All – since 2006 Lancashire County Council and Wyre Coast and Countryside Service, in conjunction with the Forest of Bowland AONB, have been working with rural tourism businesses and the voluntary sector, plus other partners, to expand the use of Trampers beyond publicly managed recreation sites. Several tourism businesses have collectively developed Trumper schemes – Wyresdale Wheels and BEx. As a result, there are now an additional 10 Trampers based in the private and voluntary sector in Bowland. Over the winter of 2012-2013 new Trumper trails were researched and, to date, 13 trails (totalling more than 30 miles) have been developed.



AONB Partnership Successes and Achievements (2009 – 2014)

Electric Bike Network – this project was launched in 2013 by a group of BEx businesses. Visitors can now enjoy the simple pleasure of cycling through Bowland's outstanding landscapes, whilst the electric bikes do much of the hard work. Three tourism accommodation providers operate as hire stations with another 11 businesses provide charging points. This newly established scheme links to the national 'Electric Bike Network' initiative involving protected landscapes across the UK.

Bowland Land Managers Forum – was initiated by the AONB Unit in 2012 to help maintain strong links between the work of the AONB Partnership and the landowners and farmers involved in managing the area. The Forum was successful in obtaining Natural England funding to support the development stages; including the establishment of an AONB land management statement to inform the review of the AONB Management Plan, updating and dissemination of a land management advice note on ticks and louping ill and developing research on the economic profile of the AONB landscape to help shape future rural development programmes for the area.

Sustainable Development Fund – since 2005 the AONB Unit has managed the Sustainable Development Fund which, since 2009, has awarded 48 projects a total of £192,000. This has levered in an additional £375,000, making a total of over £0.5 million being spent on sustainability projects in the Forest of Bowland by an array of partners including village halls, arts groups, wildlife organisations and businesses.

A Leap in the Park – 2013 saw the publication of a report on medieval deer parks in the AONB, alongside the launch of a new project: A Leap in the Park. A small grant of £9600, awarded by Heritage Lottery Fund as part of their 'Telling Our Stories' scheme, enabled the AONB Unit to carry out further research and to broaden the appeal of the study by engaging with more people locally and creating new interpretation.

Festival Bowland – the annual programme of events and activities (averaging 100 events per annum) organised together with landowners, businesses, local experts and local authorities to celebrate what makes the AONB such a special place for landscape, wildlife and people.



Development of the Management Plan

The purpose of the plan

As a nationally important landscape, the Forest of Bowland AONB experiences a variety of management pressures on its landscape, such as changing demands on agricultural land, telecommunication and energy infrastructure, tourism facilities and the need to develop a sustainable rural economy. The Forest of Bowland AONB Management Plan seeks to provide a strategic context within which the problems and opportunities that these pressures present are addressed and guided in a way that safeguards the national importance of this special landscape.

The role of the Forest of Bowland AONB Management Plan is to provide positive and proactive management; highlighting the special qualities of the designated area, the importance of the relevant landscape features and identifying those features which are vulnerable to change. It is a statutory requirement of the Countryside and Rights of Way Act (CROW) (2000), which requires the relevant planning authorities to jointly publish an AONB management plan that formulates policies (herein referred to as 'objectives') for undertaking the management of the whole AONB.

The Management Plan outlines an integrated vision for future development of the AONB based on the highest level of shared aspirations for the area, taking into account relevant international, national, regional and local policies. It presents objectives specific to the AONB that will enable this vision to be pursued effectively and allocates responsibility for each objective and related actions to relevant partners. The Management Plan also details the process by which progress towards these targets will be assessed.

All Management Plan objectives have regard to the context of the AONB concerning the surrounding geographical area - that is to say objectives are not solely 'inward looking' and, wherever possible, aim to take account of the relevant landscapes, communities and key issues outside of the AONB boundary.



Development of the Management Plan

How the current plan was produced

The first Management Plan for the AONB was published in 1995 and the first statutory plan was published in April 2004. The current plan (2014-2019) was published in March 2014 and succeeds the previous plans in guiding the work of the Joint Advisory Committee. The current Management Plan is the product of a series of targeted consultation exercises, together with a literature review.

Consultation

Production of the current AONB Management Plan has involved targeted consultation with both communities of place (i.e. people who live and work within the AONB) and communities of interest (i.e. organisations with an interest or 'stake' in how the AONB is managed). The 'communities of place' consultation workshops were designed and undertaken during June 2013 in the communities of Dunsop Bridge, Downham, Hornby and Tosside, with the assistance of S Robinson Consulting. During July 2013 a series of 5 'themed' workshops (e.g. landscape and biodiversity, sustainable tourism) were held involving organisations and individuals with more specific interests in the AONB.

Literature review

The current Management Plan incorporates the results of a literature review of relevant plans, strategies and policies, and has sought to integrate these where appropriate. The literature review and subsequent review of the Management Plan was undertaken by the Principal AONB Officer. See Appendix 1 for a list of documents included in the literature review.

The important focus of the AONB Management Plan - and what differentiates it from these other plans and strategies - is the purpose of the AONB, namely to conserve and enhance the natural beauty of the Forest of Bowland. The plan recognises, however, that this can only be achieved by complementing other plans and strategies, aiming to support and realise their policies for action within the context of the AONB as a whole.



Policy Context for the Management Plan

Planning and development in AONBs

The fundamental principle underlying planning and development management in AONBs is that any new development within the AONB that has a materially adverse impact can only proceed where it is demonstrated that it satisfies an over-riding national need. All development is expected to conform to a very high standard of design, to be in keeping with local distinctiveness and should seek to conserve and enhance the AONB's natural beauty.

Within Section 85 of the CROW Act (2000) there is a duty on all relevant authorities to have regard to this purpose in exercising or performing any functions in relation to, or so as to affect land in, AONBs. Sections 88 & 89 of the Act state that each local authority and Conservation Board shall prepare and publish a Management Plan for their AONB, which should then be reviewed at intervals of no more than 5 years. Management Plans are adopted statutory policy of the local authority.

The Government has confirmed that the landscape qualities of National Parks and AONBs are equivalent, so the protection given by the land use planning system to natural beauty in both types of area should also be equivalent. The AONB designation is also of international importance, recognised as a Category V Protected Landscape by the International Union for the Conservation of Nature (IUCN).

A local planning authority has a duty to have regard to the conservation and enhancement of natural beauty. This is achieved through partnership with AONBs and by reference to their Management Plans as a material consideration.

The AONB Partnership (and Unit) is not a statutory consultee for planning applications or the formulation of Local and Neighbourhood Plans. However, the Unit does provide advice and guidance for local planning authorities on landscape planning matters, where requested. Natural England is the statutory consultee for landscape-related planning issues (alongside its broader land use planning remit for protection and conservation of the natural environment). The AONB Unit liaises with Natural England's Land Use Planning team on these and other related matters.



Policy Context for the Management Plan

National Planning Policy Framework

In March 2012, the Department for Communities and Local Government published the National Planning Policy Framework, which sets out the Government's planning policies for England and how these are expected to be applied. The Framework states that: 'At the heart of the NPPF is a presumption in favour of sustainable development, which should be viewed as a golden thread running through both plan-making and decision-taking'.

'Sustainable Development' is defined as having three dimensions: environmental, economic and social. It goes on to define these dimensions in more detail:

These dimensions give rise to the need for the planning system to perform a number of roles:

- **an economic role** – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;
- **a social role** – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and
- **an environmental role** – contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.

...These roles should not be undertaken in isolation, because they are mutually dependent.'

The NPPF also provides specific planning guidance for development planning and decision-making in relation to AONBs. It confirms that great weight should be given to conserving landscape and scenic beauty, and that AONBs have the highest status of protection in relation to landscape and scenic beauty. AONBs and their management plans are material considerations in planning. The 'great weight test' is significant and it is one of the most stringent legal tests that can be applied under planning law. In specific relation to major development¹, the NPPF states that planning permission should be refused for major developments in AONBs except in exceptional circumstances and where it can be demonstrated they are in the public interest.

The NPPF confirms that local planning authorities should set out the strategic priorities for their areas within Local Plans and accordingly deliver the conservation and enhancement of the natural environment, including landscape. The NPPF also confirms that allocations of land for development should prefer land of lesser environmental value (counting the AONB as high value), that local planning authorities should set evidence and criteria based policies against which proposals for any development on or affecting landscape areas will be judged (development affecting AONBs includes impact on their setting) and that planning should contribute to conserving and enhancing the natural environment.

¹The Town and Country Planning (Development Management Procedure) (England) Order 2010



Policy Context for the Management Plan

Landscape Characterisation

Landscape character is defined as “a distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse” (Landscape Character Network). Put simply, landscape character is that which makes an area unique or different from neighbouring areas (in much the same way as we use the word “character” to describe differences between people).

National Character Areas (NCAs) divide England into 159 distinct natural areas. Each is defined by a unique combination of landscape, biodiversity, geodiversity and cultural and economic activity. Their boundaries follow natural lines in the landscape rather than administrative boundaries, making them a good decision making framework for the natural environment. The AONB is largely contained within two NCAs, 'Bowland Fringe and Pendle Hill' (NCA 33) and 'Bowland Fells' (NCA 34). A small area of Pendle Hill also falls within 'Lancashire Valleys' (NCA35). For more useful information on National Character Areas, including Area Profiles and Statements of Environmental Opportunity visit: www.naturalengland.org.uk/publications/nca/default.aspx#profiles

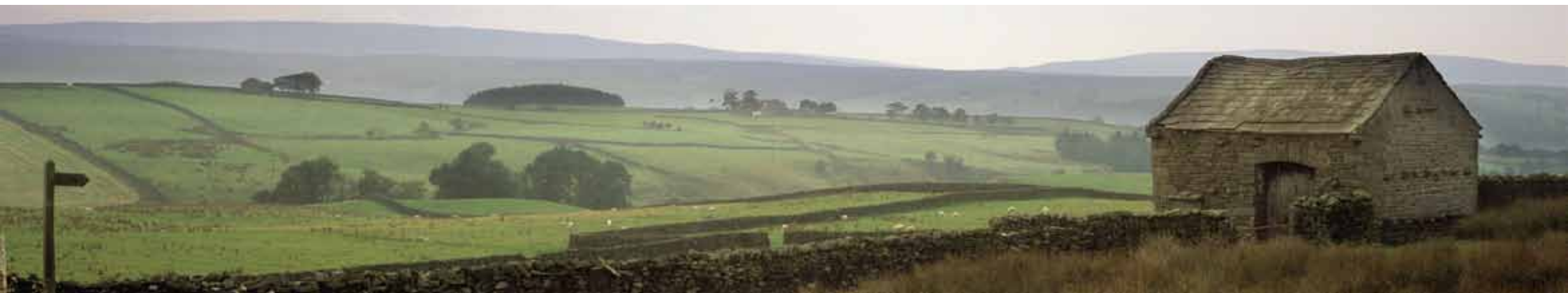
In addition to national landscape character assessment, a number of local landscape character studies have been undertaken to better understand and describe the character of the Forest of Bowland landscape. The most recent and comprehensive of these is the Forest of Bowland AONB Landscape Character Assessment:

Forest of Bowland AONB Landscape Character Assessment

In 2009, Chris Blandford Associates were commissioned by the Partnership to undertake a detailed landscape character assessment of the AONB. The overall study consists of two principal sections dealing with landscape classification and managing landscape change respectively. In general, the key characteristics of the AONB landscape, as identified by this landscape character assessment, are as follows:

- Grandeur and isolation of the upland core
- Open expanses of moorland
- Cultural landscape of upland farming
- Historic landscape management as royal hunting forest and more recently as sporting estates
- Rural landscape of dry stone-wall enclosed pastures, stone built farms and villages
- Wooded pastoral scenery and parkland
- Steep scarps, deeply incised cloughs and wooded valleys
- Broad river valleys
- Contrasting gritstone/limestone geology

The landscape character assessment also provides analysis on the landscape sensitivity and its capacity to accommodate change, alongside guidelines for planners, developers, land managers and others on managing landscape change, within each of the landscape character types of the AONB. A copy of the AONB Landscape Character Assessment (2009) is available at: www.forestofbowland.com/publ_plans



Policy Context for the Management Plan

Historic Landscape Characterisation Programme

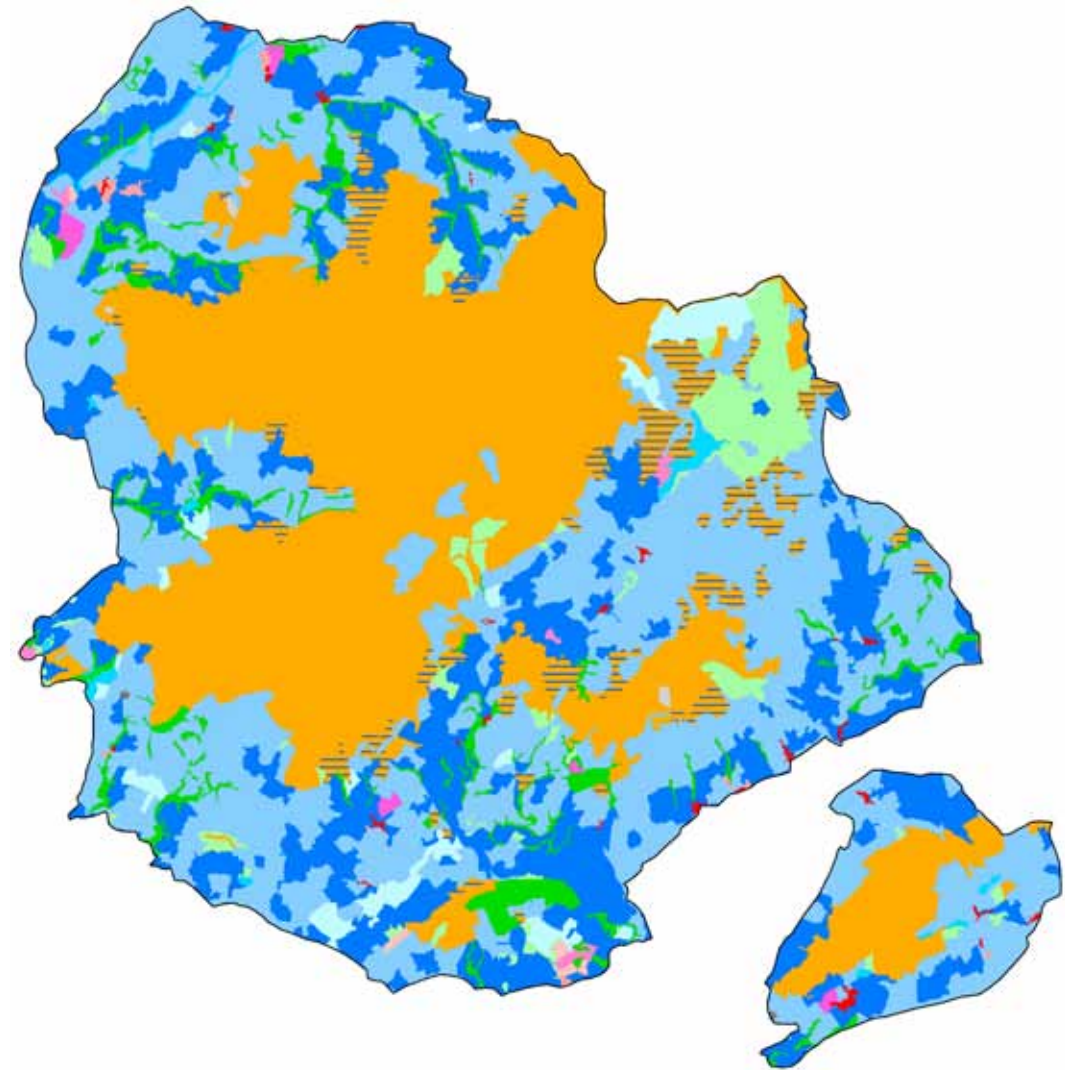
The Lancashire Historic Landscape Characterisation (HLC) Programme was carried out between January 1999 and October 2000. The original study area comprised the county of Lancashire and the unitary authority areas of Blackburn with Darwen Borough Council and Blackpool Borough Council. The work was carried out by the Archaeology Service of the County Council's Environment Directorate, with the support of English Heritage. The aim of the Lancashire programme was to characterise the distinctive, historic dimension of today's urban and rural environment in Lancashire. Additional work was also undertaken to extend the mapping to Sefton Metropolitan Borough Council (Merseyside) and the area of Craven District Council outside the Yorkshire Dales National Park (North Yorkshire).

The Historic Landscape Characterisation Programme remains a very important source of information about the historic landscape of the Forest of Bowland AONB. The report on the project is divided into three parts: Part I provides an introduction both to HLC and to Lancashire, including a brief description of the county's landscape; Part II describes the characterisation methodology applied; while Part III is a summary presentation of the results.

Assuming broad historic character types, 'Enclosed Land' accounted for well over half the land area of Lancashire (62% or 201,905 ha; see figure above). 'Moorland' (11%), 'Modern Settlement' (8%) and 'Sand and Mudflats' (5%) made up the other main land cover types within the county, which together with 'Enclosed Land' accounted for 86%. 'Woodland' covered just over 3% or approximately 11,000 hectares, 'Water' (mainly reservoirs) and 'Saltmarsh' both just under 4,000 ha. and 'Ornamental' and 'Ancient Settlement' 2,000 ha. Built-up areas, including 'Settlement, Industry, Recreation and Communications' account for over 12% of the land area and tend to be broadly concentrated along the coast and river valleys and in East Lancashire.

A copy of the full report is available on the website for Lancashire County Council Archaeological Service:

<http://www.lancashire.gov.uk/corporate/web/?siteid=4398&pageid=20338&e=e>



Lancashire Sites and Monuments Record

Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office. © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. OS licence no. 100023320. This view and other data © Lancashire County Council.



Policy Context for the Management Plan

Benefits to Society from the AONB Landscape

The special qualities of the Forest of Bowland AONB landscape provide a wide range of benefits to society. These benefits derived from nature are often described as 'ecosystem services' and sustainable economic growth relies upon them:

- AONB farmers produce predominantly extensive beef and sheep on the fells with more intensive beef, sheep and dairy farming within the valleys and lowland fringes. Hill farming systems concentrate on the production of suckler beef and store lambs. In addition, the western fringes of the AONB also support a number of other enterprises including pig, poultry and horticulture.
- Timber is produced from forestry operations and woodfuel and wood products through small-scale woodland management.
- Upland river catchments of the AONB provide water for thousands of homes and businesses in Lancashire and the North West of England. The sustainable management of catchment land by the water utility company helps to improve water quality; reducing the need for more costly 'end-of-pipe' water treatment.
- Healthy, functioning blanket bog on the tops of the fells acts as a carbon store and work to restore and re-wet areas of blanket bog will help boost carbon sequestration. In addition, these blanket bogs are also important in helping to mitigate downstream flood risk for communities, both inside and out of the AONB.
- The extensive rights of way network and access land areas within the AONB, offering access to important wildlife sites and places of historical interest, provides excellent recreational opportunities and supports the health and well being of both residents and visitors.
- Other benefits provided by the AONB landscape include the dispersal and cycling of nutrients, pollination and, with the appropriate technology in the correct location, a source of renewable energy (such as micro-hydro, small-scale wind, solar and biomass). It is also a source of clean air, tranquillity and freedom from noise and light pollution.

Some products like timber have a known financial value, but in other cases, such as the role of bees in pollinating crops or the storage of carbon in woodland and wetlands, we are only just beginning to understand their role and financial value. A better understanding of the wide range of public benefits provided by the special landscape of the AONB and their value both in monetary and non-monetary terms, can help us design and plan appropriate management activity to ensure that our natural resources and systems are more effectively supported in the future.

Many of the objectives within the Management Plan will influence the management of land and ecosystems in the AONB and ensure that effective management is helping to sustain and improve the range and quality of public benefits, or ecosystem services, that are provided. An initial analysis of ecosystem services provided by the AONB landscape can be found in Appendix 2 to the Plan, 'Ecosystem Services in the Forest of Bowland AONB'.



A Vision for the Forest of Bowland AONB

Vision Statement

The objectives and actions of the AONB Management Plan need to be guided by a long-term goal, or vision. The previous Management Plan set out a vision of how the AONB should ideally look into the future. The same vision has been carried forward to this Plan largely unchanged, as the aspirations it describes are still very much at the heart of local AONB stakeholders' values and concerns.

The vision for all partners to work towards is that:

The Forest of Bowland AONB retains its sense of local distinctiveness, notably the large-scale open moorland character of the Bowland Fells, traditional buildings and settlement patterns of villages, hamlets and farmsteads. Natural and cultural heritage is sympathetically managed and contributes to a sustainable and vibrant local economy. The management of the AONB has improved the quality of the landscape for all.

How will the AONB Partnership achieve this vision?

The following Forest of Bowland AONB 'outcomes' were developed and agreed by the JAC in 2011, as part of the AONB Unit's Business Plan. To offer 'read-across' between this and the strategic plan for the National Association for AONBs, the following four outcomes have been adopted to provide the framework for the Management Plan, helping the Partnership to achieve the successful delivery of the Plan and ultimately the above vision for the AONB:

1. 'An Outstanding Landscape of Natural and Cultural Heritage'
2. 'Resilient and Sustainable Communities'
3. 'A Strong Connection between People and the Landscape'
4. 'Working in Partnership'



Delivering the Management Plan

Introduction

The following section outlines information on:

- Key issues affecting the AONB landscape;
- AONB Partnership objectives and actions to deliver the AONB Management Plan 2014 - 2019;
- AONB Partnership 'ways of working'.

Key issues

The key issues affecting the AONB are driven by a number of factors including the profound implications of climate change, development pressure, the pursuit of economic growth, demands for recreation and changes in modern agriculture and the broader economy. These key issues or 'forces for change' are likely to continue to affect the AONB throughout the next plan period. These sections precede each set of objectives and actions and do not discuss these issues at length, but seek to provide an overview and a context within which the Plan will need to operate.

Please note: key issues have been identified as part of the literature review and through consultation. While all of the issues listed have potential to impact on the AONB, not all of those listed are the responsibility of the AONB itself – i.e. they may be beyond the scope of the AONB's purpose of designation.

Objectives

The following delivery plan tables list AONB Partnership objectives and actions to be delivered during the Plan period and allocate responsibility for these to a lead partner (emboldened) and other key partners, with details of targets and timescales for each action. The AONB Joint Advisory Committee, Partnership Funders Group and AONB Unit will seek to prioritise future partnership delivery through regular meetings and the annual business planning process.

All Management Plan objectives have regard to the setting of the AONB; that is to say objectives are not solely 'inward looking' and wherever possible aim to take account of the relevant landscapes, communities and key issues outside of the AONB boundary.

'Ways of working'

The concept of collaboration and working together with others to achieve success underscores all AONB Partnership work. Most AONB Management Plan delivery needs to be done by encouragement through effective partnership working and not enforcement. Under each outcome, AONB 'ways of working' are detailed; outlining how the AONB Partnership and Unit aims to carry out its day-to-day work, particularly where these tasks do not readily produce SMART (Specific, Measurable, Attainable, Relevant and Time-bound) objectives or actions.



AONB Outcome 1 - An Outstanding Landscape of Natural and Cultural Heritage

Vision

An unspoilt and unique landscape of the highest quality; richness and diversity of cultural and natural features; a landscape where tranquillity can be found.

Key Issues

- Predicted decrease in EU/Defra funding for agri-environment payments available to farmers and land managers from 2014 onwards through the New Environmental Land Management Scheme (NELMS); and the likely landscape impact of these changes
- National and international initiatives and obligations such as the European Landscape Convention, EU Water Framework Directive and BD2020² which require a robust knowledge of the landscape resource
- Threats to key natural assets such as ground-nesting birds and blanket bog – for example, through physical disturbance due to changing land management practices; soil compaction; drying out of soils from drainage or climate change that can lead to a reduction in food sources
- Recent breeding failures (in 2012 and 2013 seasons) of the hen harrier within the Bowland Fells Special Protection Area
- Invasive alien species damaging ecosystems - e.g. Beech invasion of ancient woodland; invasive alien species along rivers; Himalayan balsam threatening bluebell woodland
- Lack of management of semi-natural clough woodland and areas of extensive conifer plantation, particularly on ancient woodland sites, reducing wildlife value and the potential for developing wood product markets to increase and improve woodland management
- Agricultural specialisation, intensification and farm amalgamation is resulting in a loss of semi-natural habitats and cultural features
- Lack of awareness of the geodiversity value of the AONB
- Roadside verge management regimes adversely affecting verges with special biodiversity interest.
- Diffuse and point-source pollution of watercourses from both agricultural and non-agricultural sources
- Intensive fertiliser use and diffuse pollution continues in some areas leading to loss of biodiversity both on and off agricultural land (e.g. roadside verges), as well as affecting water quality
- Increased awareness of the value of 'ecosystem services', such as carbon storage and sequestration, water quality, flood alleviation, recreation and health and well-being
- Small, fragmented patches of habitat are vulnerable to loss of biodiversity due isolation and changes in rainfall and temperature
- Potential change to cropping patterns and types of crops, in response to climate change, altering the character of the landscape
- Potential for hotter, drier summers leading to reduced ground water and drying out of blanket bog habitats, which can release carbon into the atmosphere
- Potential increased soil erosion due to sudden downpours or flooding and weakened soil structure
- Pressure for commercial-scale renewable energy infrastructure (in particular wind farms) resulting in changes to the character of the AONB
- The potential cumulative effects of small, single wind turbine developments clustered together resulting in changes to the character of the AONB
- Development of small-scale hydro-electric schemes affecting water courses within and close to the AONB
- Potential development of unconventional gas exploitation (i.e. hydraulic fracturing or 'fracking') infrastructure within the AONB
- Changes to the planning system following the publication of the National Planning Policy Framework
- Pressure for new development and building conversion in open, exposed landscape, which can be visually intrusive
- Small-scale cumulative development (e.g. building extensions, residential boundary treatment, roadside concrete curbing and signage) resulting in erosion of integrity and quality
- Development, traffic and lighting beyond the boundary of the AONB increasingly intruding on the quality of the landscape
- Some designated heritage assets (particularly Scheduled Monuments) in the AONB considered to be 'at risk'.
- Loss of traditional skills reducing the ability to effectively manage the traditional landscape features and buildings of the AONB

² Biodiversity 2020: A strategy for England's wildlife and ecosystem services (2011), Defra.

AONB Outcome I - An Outstanding Landscape of Natural and Cultural Heritage

AONB 'Ways of Working'

Landscape

- Promote sustainable land management practices to help conserve and enhance the AONB landscape (based on 'guidelines for managing landscape change' within the Forest of Bowland AONB Landscape Character Assessment [2009])
- Participate in a range of fora and networks to represent AONB landscape interests

Biodiversity

- Encourage habitat creation and the buffering of existing habitats in line with BD2020 outcomes (and appropriate to landscape character), aiming to create more, bigger and more connected habitats
- Commitment to applying an 'ecosystems approach'³ to management of the AONB landscape
- Collaborate with Natural England, Environment Agency, Forestry Commission and other national, sub-regional and local environmental organisations and interests through a range of fora, to co-ordinate actions for the conservation and enhancement of biodiversity within the AONB
- Work closely with AONB land owners, managers and farmers (via the Bowland Land Managers Forum) to facilitate effective consultation and communications relating to land management decisions likely to affect the sector
- Promote, encourage and facilitate 'High Nature Value' farming through provision of appropriate advice and guidance to land managers on agri-environment schemes
- Maintain regular communications with Natural England land management advisors on latest developments regarding agri-environment schemes, both nationally and within the AONB

Geodiversity

- Ensure conservation of geodiversity is considered for emerging development plan documents and minerals plans affecting the AONB

Planning and Development

- Provide advice and guidance on planning and landscape-related matters for local planning authorities, highway authorities, government agencies, developers and communities (based on 'guidelines for managing landscape change' within the Forest of Bowland AONB Landscape Character Assessment [2009] to uphold the statutory duty for AONBs of 'conserving and enhancing the natural beauty of the landscape'.
- Contribute to and influence development plan documents (DPDs) of responsible local planning authorities
- Influence relevant planning and development policies and strategies at local, county and national level to uphold the statutory duty for AONBs of 'conserving and enhancing the natural beauty of the landscape'

³ 'What Nature Can Do for You', Defra (2010)



AONB Outcome I - An Outstanding Landscape of Natural and Cultural Heritage

Objectives	Actions	Targets	Timescale	Key Partner(s)
I.I Landscape Recognise the founding principles of the European Landscape Convention and implement the AONB Landscape Character Assessment as an integrated approach to managing landscape change.	I.IA Ensure all local planning authorities and other interested organisations have access to AONB Landscape Character Assessment GIS data layers and understand how these can be used as a planning tool	All LPAs supplied with GIS data layers. Hold at least 1 meeting per year with LPA or other partner to raise awareness of AONB LCA and its uses.	2014 Annually	AONB Unit LPAs Rivers Trusts NE
	I.IB Utilise the AONB Landscape Character Assessment to monitor landscape change within the AONB, as part of a 'State of the AONB' Report	AONB LCA used to establish baseline information in State of the AONB' report	2015	AONB Unit LCC Landscape Unit
	I.IC Continue to support the 'Traditional Boundaries' programme, managing and restoring hedgerows, dry stone walls and railing fences	Develop at least 3 traditional boundary restoration projects per year Hold 3 training events/competitions per year	Annually Annually	LCC E&C Projects AONB Unit Parish Lengthsman Schemes Friends of Bowland
	I.ID Establish new funding sources for the 'Traditional Boundaries' programme to supplement AONB support	Develop a fund-raising plan for 'Traditional Boundaries' Programme Submit bids for external funding, where available and appropriate	2014 2015	LCC E&C Projects AONB Unit
	I.IE Develop and disseminate advice note with design guidance for fencing in sensitive open landscapes (e.g. moorland, open river floodplains)	Advice note developed	2014	AONB Unit Rivers Trusts LCC E&C Projects NE EA BLMF
	I.IF Develop plan for managing landscape change due to loss of woodland and veteran trees through increased incidence of tree disease (e.g. Phytophthora ramorum, Chalara fraxinea).	Hold woodland management seminar/field visit Management plan developed	2014 2015	LCC Countryside LCC E&C Projects Lancashire Woodlands Project Woodland owners/managers

AONB Outcome I - An Outstanding Landscape of Natural and Cultural Heritage

Objectives	Actions	Targets	Timescale	Key Partner(s)
1.2 Biodiversity and Ecosystem Services Co-ordinate partner activity in conserving and enhancing biodiversity and in developing a better understanding and management of ecosystem services* within the AONB *BD2020 Outcome 1C: <i>At least 17% of land and inland water, especially areas of particular importance for biodiversity and ecosystem services, conserved through effective, integrated and joined up approaches to safeguard biodiversity and ecosystem services including through management of our existing systems of protected areas and the establishment of nature improvement areas</i>	1.2A Re-establish an AONB Biodiversity Working Group (BD Working Group), representing key agencies, local authorities, environmental organisations	Working Group re-established Produce a brief annual delivery plan for Working Group	2014 Annually	AONB Unit AONB JAC AONB partner organisations with biodiversity interest
	1.2B Carry out 'ecosystem approach' self-assessment produced by Natural England	Self-assessment completed	2014	AONB Unit AONB Partnership
	1.2C Contribute to research on the value of 'ecosystem services' provided by the natural environment of the AONB and communicate findings to a wide audience	Research opportunities with Natural England identified Research commenced	2014 2015	Natural England AONB Unit BLMF Rivers Trusts
	1.2D Explore opportunities for biodiversity offsetting with local planning authorities (recognising the mechanism as a last resort after options for avoidance and on-site mitigation have been exhausted)	Hold 'planning and development' seminar to discuss opportunities for biodiversity offsetting within the AONB	2014	BD Working Group AONB Unit LPAs Environment Bank Landowners United Utilities Ribble Rivers Trust
	1.2E Play an active role in the government's 'Catchment-based Approach' (CaBA) to river management and restoration for the Lune, Ribble and Wyre	Meet with EA catchment management staff and Rivers Trusts for Lune and Wyre re:CaBA Attend at least 2 Ribble Life stakeholder exchange meetings per year Investigate opportunities for catchment-based management options and agreements for the New Environmental Land Management Scheme (NELMS).	2014 Annually 2014	Rivers Trusts EA AONB Unit NE CSF United Utilities BLMF RSPB

AONB Outcome I - An Outstanding Landscape of Natural and Cultural Heritage

Objectives	Actions	Targets	Timescale	Key Partner(s)
I.3 Habitats Support the delivery of 'Biodiversity 2020: A Strategy for England's Wildlife and Ecosystem Services' Outcome 1A, 1B & 1D#, with a particular focus on peatland, blanket bog, and other wet habitats, species rich grasslands and woodlands. *BD2020 Outcome: 1A: Better wildlife habitats with 90% of priority habitats in favourable or recovering condition and at least 50% of SSSIs in favourable condition, while maintaining at least 95% in favourable or recovering condition 1B: More, bigger and less fragmented areas for wildlife, with no net loss of priority habitat and an increase in the overall extent of priority habitats by at least 20,000ha. 1D: Restoring at least 15% of degraded ecosystems as a contribution to climate change mitigation and adaptation.	I.3A Ensure AONB's SSSIs are in favourable or recovering condition and take appropriate action to bring those SSSIs that are currently in recovering condition into favourable condition	Ensure 100% of the AONB's SSSIs are in favourable or recovering condition Ensure at least 50% of SSSIs are in favourable condition	2019 2019	Natural England Landowners BD Working Group
	I.3B Carry out a mapping exercise of priority habitats (including local important and locally designated sites) and commission condition surveys of the priority habitats identified	Peatland and species-rich grassland habitat survey work complete Agree further work on priority habitat surveys (e.g. woodlands, mires and wet grassland) Survey at least 2 additional priority habitats	2014 2014 2016	BD Working Group LERN NEYEDC LCC Ecology AONB Unit
	I.3C Develop opportunity maps for potential habitat creation and restoration for priority habitat identified; linking with LNP ecological frameworks research and mapping for Lancashire and priority areas identified in North Yorkshire (e.g Long Preston Wet Grasslands)	Habitat creation and restoration opportunities mapping developed for 4 priority habitats	2016	BD Working Group LERN NEYEDC Lancashire LNP North Yorkshire and York LNP
	I.3D Restore and re-wet areas of blanket bog habitat as identified in the AONB Peatland Restoration Plan	Restoration and re-wetting of 35hectares of blanket bog habitat (subject to funding availability)	2019	Lancashire Upland Peat Partnership Pennine Peat Partnership AONB Unit Environment Agency Natural England United Utilities LWT Landowners/farmers

AONB Outcome I - An Outstanding Landscape of Natural and Cultural Heritage

Objectives	Actions	Targets	Timescale	Key Partner(s)
I.3 (Continued) Habitats Support the delivery of 'Biodiversity 2020: A Strategy for England's Wildlife and Ecosystem Services' Outcome 1A, 1B & 1D#, with a particular focus on peatland, blanket bog, and other wet habitats, species rich grasslands and woodlands.	I.3E Play an active role in local and regional peatland initiatives (e.g. Lancashire and Pennine Peat Partnerships) to seek additional funding to deliver AONB Peatland Restoration Plan	Lancashire Upland Peat Partnership restoration plan (incl. AONB data) complete AONB projects included in Pennine Peat Partnership bid for EU LIFE+ funding	2014 2014	Lancashire Upland Peat Partnership Pennine Peat Partnership AONB Unit EA Natural England United Utilities LWT Landowners/ farmers
	I.3F Conserve, restore and create species-rich grassland habitats	Jointly deliver 'Networks for Nectar' project with YDMT (funded by LEF to end Sep 2015) Restore 10ha. of hay meadow Restore and ensure management of 12 small species-rich grassland sites	2015 2015	AONB Unit Yorkshire Dales Millennium Trust Landowners/ farmers Lancashire Environmental Fund
	I.3G Support the creation of new native woodland in appropriate sites and the expansion of existing woodlands to reduce habitat fragmentation	Utilise woodland opportunities mapping to guide future woodland creation and expansion	2016 onwards	Lancashire Woodlands Project Forestry Commission NE Rivers Trusts United Utilities

AONB Outcome I - An Outstanding Landscape of Natural and Cultural Heritage

Objectives	Actions	Targets	Timescale	Key Partner(s)
I.3 (Continued) Habitats Support the delivery of 'Biodiversity 2020: A Strategy for England's Wildlife and Ecosystem Services' Outcome 1A, 1B & 1D#, with a particular focus on peatland, blanket bog, and other wet habitats, species rich grasslands and woodlands.	I.3H Conserve and enhance native woodland through appropriate management (e.g. small-scale, traditional coppice techniques), aiming to maintain good structure and maximise biodiversity	Hold woodland management seminar/field visit Secure funding for at least 1 pilot woodfuel economy project	2014 2016	LCC E&C Projects Team Lancashire Woodlands Project Forestry Commission BLMF Arnsdale and Silverdale AONB Existing woodfuel suppliers
	I.3I Liaise with local authorities to maintain or enhance the biodiversity of roadside verges, through maintenance of appropriate and timely cutting regimes	Extend Ribblesdale pilot 'Roadside Verges' project to other local authority areas in the AONB	2015	Highway Authorities RVBC LCC Ecology RSPB Friends of Bowland

AONB Outcome I - An Outstanding Landscape of Natural and Cultural Heritage

Objectives	Actions	Targets	Timescale	Key Partner(s)
I.4 Species Support the delivery of 'Biodiversity 2020: A Strategy for England's Wildlife and Ecosystem Services' Outcome 3* regarding threatened species. *BD2020 Outcome 3: <i>By 2020 we will see an overall improvement in the status of our wildlife and will have prevented further human-induced extinctions of known threatened species.</i>	I.4A Identify local and national 'species at risk' within the area; prioritise and carry out surveys where necessary and work with existing datasets/risk registers on populations of rare species in the AONB	Establish risk register Commission surveys for 2 'priority species at risk' Commission surveys for at least 2 further priority species at risk	2014 2015 2016	BD Working Group LERN BLMF Volunteer groups
	I.4B Develop local species recovery plans for priority 'species at risk' identified; ensuring synergy with national species recovery plans where these exist	Produce 4 local species recovery plans Produce at least 2 further local species recovery plans	2015 2016	BD Working Group BLMF Volunteer groups
	I.4C Continue to support research and monitoring and encourage implementation of habitat projects for characteristic bird species such as hen harrier, merlin, peregrine, ring ouzel, lapwing, snipe, redshank and curlew; including support for relevant species recovery plans	Identify and agree appropriate habitat intervention opportunities for at least 2 species	2016	Natural England RSPB United Utilities Landowners BD Working Group
	I.4D Support local actions to provide suitable conditions to re-establish hen harrier as a breeding species in the AONB, in line with the government's emerging national species recovery plan	Develop local actions to support the re-establishment of breeding hen harrier in the AONB Active participation in the new 'Northern England Protected Landscapes Hen Harrier Group'	2014-15 Annually	Natural England Defra BD Working Group United Utilities Landowners RSPB AONB Unit
	I.4E Investigate feasibility of establishing pilot predator control areas to reduce the impact of predators on ground-nesting bird populations (waders in particular) within the AONB	Feasibility study complete If appropriate, seek funding to establish at least one pilot predator control area	2015 2015	BD Working Group BLMF United Utilities Landowners

AONB Outcome I - An Outstanding Landscape of Natural and Cultural Heritage

Objectives	Actions	Targets	Timescale	Key Partner(s)
I.4 (Continued) Species Support the delivery of 'Biodiversity 2020: A Strategy for England's Wildlife and Ecosystem Services' Outcome 3* regarding threatened species.	I.4F Play an active role in county-wide Invasive Non-native Species (INNS) projects such as 'Lancashire Invasives', to help manage and eradicate Himalayan balsam, Japanese knotweed and Giant hogweed in the AONB	Organise 15 volunteer days per year Complete INNS Strategy and Action Plan Secure funding for continuation of county-wide INNS project for Lancashire	Annually 2014 2014	LWT Rivers Trusts EA Friends of Bowland Other volunteer groups

AONB Outcome I - An Outstanding Landscape of Natural and Cultural Heritage

Objectives	Actions	Targets	Timescale	Key Partner(s)
I.5 Geodiversity Support the delivery of UK Geodiversity Action Plan (UKGAP) objectives; to conserve geodiversity and increase awareness and understanding of its importance in shaping the landscape of the AONB.	I.5A Develop information to raise awareness and improve understanding of the geological landscape of the AONB, both on the AONB website and interpretation at appropriate viewpoints, buildings and landscape features	Geodiversity content on AONB website updated and improved, including information on Local Geodiversity Sites in the AONB Investigate opportunities for use of mobile app technologies (e.g. BGS augmented reality geology app) in the AONB. Install on-site interpretation on “geodiversity in the landscape” developed at a Local Geodiversity Site or viewpoint in the AONB	2015 2015 2019	AONB Unit GeoLancashire North Yorkshire Geodiversity Partnership Civic societies Local history groups
	I.5B Identify potential geodiversity projects involving quarrying and civil engineering industry and local communities	Hold discussions with companies based in or close to the AONB Develop 1 geodiversity project	2015 2019	GeoLancashire North Yorkshire Geodiversity Partnership Quarrying companies Civil eng. contractors AONB Unit
	I.5C Investigate opportunities to add existing “geo-walks” to AONB suite of promoted routes, where appropriate	Include 3 “geo-walks” within AONB promoted routes	2019	AONB Unit GeoLancashire North Yorkshire Geodiversity Partnership

AONB Outcome I - An Outstanding Landscape of Natural and Cultural Heritage

Objectives	Actions	Targets	Timescale	Key Partner(s)
1.6 Historic Environment Support the conservation, appropriate restoration and management of the historic environment and wider cultural landscape.	1.6A Work closely with statutory agencies to identify designated heritage assets 'at risk' and develop management plans to facilitate the removal of assets from English Heritage's 'Heritage at Risk Register'	Hold meeting with English Heritage to discuss establishment of 'Heritage at Risk Register' for AONB Complete first designated heritage asset management plan	2014 2016	English Heritage AONB Unit Natural England Lancashire County Archaeological Service
	1.6B Develop bid to Heritage Lottery Fund 'Landscape Partnership Scheme' for a landscape restoration programme for Pendle Hill area	Complete Stage 1 Bid planning Submit Stage 1 bid If successful: Commence development phase Submit Stage 2 bid Commence LPS delivery	2015 2015 2016 2017 2017-18	AONB Unit Lancashire County Council AONB Partnership Natural England Heritage Lottery Fund Landowners United Utilities RVBC Pendle Council Ribble Rivers Trust Local history groups Friends of Bowland Tourism businesses
	1.6C Develop community-based projects aiming to conserve and enhance historic features in the landscape and increase access to and understanding of the historic environment and cultural heritage (e.g. community archaeology projects)	Develop 6 community-based local heritage projects	2019	AONB Unit Lancashire County Archaeological Service English Heritage Local history groups Archaeological consultants UCLAN

AONB Outcome I - An Outstanding Landscape of Natural and Cultural Heritage

Objectives	Actions	Targets	Timescale	Key Partner(s)
I.6 (Continued) Historic Environment Support the conservation, appropriate restoration and management of the historic environment and wider cultural landscape.	I.6D Develop information to raise awareness and improve understanding of the historic environment of the AONB, both on the AONB website and interpretation at appropriate buildings and landscape features	Develop 'block' for heritage within AONB website Investigate opportunities for further use of mobile app technologies for interpretation of the historic environment Develop and Install on-site interpretation for at least 3 historic features in the landscape	2015 2015 2019	AONB Unit English Heritage Lancashire County Archaeological Service Historic Houses Association Local history groups Lancashire Gardens Trust
	I.6E Promote the use of the Historic Landscape Characterisation as a tool for understanding the wider historic environment, and to inform land management and development decision-making	Hold 'planning and development' seminar aimed at LPA officers/ members to update on latest guidance.	2014	AONB Unit Lancashire County Archaeological Service LCC Landscape
	I.6F Improve understanding and protection of the form, character and setting of historic settlements and farmsteads, conserving and enhancing their local landscape character and distinctiveness	Re-convene meeting of LPA officers to discuss development of design guidance (buildings, roads and road furniture etc) First design guidance note produced	2015 2016	AONB Unit AONB PFG Lancashire County Archaeological Service LCC Landscape LPAs

AONB Outcome I - An Outstanding Landscape of Natural and Cultural Heritage

Objectives	Actions	Targets	Timescale	Key Partner(s)
I.7 Planning and Development Influence development planning policy and decision-making to ensure the statutory purpose of AONB designation, to conserve and enhance the natural beauty of the landscape, is upheld.	I.7A Review development management policy for local planning authorities in the AONB, helping to address LPAs 'duty to co-operate' and identifying differences and opportunities for greater consistency across policies	Complete review of development management policies for the AONB	2014	AONB PFG LPAs AONB Unit
	I.7B Develop content on AONB website (linking to pre-existing resources wherever possible) to clarify AONB's role and to offer advice and guidance in planning and landscape-related matters	Develop AONB 'planning & development' webpage	2015	AONB Unit LPAs Lancashire CPRE RSPB
	I.7C Work with Lancashire County Council on revision of LCC supplementary planning guidance on landscape and biodiversity in light of the new National Planning Policy Framework	Meeting held with LCC Landscape and Ecology	2014	LCC Landscape Unit LCC Ecology RSPB AONB Unit LPAs Lancashire CPRE
		Respond to consultation on revised planning guidance	2014	
	I.7D Develop design guidance (e.g. buildings, agricultural buildings, rural roads) based on the AONB Landscape Character Assessment to ensure development conserves and enhances the character of the locality	Re-convene meeting of LPA officers to discuss development of design guidance	2015	AONB Unit LPAs LCC Landscape Unit LCC Ecology RSPB Lancashire CPRE
		First design guidance note produced	2016	
	I.7E Continue to use and promote the AONB renewable energy position statement to offer advice and guidance to planners and developers on appropriate renewable energy development within the AONB	Review and update position statement, where necessary Hold 'planning and development' seminar aimed at LPA officers/ members to update on latest guidance.	2014 2014	LCC Landscape Unit AONB Unit Lancashire CPRE EA RSPB
	I.7F Carry out an AONB-wide wind energy landscape capacity study, considering cumulative impacts and including landscapes outside but adjacent to the AONB	Secure funding for study Study published	2015 2016	LCC Landscape Unit LPAs

AONB Outcome I - An Outstanding Landscape of Natural and Cultural Heritage

Objectives	Actions	Targets	Timescale	Key Partner(s)
I.7 (Continued) Planning and Development Influence development planning policy and decision-making to ensure the statutory purpose of AONB designation, to conserve and enhance the natural beauty of the landscape, is upheld.	I.7G Investigate potential development of AONB 'Dark Skies' position statement seeking to address light pollution within and surrounding the AONB	Hold meeting for interested organisations to develop position statement If agreed, position statement published	2016 2017	AONB Unit Friends of Bowland Landscape Unit Lancashire CPRE
	I.7H Continue to work with Electricity North West Ltd. on the delivery of the ENWL-funded 'Undergrounding for Visual Amenity' programme to underground visually intrusive overhead power lines in and around the AONB	Ensure full expenditure of funding allocation for UVA for Ofgem DPCR-05 period (2010 – 2015) Deliver at least 2 UVA projects per year under Ofgem RIIO-ED1 (2015 -2023)	2015 Annually	ENWL AONB Unit Landowners BLMF Parish Councils Lancashire CPRE
	I.7I Explore opportunities for biodiversity offsetting with local planning authorities (recognising the mechanism as a last resort after options for avoidance and on-site mitigation have been exhausted)	Hold 'planning and development' seminar to discuss opportunities for biodiversity offsetting within the AONB.	2014	BD Working Group AONB Unit LPAs Environment Bank

AONB Outcome 2 - Resilient and Sustainable Communities

Vision

Sustainable communities and businesses that are strongly linked to their localities and actively involved in AONB projects and management.

Key Issues

- Changing agricultural policy and payments to farmers creating uncertainty and pressures on livestock farming. Increasing emphasis on food security
- Centralisation of processing facilities has reduced the ability of producers to supply local markets
- Impact on the rural economy of recent recession and subsequent prolonged and slow recovery
- Increasing competition with other countryside destinations and need to retain high percentage of tourism market share
- Lack of public transport and reliance on the private car
- Loss of services in rural settlements due to economies of scale, changes in Government policy and funding to public services. Changing purchasing habits leading to reduction in rural sustainability and negative impacts on those without a car
- Limited access to full time jobs locally
- Lack of affordable housing for people working in the AONB
- Roll-out of 'Rural Broadband' may not reach the most remote areas of the AONB
- Reduced opportunities for rural businesses to capitalise on latest information and communication technology (ICT) due to inconsistent broadband coverage
- Increased risk and frequency of flooding in lowland areas/river valleys where some settlements are situated
- Perceived lack of engagement in the aims and objectives of the AONB designation on the part of local organisations and residents
- Ageing farm workforce with fewer younger farmers to replace those that are retiring. This can lead to: i) fewer people to look after the land; ii) conversion of farm units into small gentrified hamlets; iii) increased commuting into neighbouring towns, often resulting in more traffic on minor roads
- Ageing population in general, leading to loss of young families and young people living in the AONB, this in turn can result in a loss of skills and engagement



AONB Outcome 2 - Resilient and Sustainable Communities

AONB 'Ways of Working'

Land Management

- AONB partners, land owners, managers and farmers follow the 'guiding principles' on land management established in the statement 'Towards Shared Land Management Principles for the Forest of Bowland AONB' produced jointly by the AONB Unit and Bowland Land Managers Forum
- Work closely with AONB land owners, managers and farmers to ensure effective communications with the AONB and government agencies relating to land management decisions affecting the area
- AONB partners and government agencies to engage, consult and respond to the reasonable concerns of land owners, managers and farmers prior to making decisions which affect their interests, rights and responsibilities

Local Economy and Rural Services

- Support the retention of services (e.g. health centres, post offices, schools, shops, public transport, public toilets and car parking) within local communities of the AONB and resist developments which would result in their loss
- Support affordable housing and workspace initiatives within the area, where development meets local housing, employment and business need and will also conserve and enhance the AONB landscape
- Support landscape-sensitive delivery of super-fast broadband and mobile telecommunication networks throughout the AONB
- Review and remain up-to-date with current rural growth and development funding mechanisms, particularly government and European Union funding programmes.
- Promote local businesses, products and services

Community Engagement

- Work with local communities throughout the AONB
- Ensure local communities are fully informed, consulted and involved with regard to AONB planning and activities, wherever possible seeking to include a diverse range of people (e.g. age, ethnicity, ability and interests)
- Support the development and build capacity of voluntary groups, in order that they can play an increased role in implementation of the AONB Management Plan
- Support communities in identifying and celebrating their local distinctiveness
- Incorporate volunteer support into the delivery of AONB projects, where appropriate
- Continue to support Champion Bowland (previously Bowland Tourism Environment Fund) as a charitable fundraising organisation, which aims to conserve and enhance the natural beauty of the AONB landscape

Sustainable Tourism

- Provide one-to-one support and advice on sustainable tourism for businesses in and around the AONB
- Actively recruit and support sustainable tourism partners, Bowland Experience members and green tourism accredited businesses



AONB Outcome 2 - Resilient and Sustainable Communities

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.1 Farming and Land Management Promote and implement sustainable land management and farming practices that conserve and enhance the natural beauty of the landscape	2.1A Provide appropriate support and guidance on landscape, biodiversity and access for farmers and land managers who deliver agri-environment scheme agreements	Advice provided for at least 6 agri-environment scheme agreements per year	Annually	LCC E&C Projects Natural England RSPB AONB Unit LCC Landscape Unit
	2.1B Continue to support the development of the 'Bowland Land Managers Forum' to represent the land management sector locally, regionally and nationally (e.g. influencing the development and implementation of local rural development programmes in Lancashire and North Yorkshire)	Hold 4 meetings per year (min.) Forum members nominated for proposed RDPE/LEADER Local Action Group(s) covering the AONB	Annually 2015	AONB Unit NE Landowners/ farmers Local Enterprise Partnerships RDPE/LEADER LAGs
	2.1C Disseminate information on the work of the Bowland Land Managers Forum to wider audience within the land management sector	Hold biennial meeting for wider land management sector partners.	Biennially	BLMF AONB Unit
	2.1D Develop collaborative land management projects involving farmers and major landowners in the AONB (e.g. restoration of black grouse/grey partridge, pilot predator control areas for ground-nesting birds, woodfuel, training & apprenticeships)	Develop at least 2 collaborative land management projects.	2019	BLMF AONB Unit Landowners/ farmers RSPB LCC E&C Projects
	2.1E Carry out monitoring and recording of environmental benefits achieved through agri-environment schemes to inform other farmers and non farmers on the benefits from upland hill farming	Develop monitoring programme in liaison with Bowland Land Managers Forum Establish baseline conditions Biennial survey work carried out	 2015 2017& 2019	NE BD Working Group BLMF LERN RSPB

AONB Outcome 2 - Resilient and Sustainable Communities

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.1 (Continued) Farming and Land Management Promote and implement sustainable land management and farming practices that conserve and enhance the natural beauty of the landscape	2.1 F Work with Natural England and Defra to develop landscape-specific management options and agreements for the new Environmental Land Management Scheme (NELMS)	Commence discussions amongst key partners If appropriate, proposal developed for Bowland landscape-specific management options and agreements under NELMS.	2014 2014-2015	NE BLMF EA Defra AONB Unit LCC E&C Projects
	2.1 G Develop funding bids to support training and apprenticeships programme in countryside management and traditional rural skills	Forum meeting held to discuss potential for training and apprenticeships programme Development of funding bid to rural development/growth funding programmes, where available and appropriate	2015 2016	BLMF Myerscough College Craven College YDMT Young Farmers
	2.1 H Support the development of local woodfuel economy, linked to improved woodland management and focusing on smaller and less-accessible sites	Commission research to collate evidence of existing and past traditional woodland management in the AONB Hold woodland management seminar/field visit Secure funding for at least 1 pilot 'woodfuel' project in the AONB	2014 2014 2016	LCC E&C Projects LCC Countryside Lancashire Woodland Project Cumbria Woodlands Arnsdale and Silverdale AONB United Utilities LWT Woodland owners/managers Existing woodfuel suppliers

AONB Outcome 2 - Resilient and Sustainable Communities

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.1 (Continued) Farming and Land Management Promote and implement sustainable land management and farming practices that conserve and enhance the natural beauty of the landscape	2.1I Broker discussions with Natural England on future direction of moorland management in Bowland, particularly in relation to grazing and burning/cutting regimes and bracken control	Hold AONB 'Upland Management' seminar	2015	BLMF NE BD Working Group Moorland Association Landowners/ farmers
	2.1J Support Lancashire Fire Operations Group (FOG) to encourage good practice in upland heather burning by providing training opportunities for land managers in the AONB	Lancashire FOG contributes to AONB 'Upland Management' seminar	2015	Lancashire FOG NE Moorland Association Landowners/ farmers

AONB Outcome 2 - Resilient and Sustainable Communities

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.2 Local Economy and Rural Services Promote and support rural services and the socio-economic development of the area, particularly where such activity helps to conserve and enhance the AONB's natural beauty.	2.2A Play an active role in Local Enterprise Partnerships' developing rural agendas e.g. rural growth and development programmes	Invite LEP Chair and Board Members to visit AONB	2014	AONB Unit BEx BLMF
		BEx/Sustainable Tourism Forum members nominated for proposed RDPE/LEADER Local Action Group(s) covering the AONB	2015	
	2.2B Maintain and update existing databases of information on local producers, tourism businesses, artists and craftspeople	Database checked and updated	Annually	AONB Unit
	2.2C Continue to support Bowland Experience Ltd	Provide business-to-business support, advice, training and networking for 100 tourism operators and businesses in and around the AONB	2019	BEx AONB Unit
		Develop and maintain 5 'good practice' web resources for businesses via BEx website	2019	
	2.2D To support and encourage businesses to be 'Sustainable Tourism Partners' in the AONB	Establish criteria for 'Sustainable Tourism Partners'	2014	Sustainable Tourism Forum AONB Unit BEx
		Develop a mentoring system to be offered by 'sustainable tourism partners' to support new businesses.	2016	
	2.2E Continue to recruit businesses to GTBS or other recognised green accreditation schemes	Maintain annual membership of 30 businesses for green accreditation schemes in and around the AONB	Annually	AONB Unit Sustainable Tourism Forum
		Organise one annual event to showcase green accredited businesses (e.g. Green Tourism Week)	Annually	

AONB Outcome 2 - Resilient and Sustainable Communities

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.2 (Continued) Local Economy and Rural Services Promote and support rural services and the socio-economic development of the area, particularly where such activity helps to conserve and enhance the AONB's natural beauty.	2.2F Develop an effective way of collecting and disseminating tourism related data for the AONB	Collate and analyse tourism data annually. Develop visitor profiles Disseminate information to partners annually	2019	AONB Unit Marketing Lancashire Welcome to Yorkshire Local Authority Tourism Officers
	2.2G Continue to collate and disseminate performance data from businesses within the BEx network	Collate, analyse and disseminate business performance data annually	Annually	AONB Unit
	2.2H Review membership of European Charter for Sustainable Tourism in Protected Areas (EUROPARC)	Decide on renewal of the Charter. If necessary prepare and submit Charter application	2014	Sustainable Tourism Forum AONB Unit
	2.2I Continue to coordinate and support the Sustainable Tourism Forum	Hold Annual forum meeting for tourism partners and businesses	Annually	AONB Unit

AONB Outcome 2 - Resilient and Sustainable Communities

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.3 Community Engagement Work closely with local communities and businesses to help them to be actively involved in AONB projects and management.	2.3A Raise the profile of services and support offered by the AONB Partnership amongst community groups, parish councils and local businesses	Develop and deliver a series of 'Know your AONB' events for community groups, parish councils and businesses	By 2017	AONB Unit AONB Partnership EA NE
	2.3B Support communities in undertaking projects and activities which help to conserve, enhance, celebrate and interpret the local environment within the AONB landscape	Support at least 6 community projects per year Support 2 'Networks for Nectar' community engagement projects	Annually 2015	AONB Unit LCC E&C Projects Friends of Bowland Champion Bowland YDMT
	2.3C Assist communities to identify sources of funding to resource the delivery of community projects and activities	Assist at least 4 community groups per year	Annually	AONB Unit LCC E&C Projects
	2.3D Raise the profile of community projects and activities where appropriate, through all AONB Partnership communications channels	Include information on at least 6 community projects in AONB e-bulletins per year	Annually	AONB Unit AONB PFG
	2.3E Continue to support local parish lengthsman schemes within the AONB to assist in the conservation and enhancement of AONB communities	Continue support for up to 6 parish lengthsman schemes Review support for parish lengthsman schemes	2014 – 2016 Annually	LCC E&C Projects AONB Unit Parish Councils
	2.3F Establish new funding sources for the local parish lengthsman schemes to supplement AONB support	Develop a fundraising plan for AONB parish lengthsman schemes in consultation with Parish Councils	2014	LCC E&C Projects AONB Unit Parish Councils
	2.3G Support the development of 'Friends of Bowland' group as a focus for volunteering activity with the AONB	Attend meetings, where appropriate Hold 3 joint training activities/events per year Promote events and activities via website and local press	Annually Annually Annually	AONB Unit Friends of Bowland LCC E&C Projects AONB PFG LWT

AONB Outcome 2 - Resilient and Sustainable Communities

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.3 (Continued) Community Engagement Work closely with local communities and businesses to help them to be actively involved in AONB projects and management.	2.3H Continue to support the involvement of volunteer rangers in managing recreational facilities in the AONB (e.g. Bowland Visitor Centre at Beacon Fell)	Hold 3 volunteer training events/ courses for volunteer rangers per year	Annually	LCC Ranger Service Wyre Coast and Countryside Service
	2.3I Manage the AONB Sustainable Development Fund	Support at least 4 SDF projects per year Review working arrangements and annual budget	Annually 2014	AONB Unit Champion Bowland
	2.3J Continue to support and develop further the opportunities for visitor giving and fundraising through Champion Bowland to raise awareness of the AONB and its special qualities	Develop and agree visitor-giving schemes Identify 10 individual businesses to link with local projects to conserve and enhance the AONB. Provide annual update on the funds allocated.	2014 2 businesses per year Annually	Champion Bowland AONB Unit Tourism businesses YDMT
	2.3K Raise awareness of the AONB's 50th Anniversary (2014) by encouraging partners, communities and businesses to celebrate and link with the anniversary year	Organise fund-raising events and activities to raise £5,000 for Champion Bowland Involve tourism businesses and communities in delivery of at least 3 anniversary events/activities	2014 2014	Champion Bowland AONB Partnership BEx Tourism Businesses

AONB Outcome 2 - Resilient and Sustainable Communities

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.4 Sustainable Tourism Develop, co-ordinate and effectively promote sustainable tourism activity within the AONB	2.4A Develop resources and a series of training sessions to enable businesses to develop bespoke visitor experiences from their door e.g. rainy day guides, car free itineraries, access opportunities	Support 40 businesses through workshops and one-to-one sessions	2019	BEx AONB Unit Tourism businesses Marketing Lancashire Welcome to Yorkshire Local authority tourism partners
	2.4B Investigate new ways for tourism businesses to network that complement face-to-face networking opportunities	Hold meeting with tourism businesses to discuss improved networking Implement new networking practices agreed Review networking arrangements and make changes where necessary	2014 2014 Annually	BEx AONB Unit
	2.4C Continue to offer and further develop the Sense of Place training and familiarisation visits for businesses	Update the digital toolkit Deliver 5 training courses and familiarisation visits Support 25 businesses	2015 1 per year 2019	AONB Unit BEx
	2.4D Continue to encourage local retailers, pubs and restaurants to source, stock and utilise and promote local produce	Recruit and support 15 new BEx members from food-related businesses	2017	AONB Unit Marketing Lancashire Welcome to Yorkshire Local authority tourism partners

AONB Outcome 2 - Resilient and Sustainable Communities

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.4 (Continued) Sustainable Tourism Develop, co-ordinate and effectively promote sustainable tourism activity within the AONB	2.4E Encourage and support local authorities to develop and promote 'Top 10' AONB visitor experiences which are accessible from gateway towns and cities	'AONB Top 10' promoted by at least 2 local authorities	2017	AONB Unit Marketing Lancashire Welcome to Yorkshire Local authority tourism partners
	2.4F Identify and promote opportunities based on seasonal activities to help encourage year-round (or 'off-peak') tourism - e.g. seasonal routes/trails, seasonal produce, bird-watching, fishing, geo-tourism and dark skies)	Workshop held to highlight the opportunities for year-round tourism.	2016	AONB Unit BEx Tourism businesses Marketing Lancashire Welcome to Yorkshire Local authority tourism partners
	2.4G Continue to support the development of business clusters in the provision and marketing of 'tourism packages' e.g. Bowland wildlife website and Gisburn Forest Bike trails	Develop 2 business cluster projects	2019	AONB Unit BEx Marketing Lancashire Welcome to Yorkshire Local authority tourism partners
	2.4H Continue to develop, promote and review downloadable routes for the website, including access for all, walking, cycling & horse riding; encouraging use of public transport wherever possible	Develop up to 6 news routes annually.	Annually	AONB Unit LCC E&C Projects LCC Ranger Service Wyre Coast and Countryside Service

AONB Outcome 2 - Resilient and Sustainable Communities

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.4 (Continued) Sustainable Tourism Develop, co-ordinate and effectively promote sustainable tourism activity within the AONB	2.4I Support opportunities to develop and promote 'Gisburn Forest and Stocks' as a destination for cycling, walking and riding	New branding and visitor information rolled out for Gisburn Forest and Stocks Investigate potential to divert bus route to link with Gisburn Forest Hub	2014 onwards 2014	Forestry Commission United Utilities AONB Unit Marketing Lancashire Welcome to Yorkshire Ribble Valley BC Craven DC
	2.4J Investigate the role of mobile technologies to provide an enhanced visitor experience, recognising the limitations of the telecommunications network in the AONB	Produce a mobile-friendly version of the AONB website Develop at least 3 mobile apps for walking, cycling and local produce/crafts	2015 2019	AONB Unit Local businesses, artists & crafts people Tourism businesses Marketing Lancashire Welcome to Yorkshire Local authority tourism partners
	2.4K Continue to work with tourism operators and businesses to develop car-free activities and walks from the businesses e.g. business-specific downloadable route maps	Develop 2 business-specific downloadable route maps per year	Annually	AONB Unit BEx Tourism businesses

AONB Outcome 3 - A Strong Connection between People and the Landscape

Vision

Wide-ranging opportunities for enjoyment and increased understanding provided within the AONB; to enable a diverse range of people to enjoy and keep special this outstanding landscape.

Key Issues

- Pressure on key destinations resulting in erosion and potential damage to archaeological sites, loss of habitat, tranquillity and diminished visitor experience
- Management and maintenance of Public Rights of Way and AONB 'Promoted Routes'
- Existing bridleway network fragmented
- Use of Public Rights of Way both legally and illegally by motorised vehicles causes conflict with other recreational users and local communities
- Rising visitor numbers is likely to involve increase in use of private cars to popular visitor sites, thus detracting from the visitor experience
- Increased incidence of inconsiderate, road-side parking, particularly at and adjacent to popular visitor sites
- Localised problems of litter and fly-tipping
- Increased risk and frequency of moorland fires in upland areas
- Low public awareness and understanding of the AONB designation (in comparison to National Parks, for example)
- Increased demand for organised recreational events within the AONB (including through SSSI land) which have the potential to damage habitats
- Balancing the demands for, and costs of web-based vs. printed publicity and using emerging technology/social media effectively
- Consideration of charging for Festival Bowland events



AONB Outcome 3 - A Strong Connection between People and the Landscape

AONB 'Ways of Working'

Countryside Access

- Promote countryside access opportunities for all, seeking to meet the needs of all users wherever possible
- Consider the landscape impacts of access improvements, particularly on moorland and fells
- Consider opportunities to facilitate discussions with landowners about dedication of land for public access, where appropriate

Public Rights of Way and Access Land

- Promote and encourage the use of high quality materials for PRoW 'furniture' that are in keeping with the local landscape (e.g. wooden footpath signs), wherever possible
- Continue to work closely with Natural England, Local Access Forums and landowners in relation to management of access land, particularly to assist with a review of Access Land maps due to take place during the life of the Management Plan

Visitor Management

- Promote attractions away from 'honeypot' sites in order to attract visitors to less visited parts of the AONB
- Continue to work closely with local authority countryside and environmental services to help maintain effective management of countryside sites (e.g. country parks, picnic sites, car parks and lay-bys) in the AONB
- Encourage sustainable development and management of new visitor destinations in the AONB (e.g. Stephen Park in Gisburn Forest)

Information and Publicity

- Analyse web data and monitor monthly download figures to aid future development of the AONB website
- Continue to produce AONB printed publicity, where necessary and as resources will allow
- Continue to support tourism businesses in promoting the area's recreational, wildlife and cultural heritage offer in a sustainable way
- Produce regular website updates including news, 'walk of the month', project developments and events
- Make regular use of social media to communicate with AONB partners, visitors, businesses and communities

Branding and Identity

- Encourage businesses and partners to promote AONB publications and leaflets and contribute events to website listings
- Collaborate with Marketing Lancashire, Welcome to Yorkshire and local authority tourism officers to promote the AONB as a sustainable tourism destination
- Utilise AONB branding and 'Sense of Place' themes on website, print, communications, mobile apps and social media

Audience Development

- Seek to remove barriers to participation when developing AONB projects and activities
- Seek to make participation of new audiences sustainable in the long term wherever possible, particularly those who might be considered "hard to reach"



AONB Outcome 3 - A Strong Connection between People and the Landscape

Objectives	Actions	Targets	Timescale	Key Partner(s)
3.1 Countryside Access Develop and promote 'access for all' routes (e.g. bridleways, tramper trails, roadside footpaths), seeking to meet the needs of all users wherever possible.	3.1A Review and update the current network of strategic and AONB 'Promoted Routes' (for walking, cycling, horse-riding, trampers etc.) at least annually, giving consideration to new or improved routes and removal of routes under pressure	Review completed and acted upon at least once per year	Annually	LCC E&C Projects AONB Unit LCC PRoW NYCC PRoW
	3.1B Continue to undertake PRoW/access improvement surveys, identifying and acting upon opportunities for improvement	Survey at least 10% of PRoW within AONB per year	Annually	LCC PRoW NYCC PRoW AONB Unit LCC E&C Projects United Utilities
	3.1C Seek to install least restrictive access furniture and to provide appropriate signage on strategic and AONB 'Promoted Routes'	'Access for all' provided on at least one route per year Hold meetings with PRoW teams to raise awareness of importance of appropriate signage in the AONB (e.g. materials) Develop a monitoring system with PRoW teams to flag reports relating to signage renewal in the AONB	Annually 2015 2015	LCC E&C Projects AONB Unit LCC PRoW NYCC PRoW United Utilities Lancashire Health and Wellbeing Board

AONB Outcome 3 - A Strong Connection between People and the Landscape

Objectives	Actions	Targets	Timescale	Key Partner(s)
3.1 (Continued) Countryside Access Develop and promote 'access for all' routes (e.g. bridleways, tramper trails, roadside footpaths), seeking to meet the needs of all users wherever possible.	3.1D Continue to identify and facilitate the development of strategic routes linking neighbouring urban areas and other visitor destinations to the AONB, with priority given to: <ul style="list-style-type: none"> ● extension Lune Valley multi-use route ● extensions to North Lancashire bridleway ● Settle (Pennine Bridleway) to Gisburn Forest link 	<p>Seek inclusion of priority strategic routes in review of LCC RoWIP</p> <p>Continue landowner negotiations and development of route for Settle to Gisburn Forest link</p>	<p>2014</p> <p>2014</p>	CC E&C Projects LCC PRoW NYCC PRoW YDMT North Yorkshire and York LNP Bridleway groups Pennine Mountain Bike Association Gisburn Forest Trail Builders Lancashire Health and Wellbeing Board Forestry Commission
	3.1E Identify external funding sources to support the development of new strategic routes and submit bids, where appropriate	Strategic routes fundraising plan developed	2014	LCC E&C Projects LCC PRoW LCC Countryside AONB Unit YDMT Lancashire LAF British Horse Society

AONB Outcome 3 - A Strong Connection between People and the Landscape

Objectives	Actions	Targets	Timescale	Key Partner(s)
3.2 Public Rights of Way and Access Land Support the establishment and maintenance of well-managed Public Rights of Way (PRoW) and Access Land, which meets the needs of users, conforms to national standards and are consistent with the conservation and enhancement of the AONB's natural beauty.	3.2A Support the review and implementation of the Rights of Way Improvement Plans (both Lancashire and North Yorkshire), where funding allows	Contribute to planned review of the RoWIP for Lancashire At least one meeting per year with PRoW teams re: implementation of RoWIPs in the AONB	2014 Annually	LCC PRoW NYCC PRoW AONB Unit LCC E&C Projects
	3.2B Support the management of, and access to 'Access Land' in the AONB	Establish 'Access Land' as a standing item for Bowland Land Managers Forum Annual report to Local Access Forums on 'Access Land' issues	Annually Annually	LCC Countryside Natural England BLMF LAFs LCC E&C Projects
	3.2C Maintain well-managed PRoW, making necessary repairs to strategic routes or AONB 'Promoted Routes', where funding permits	At least 3 strategic or AONB promoted routes maintained per year	Annually	LCC & NYCC PRoW LCC E&C Projects
	3.2D Continue the development of involving local volunteers to help maintain and enhance the PRoW network, particularly on AONB 'promoted routes'	Recruit 2 new 'Promoted Routes' monitoring volunteers annually Organise an annual event to support and provide feedback to 'Promoted Routes' monitoring volunteers	Annually Annually	AONB Unit LCC E&C Projects Friends of Bowland LCC Ranger Service Wyre Coast and Countryside Service Walk monitoring volunteers
	3.2E Support the Parish Lengthsman (or similar) Schemes to undertake maintenance and improvement of PRoW network	At least 18 parishes supported per year within the AONB	Annually	LCC PRoW LCC E&C Projects
	3.2F Play an active role in the Lancashire Fire Operations Group in developing and maintaining fire plans for moorland areas and raising awareness of the threat posed by moorland wildfires in the AONB	Hold at least two meetings per year Hold 2 Lancashire FOG exercises/ events in AONB	Annually 2019	Lancashire Fire Service LCC Landowners/ land managers Moorland Association

AONB Outcome 3 - A Strong Connection between People and the Landscape

Objectives	Actions	Targets	Timescale	Key Partner(s)
3.3 Visitor Management Co-ordinate and support the sustainable management of popular visitor (or 'honeypot') sites.	3.3A Continue to facilitate meetings between relevant partners regarding access and visitor management for popular visitor sites (e.g. Upper Hodder Management Group, Pendle Hill Advisory Group)	At least 1 meeting per year of Management Groups	Annually	AONB Unit Local authorities Forestry Commission United Utilities Landowners Parish Councils LCC E&C Projects
	3.3B Develop and share best practice amongst countryside site managers and management groups (e.g. Friends groups) to consider development of visitor facilities, minimising impact on landscape and biodiversity and refreshing signage and interpretation with AONB 'messages', wherever possible	Investigate demand for establishing AONB Countryside Site Managers group Establish a list of AONB 'honeypot' sites including details of site management arrangements	2014 2014	Wyre Coast and Countryside Service LCC E&C Projects Friends groups Forestry Commission United Utilities LCC Countryside Service Countryside Site Managers
	3.3C Investigate the potential to link 'honeypot' site projects with 'visitor-giving' schemes	Countryside Site Managers involved in development of Champion Bowland visitor-giving schemes	2014	Countryside Site Managers AONB Unit BEx Champion Bowland LCC E&C Projects

AONB Outcome 3 - A Strong Connection between People and the Landscape

Objectives	Actions	Targets	Timescale	Key Partner(s)
3.4 Information and Publicity Provide high quality and inclusive information (including website, print, on-site interpretation, social and digital media) to raise awareness of the AONB designation and the special qualities of the AONB landscape.	3.4A Continue to develop high quality content and resources on the AONB website as both a visitor and partnership resource, providing a 'hub' for up-to-date information	Refresh of AONB website Further develop website content to promote the AONB to a diverse range of people (e.g. families, young people).	2015 2015	AONB Unit
	3.4B Review and rationalise leaflet production and distribution, where resources allow, re-print existing and produce new leaflets	Review AONB print production and distribution at least once per year Re-print or produce 2 publications per year; where resources allow	Annually Annually	AONB Unit
	3.4C Review AONB Discovery Guide and re-issue if funding permits	Discovery Guide published Review guide and re-issue	2014 2015	AONB Unit
	3.4D Promote the Countryside Code to visitors with clear messages communicated through all AONB and partner communications channels	Review and develop content on Countryside Code on AONB website, social media, print and on-site interpretation, wherever possible	Annually	AONB Unit AONB Partners Countryside Site Managers Countryside Services TICs Marketing Lancashire Welcome to Yorkshire Local authority tourism partners
	3.4E Engage with public transport operating companies to develop ticketing promotions and publicity e.g. rail links to the AONB (Manchester Victoria – Clitheroe and Leeds – Morecambe lines)	Meeting held with Northern Rail and/or relevant community rail partnerships	2015	AONB Unit Northern Rail BEx Community Rail Partnerships

AONB Outcome 3 - A Strong Connection between People and the Landscape

Objectives	Actions	Targets	Timescale	Key Partner(s)
3.5 Branding and Identity Maintain a distinctive and appropriate brand identity for the AONB and ensure consistency in how the special qualities of the AONB are portrayed, helping to promote the area as a sustainable tourism destination.	3.5A Investigate options for a refresh of the AONB brand, which maintains a strong identity; and implement if resources allow	Refresh of AONB brand	2015	AONB Unit AONB PFG
	3.5B Review and update AONB branding guidelines, in line with any 'refresh' of the AONB branding	Branding guidelines updated	2015	AONB Unit
	3.5C Continue to develop and maintain a diverse library of AONB images	Photography commission Review of AONB image library	2014 Annually	AONB Unit
	3.5D Continue to re-instate, replace or renovate boundary signs on key routes into the AONB, where necessary and funding permits	Re-instate, replace or renovate 5 boundary signs	2019	AONB Unit LCC E&C Projects
	3.5E Ensure that AONB gateway sites (e.g. country parks, market towns, nature reserves) and tourism businesses open to the public continue to carry AONB literature	Review and maintain leaflet distribution service	Annually	AONB Unit Marketing Lancashire Welcome to Yorkshire Local authority tourism partners
	3.5F Develop and maintain relationships with specialist media in promoting the AONB as sustainable tourism destination	Update AONB green travel guide Investigate scope to develop destination guide through 'Our Land', a Protected Landscapes tourism project	Annually 2014	AONB Unit Marketing Lancashire Welcome to Yorkshire Local authority tourism partners LCC Sustainable Travel
	3.5G Raise awareness of public transport amongst tourism operators and businesses and tourist information staff	Disseminate up to date public transport information annually	Annually	AONB Unit Sustainable Tourism Forum BEx TIC Staff

AONB Outcome 3 - A Strong Connection between People and the Landscape

Objectives	Actions	Targets	Timescale	Key Partner(s)
3.6 Audience Development Help a diverse range of people connect with the AONB landscape through a co-ordinated programme of events and activities	3.6A Support and promote an annual Festival Bowland programme of partner-led events for both visitors and local communities	Produce a 'Festival Bowland' events calendar	Annually	AONB Unit AONB PFG Friends of Bowland Volunteers
	3.6B Support and promote externally-organised events that help raise awareness of AONB objectives	Monthly updates for each year	Annually	AONB Unit
	3.6C Develop an outreach project (particularly working in neighbouring urban areas) to encourage new audiences that traditionally do not know about or visit the AONB to engage with the Bowland landscape through events and activities	Review pilot 'Bowland Outreach' Project	2014	AONB Unit YDMT LCC E&C Projects Lancashire Health and Wellbeing Board
		Funding secured for continuation of 'Bowland Outreach' Project, if agreed	2015	
	3.6D Promote (and support where funding permits) public transport links, particularly with neighbouring urban areas, such as Lancaster, Morecambe, Blackpool, Fleetwood and the East Lancashire towns	Maintain public transport information in AONB publicity	Annually	AONB Unit LCC Sustainable Transport Dales and Bowland CIC
	3.6E Support the development of arts and culture based projects and events, using local artists and craftspeople wherever possible, to raise awareness and promote understanding of the Bowland landscape	Support 5 arts and culture based projects	2019	AONB Unit LCC Arts Development Local artists & craftspeople BEx
	3.6F Maintain and update information on 'open farms', particularly those providing educational access through Environmental Stewardship Schemes	Review and update at least once per year	Annually	AONB Unit Farms with educational access Champion Bowland
		Review Farm Visit Transport Fund	2014	
	3.6G Develop education resources and activities for teachers and lecturers at all levels (primary, secondary and tertiary)	Review existing resources and produce at least one new resource per year to meet identified demand	Annually	AONB Unit
		Support at least one educational visit per year	Annually	

AONB Outcome 4 - Working in Partnership

Vision

A well-organised and inclusive AONB Partnership, with partners taking active responsibility for the delivery and on going maintenance of high quality services

Key Issues

- Long-term uncertainty of Government (Defra) funding and significant budgetary pressures on local government funding to support AONB Partnership
- Impacts of reductions in funding impacting on AONB services, projects and activities
- Reductions and restructuring of local authority and government agency services (e.g. Local Authority Public Rights of Way, Environment Agency and Natural England)
- The continual challenge of coordinating a large, partnership organisation across numerous land ownership and administrative boundaries, and the impact of these boundaries on AONB funding, decision-making and brand identity
- National initiatives and obligations such as the European Landscape Convention, Local Enterprise Partnerships, RDPE/LEADER Local Action Groups, Local Nature Partnerships, Nature Improvement Areas and EU Water Framework Directive which require flexible partnership working
- Increasing importance of working with local communities (i.e. “from the bottom up”) to develop visions for future landscapes, as required by the European Landscape Convention



AONB Outcome 4 - Working in Partnership

AONB 'Ways of Working'

Delivery of the Management Plan

- Management Plan delivery done by encouragement through effective partnership working and not enforcement
- Continue to work closely with wider strategic partner organisations and emerging initiatives (e.g. Local Enterprise Partnerships, LEADER Local Groups, Local Nature Partnerships and River Catchment Partnerships) to help secure support and resources for delivery of the AONB Management Plan
- Support and maintain coordinated delivery of countryside services across the AONB

Funding

- Work with National Association for AONBs (NAAONB) and other Protected Landscapes to help secure medium to long-term funding for AONB management and project delivery, including lobbying Defra for continuation of flexible AONB funding
- Prioritise future funding bids according to agreed criteria including: importance of projects, staff time available, requirements for match funds, likelihood of success, and amounts to be raised
- Consider the most appropriate 'applicant' and funding body for each proposed project (e.g. AONB Partnership-only or jointly with other partner organisations)

Monitoring and Evaluation

- Encourage and facilitate simple, but effective monitoring and reporting by all AONB partners on the delivery of the AONB Management Plan
- Work closely with national, regional and local partners to develop and share monitoring and evaluation data, seeking to improve the overall evidence base for the AONB

Communications

- Source and promote newsworthy stories that raise awareness of AONB partnership projects and activity
- Continue to work closely with AONB partners' corporate communications to maximise resources for the implementation of the AONB Communications Strategy
- Undertake occasional exchange visits to other UK Protected Landscapes and EUROPARC 'Protected Areas' where appropriate.



AONB Outcome 4 - Working in Partnership

Objectives	Actions	Targets	Timescale	Key Partner(s)
4.I Delivery of the AONB Management Plan Maximise the involvement and commitment of all partners in delivering the objectives of the AONB Management Plan	4.IA Regularly review the governance structure, membership and support for the AONB Partnership; to be as effective, accountable, and inclusive and balanced as possible	AONB Partnership governance structure and membership reviewed and updated	Biennially from 2014	AONB Unit AONB PFG AONB JAC
	4.IB Develop an induction pack for new members of the AONB Joint Advisory Committee	Induction pack developed	2014	AONB Unit
	4.IC Appoint 'AONB Champions' from the JAC membership to represent the Partnership on each of the AONB Management Plan outcomes	Proposal considered by JAC 'AONB Champions' appointed from JAC membership	2014 2014	AONB JAC AONB Unit
	4.ID Communicate regularly with county and district council committees and members to ensure all are well-informed and supportive of AONB Partnership objectives	Hold at least 2 JAC meetings	Annually	AONB Unit AONB JAC AONB Champions Local authority members and lead officers
		Hold at least 4 Partnership Funders Group meetings per year	Annually	
		Hold at least one meeting per year with local authority partner lead officer and member	Annually	
	4.IE Review and maintain the AONB Unit Business Plan, involving team members and AONB partners	Complete AONB Unit Business Plan review	Annually	AONB Unit
	4.IF Continue to offer the AONB Unit office as a work-base and meeting space for AONB partners and community groups	Maintain AONB Office in the area	Annually	AONB Unit AONB Partnership
		Carry out annual review of accommodation costs within context of overall AONB budget	Annually	
	4.IG Review and update the AONB Unit Environmental Policy to maximise the sustainability of AONB management and operations	Review Environmental Policy	Biennially	AONB Unit
		Maintain information on AONB Unit's environmental performance (e.g. carbon footprint)	Annually	
		Maintain Green Accreditation for AONB office where resources allow	Biennially	

AONB Outcome 4 - Working in Partnership

Objectives	Actions	Targets	Timescale	Key Partner(s)
4.2 Funding Secure and maintain long-term funding to support the work of the AONB Partnership	4.2A Implement recommendations of the AONB Fundraising Strategy (2013) to manage Partnership budgets effectively and help attract external funding from a range of sources into the future	Implement strategy recommendations	2019	AONB Unit AONB PFG BEx Champion Bowland
	4.2B Develop contingency plans with host authority, Lancashire County Council for continued reductions in AONB Partnership funding	Complete contingency planning and present to AONB JAC	2014	AONB Unit AONB PFG LCC
	4.2C Consider charging developers for pre-application advice (as many LPAs do) for larger, more significant development proposals	Investigate other AONB and LPA charging policies	2014	AONB Unit NAAONB LPAs
		If appropriate, present proposal for charging policy to JAC for decision	2014	
	4.2D Engage with Local Enterprise Partnerships and RDPE/LEADER Local Action Groups (LAGs), aiming to secure government and EU funding and to help ensure integrated rural development project delivery within the AONB	Engage as key partner in the development of LAGs and Local Development Strategies for RDPE/LEADER affecting the AONB	2014	AONB Unit BLMF BEx
		Nominate representation from within the AONB on LAGs	2015	
	4.2E Continue to work closely with Champion Bowland to encourage donations/visitor-giving initiatives and applications to the funds managed by the charitable company	Engage in Champion Bowland review of company funds management (e.g. Farm Visit Transport, Small Projects and Sustainable Development Funds)	2014	AONB Unit Champion Bowland
		Engage in development of visitor-giving schemes	2014	

AONB Outcome 4 - Working in Partnership

Objectives	Actions	Targets	Timescale	Key Partner(s)
4.3 Monitoring and Evaluation Effectively monitor and report on the delivery of the AONB Management Plan	4.3A Produce a 'State of the AONB' report to monitor overall condition of the AONB landscape and its communities, providing an evidence base for future project and programme development and funding bids	Complete scoping work on development of report If agreed: Commission report	2014 2015, 2017 & 2019	AONB Unit AONB Partnership Funders Group
	4.3B Develop the on-line 'Interactive Management Plan' (which enables partners and working groups to report on progress of individual projects and actions) to produce useful and user-friendly monitoring reports for the AONB Unit and partner organisations	Complete updated version of on-line 'Interactive Management Plan'	2015	AONB Unit AONB Partnership Ribble Rivers Trust
	4.3C Work with partners to ensure they use Biodiversity Action Reporting System 2 (BARS2) to report back to Natural England and Defra on BD2020 delivery within the AONB	Provide reporting to BARS2 at least twice per year	Annually	BD Working Group AONB Partnership AONB Unit NE Defra Terrestrial Biodiversity Group LWT LERN
	4.3D Work with partners to ensure they use UKGAP monitoring to report back on delivery of geodiversity actions within the AONB	Provide reporting to UKGAP annually	Annually	GeoLancashire AONB Unit NE
	4.3E Regularly review reporting systems (e.g. e-bulletin, JAC reports, local authority reports, Defra monitoring) for the AONB Unit and Partnership to minimise repetitious reporting, wherever possible	Review of Unit and Partnership reporting systems at least once per year	Annually	AONB Unit
	4.3F Carry out regular AONB visitor surveys and tourism business monitoring to maintain an overall picture of the tourism sector within the AONB	Carry out visitor survey Tourism business monitoring	Biennially Annually	AONB Unit Local authority tourism officers Tourism businesses

AONB Outcome 4 - Working in Partnership

Objectives	Actions	Targets	Timescale	Key Partner(s)
4.4 Partnership Communication Establish and maintain effective communication channels with all partners to publicise successes and achievements of the AONB Partnership and share best practice	4.4A Review, update and implement AONB Communication Strategy	Complete strategy review	2015	AONB Unit
	4.4B Develop and implement a co-ordinated approach to public relations, as part of refreshed AONB Communication Strategy	Produce at least 10 AONB press releases per year	Annually	AONB Unit
		Produce and disseminate AONB e-bulletins and tourism business bulletins at least 3 times per year.	Annually	
	4.4C Develop an AONB Partnership Advocacy Plan, particularly focusing on improving and widening communications with AONB funding partners	Develop advocacy plan	2015	AONB Unit AONB Partnership
	4.4D Produce a clear and concise AONB Annual Report	Publish Annual Report	Annually	AONB Unit AONB Partnership
	4.4E Collaborate and share 'best practice' with other AONBs and National Parks, through the NAAONB, Northern AONBs Group and established networks such as EUROPARC	AONB represented at NAAONB Annual Conference and AGM, wherever possible.	Annually	AONB Unit NAAONB Northern AONBs Group EUROPARC Federation EUROPARC Atlantic Isles
		Attend various seminars and meeting, as appropriate	Annually	
		Investigate opportunities for collaborative projects and shared services with neighbouring Protected Landscape	2014	
	4.4F Organise a biennial AONB conference for partners to celebrate successes and help plan for the future	Hold biennial AONB Conference	2015 onwards	AONB Partnership AONB Unit

Directive, plan, strategy

International

Agenda 21 (1992)
Convention on Biodiversity (1993)
Kyoto Protocol to the United Nations Framework Convention on Climate Change (Adopted December 1997)
Copenhagen Accord United Nations Climate Change Conference 2009
Convention on Biodiversity, Aichi Targets 2010
UNESCO World Heritage Convention (1972)

European Union

European Landscape Convention (2000, with UK adoption 2007)
The Birds Directive (79/409/EEC), (1979)
The Habitats Directive (92/43/EEC), (1992)
Our life insurance, our natural capital: an EU biodiversity strategy to 2020, European Commission, 2011
The Water Framework Directive (2000/60/EC), (2000)
The Waste Framework Directive, (2008/98/EC) (2008)
Renewed EU Sustainable Development Strategy (June 2006)
The Strategic Environmental Assessment Directive (2001/42/EC)
EC DIRECTIVE 2003/4/EC on public access to environmental information, (2003)
The European Convention on the Protection of Archaeological Heritage (Valetta Convention)
The Convention for the Protection of the Architectural Heritage of Europe (Granada Convention)

National

Wildlife and Countryside Act (as amended), (1981)
Countryside and Rights of Way Act (CRoW), (2000)
The Natural Environment and Rural Communities (NERC) Act (2006)
The Conservation of Habitats and Species Regulations 2010 (as amended)
Sustainable Energy Act (2003)
Secure and Sustainable Buildings Act (2004)
Ancient Monuments and Archaeological Areas Act (1979)
Planning (Listed Buildings and Conservation Area) Act (1990)

Climate Change Act 2008
Localism Act 2011
Marine and Coastal Access Act 2009
'The Natural Choice', the Natural Environment White Paper (Defra, 2012)
Water for Life, the Water White Paper (Defra, 2011)
Local Transport White Paper 2011
National Planning Policy Framework (CLG 2012)
Business Plan 2012-2015 (Defra 2012)
Business Plan 2012-15 (DCMS, 2012)
Biodiversity 2020: A strategy for England's wildlife and ecosystem services (Defra 2011)
Natural England Designations Strategy, July 2012
The Invasive Non-Native Species Framework Strategy for Great Britain, Defra, 2008
State of the Natural Environment in the North West, 2009, Natural England
UK Geodiversity Action Plan, 2009
Government's Statement on the Historic Environment for England 2010
Research and Archaeology in North West England: An Archaeological Research Framework for North West England Volume 2 Strategy
Heritage at Risk Strategy, 2011-2015, English Heritage, 2012
Conservation Principle, Policy and Guidance, English Heritage, 2008
The Carbon Plan (DECC, 2011)
Code for Sustainable Homes (CLG, 2009)
UK Renewable Energy Strategy
Securing the Future – UK Government Sustainable Development Strategy (DEFRA, 2005)
Mainstreaming sustainable development – The Government's vision and what this means in practice (Defra, 2011)
Safeguarding our Soils – A Strategy for England (Defra 2011)
The Air Quality Strategy for England, Scotland, Wales and Northern Ireland, (2007)
Government Forestry and Woodlands Policy Statement 31 January 2013
Government Tourism Policy (DCMS) 2011
Sustainable Tourism in England: A Framework for Action (DCMS) 2009
Healthy lives, healthy people: Improving outcomes and supporting transparency (DH, 2012)
Game Plan: A Strategy for Delivering Government's Sport and Physical Activity Objectives
Social Exclusion Unit, Department of Culture, Media and Sport (2002)
State of the Countryside report 2010, Commission for Rural Communities (2010)
Rural Statement published on 12/9/2012

Appendix I - Literature Review

Local

- Craven District Council Local Plan (adopted 1999)
- Lancaster District Local Plan (adopted 2004)
- Replacement Pendle Local Plan (adopted 2001)
- Preston Local Plan (adopted 2004)
- Central Lancashire Core Strategy for Preston, South Ribble and Chorley (adopted 2012)
- Central Lancashire Rural Development Supplementary Planning Document (adopted 2012)
- Central Lancashire Design Supplementary Planning Document (adopted 2012)
- Ribble Valley Districtwide Local Plan (adopted 1998)
- Wyre Local Plan (adopted 1999)
- Joint Lancashire Minerals and Waste Development Framework
- North Yorkshire Minerals and Waste Plan
- A Landscape Strategy for Lancashire, Lancashire County Council Environment Directorate, 2000
- Bowland Fringe and Pendle Hill National Character Area 33 Profile (2012)
- Bowland Fells National Character Area 34 Profile (2012)
- The Lancashire Biodiversity Action Plan, Lancashire Biodiversity Partnership, (2001)
- Craven Local Biodiversity Action Plan (2008)
- Lancashire GAP 2010, GeoLancashire
- Lancashire Historic Landscape Characterisation Programme (2000)
- Planning guidance for renewable energy – Lancashire (2011)
- Lancashire Rights of Way Improvement Plan (2006)
- North Yorkshire Rights of Way Improvement Plan (2007)
- Lancashire Health and Wellbeing Strategy (2012)
- Lancashire and Blackpool Visitor Economy Strategy 2006 -2016
- Lancashire Destination Brand Guidelines, Lancashire and Blackpool Tourist Board
- Welcome to Yorkshire, Our five year strategy for the Yorkshire Brand 2012 - 2017
- Craven Sustainable Community Strategy, 2007 - 2013
- Pendle's Sustainable Community Strategy, 'Our Pendle, Our Future', 2008 -2018
- Preston Community Strategy, 2011 - 2014
- Lancaster District Local Strategic Partnership, Sustainable Community Strategy, 2008-2011
- Ribble Valley Sustainable Community Strategy, 2007 -2013
- Wyre Sustainable Community Strategy, 2007 - 2025
- Lancashire Growth Plan 2013/14
- York, North Yorkshire and the East Riding Growth Strategy 2013/14
- North West River Basin Management Plan
- Lune & Wyre catchment abstraction management strategy (2013)
- Ribble, Douglas & Crossens catchment abstraction management strategy (2013)
- Local Transport Plan 2011 - 2021 - A Strategy for Lancashire (2011)
- North Yorkshire Local Transport Plan, 2011 - 2016 (2011)
- Lune Catchment Flood Management Plan, Summary Report December 2009
- Ribble Catchment Flood Management Plan, Summary Report December 2009
- Wyre Catchment Flood Management Plan, Summary Report December 2009
- Lancashire Climate Change Strategy 2009-2020
- Climate Change Plan for Yorkshire and Humber 2009-2014
- Lancashire Green Infrastructure Strategy 2009

Appendix 2 - Ecosystem Services In the Forest of Bowland AONB

Ecosystem Services are the benefits which the environment provides to society. In the Forest of Bowland the obvious benefits are the natural resources such as food, fuel and water; however there are many others too, see the table below. The aim behind identifying ecosystem services is to attempt to attach a value to these services provided by the landscape, in order to assess its importance to society. Services are divided into four categories:

Provisioning Services: natural resources provided by the landscape, for example via farming and forestry: food, wood, water and fuel are included

Regulating Services: systems within the landscape which regulate the wider environment, for example via the water cycle and pollination: these include clean air and water, fertile and stable soils and climate regulation

Cultural Services: non-material opportunities created by the landscape to enable people to enjoy and benefit from the environment: these include recreation, a sense of place and heritage, tranquillity, education and tourism

Supporting Services: these are the basic services which make up the infrastructure of the environment, the wildlife and habitats, geodiversity, soil development, and water and nutrient cycling



Appendix 2 - Ecosystem Services In the Forest of Bowland AONB

Ecosystem Services In The Forest Of Bowland AONB

Provisioning Services	Relevant Objectives In Management Plan
Food: farmers produce predominantly extensive beef and sheep on the fells with more intensive beef, sheep and dairy farming within the valleys and lowland fringes. Hill farming systems concentrate on the production of suckler beef and store lambs. In addition, the western fringes of the AONB also support a number of other enterprises including pig, poultry and horticulture. Locally produced meat and dairy products contribute to the area's economy and this also contributes to the attraction of tourists to the area. The area also produces game (red grouse, pheasant and partridge) and is a rich fishing ground (notably for salmon and trout) on both still-waters and on the rivers	1.2, 1.3, 1.4, 2.1
Water: Bowland is a water gathering area and United Utilities own a large proportion of the fells, extracting water from the headwaters of the main rivers (Ribble, Wyre and Lune) and via key reservoirs at Stocks, Barley and Barnacre. The area traditionally supplied large parts of East Lancashire, Blackpool and Fylde with drinking water and water for industry, plus topping up Lancaster Canal	1.3, 1.4, 2.1
Timber: there are a number of coniferous plantations in the AONB which are managed sustainably for timber production, notably at Gisburn Forest. There are also good opportunities for increased extraction of timber from broadleaved woodlands: providing fuel and timber for local use	1.3, 2.1
Energy: the AONB offers a significant resource for the production of renewable energy generation, particularly wind, small-scale solar and hydro, woodfuel and biomass	1.1, 1.3, 1.7, 2.1, 2.2
Rock and minerals: Historically, the AONB has seen lime extraction industries up until late 19th century and lead mining operations also in the 19th century. Today, there are a number of active quarries within the AONB providing various stone, aggregate and clay brick products	1.1, 1.5, 1.7, 2.1
Supporting Services	Relevant Objectives In Management Plan
Wildlife habitats and species: The AONB contains over 16,000 ha of nationally important Sites of Special Scientific Interest (23 sites, covering 13% of the AONB), much of it being blanket bog and heather moorland, covering the high fells – but also notable upland hay meadows and ancient woodlands. The complex mosaic of habitats including grasslands, woodland, hedgerows and moor provide a rich ecological network. The area is important for breeding birds especially raptors including hen harrier, peregrine and merlin; and waders such as lapwing, curlew, redshank and snipe. This international importance for birds is recognised by the designation of the Bowland Fells (approx. 16,000 ha) as a Special Protection Area (SPA). In addition, numerous rivers and watercourses provide habitats for salmon, brown and sea trout, as well as birds such as kingfisher, dipper, grey wagtail, common sandpiper and oystercatcher. Otters are also present along rivers on the northern side of the Bowland Fells. This biodiversity is vital to sustaining the ecosystems and to providing an attractive natural environment for people to enjoy	1.2, 1.3, 1.4
Geodiversity: underlying limestones, gritstones and shales create the AONB's basic landforms. These were modified by glaciations and the resulting wide river valleys, meltwater troughs and moraines add to the area's character. River erosion and deposition also create important features such as fans and channel erosion; and a number of quarries exist for small and large scale extraction of building stone and aggregates, and for cement production. There are both nationally and locally important sites designated for their geological importance within the AONB	1.5, 1.7
Nutrient cycling: plants and animals are responsible for cycling and re-cycling nutrients within natural systems, e.g. for breaking down of decayed matter and for enabling natural fertilisers to enrich the farmland. If inputs are increased artificially to this system then it can be thrown off balance and result in over enriched soils and eutrophication of water bodies	1.2, 1.3, 1.4

Appendix 2 - Ecosystem Services In the Forest of Bowland AONB

Cultural Services	Relevant Objectives In Management Plan
Sense of place: the Forest of Bowland AONB has a distinctive sense of place drawn from its contrasting and complementary landscapes: with a mixture of pastures, parkland and hedgerows in the lowlands and large expanses of moorland used for sheep grazing and grouse shooting on the higher fells. Settlements are small and dotted around the foothills, river valleys are often steep and wooded. This distinctive character lends a feeling of 'a step back in time' to the area and adds to its attraction for visitors	1.1, 1.2, 1.5, 1.6
Heritage: the area holds almost 900 listed buildings and designated heritage assets (818 Listed Buildings, 48 Grade I and II* Listed Buildings, 20 Scheduled Monuments and one Registered Park and Garden), ranging from Bronze Age and Roman through medieval and Tudor. The area's distinctive dry stone walls reflect the parliamentary enclosure acts of the 18th and 19th centuries, and the former hunting Forests date from Norman times. Village and farm settlements illustrate the influence of Norse invaders right through to small scale 18th and 19th century industries. The area's history adds to its tourism and education offer	1.6
Tranquillity: whilst over 99% of the Bowland Fells can be classed as undisturbed, this falls to 76% in the fringe area due to the impact of traffic noise in the M6/A6 corridor and along other main roads and around the larger settlements outside the AONB boundaries. The Bowland Fells also offer some of the darkest skies in England with low levels of pollution. Tranquillity and 'dark skies' can add to the tourism offer of the area as well as to residents' health and well being.	1.1, 1.7
Recreation: the Forest of Bowland has an excellent network of public rights of way and over 25,000 ha of open access land. This attracts a large number of walkers and increasing participation by horse riders and cyclists, both on and off-road. There are also good opportunities for less mobile country-lovers with a network of tramper trails; and for birdwatchers, anglers and shooting parties. The area's food and drink offer is of a very high quality and attractive pubs and tearooms provide a clear link between locally produced food and drink and the visiting public. Beacon Fell country park is managed by Lancashire County Council and attracts nearly 100,000 visitors a year	2.3, 2.4, 3.1, 3.2, 3.3, 3.4
Tourism: The AONB was awarded the European Charter for sustainable tourism in protected areas in both 2005 and 2010 and as such it co-ordinates and encourages tourism businesses in the area to trade in a sustainable and sympathetic manner, promoting the AONB as a 'green tourism' destination. The landscape and natural beauty of the area, together with its wildlife and history, is seen as the key draw for visitors: and therefore contributes directly to the local economy	2.3, 2.4, 3.4
Knowledge and education: The AONB partnership offers a large number of opportunities for both formal and informal education – including school visits to farms, arts workshops and performances, bird watching safaris, field studies for students; and opportunities for volunteering in traditional countryside skills. In 2013 the Festival Bowland programme offered over 120 events and attracted in excess of 1300 participants	2.3, 3.4, 3.5, 3.6
Health & wellbeing: Visits to the countryside provide excellent opportunities for gentle walking and relaxing days out. These can contribute to individual's health and wellbeing, at a minimal cost	2.2, 2.3, 3.1, 3.2, 3.3, 3.4

Appendix 2 - Ecosystem Services In the Forest of Bowland AONB

Regulating Services	Relevant Objectives In Management Plan
Regulating climate change: carbon dioxide is absorbed by farmland and woodland and perhaps most importantly by blanket bog. Restoring blanket bog and eroding peat so that it can become an active carbon store is a vital contribution to mitigating against climate change. Adapting to climate change can also be achieved through the AONB environment, especially when considering flood management (see below)	1.3
Regulating soil erosion: the risk of soil erosion in the AONB is high; due to the high peat content, steep slopes and high rainfall of the area. Increasing drought may also lead to soil erosion. Improving vegetation cover; reducing over grazing, and controlling burning and recreational pressures can all help to reduce soil erosion in a sustainable manner	1.2, 1.3
Regulating soil quality: soil compaction and loss of organic matter can be reduced if soil is managed sustainably by reducing stock and human pressure; and by reducing the impact of flash flooding	1.2, 1.3
Regulating water quality: reducing water colouration by managing the uplands in a sustainable manner has already shown, via the United Utilities SCaMP programme in Bowland, that land management can have economic benefits. Likewise water quality can be improved using natural processes, such as filtering and decomposition. Water quality tends to be good in the headwaters of the AONB, often falling to moderate further downstream	1.2, 1.3
Flood control: re-wetting of the moorlands to store carbon also helps the blanket bog habitat to retain heavy rain downpours and to reduce flash flooding, run off, erosion and the flooding of downstream communities, particularly larger urban populations outside the AONB. Additional works such as enabling floodplains to absorb high river levels and floodwater (as at Long Preston on the Ribble), can also help to reduce flood risk in downstream areas	1.2, 1.3

Appendix 3 - List of Abbreviations

BARS2	Biodiversity Action Recording System 2	LEP	Local Enterprise Partnership
BD Working Group	AONB Biodiversity Working Group	LERN	Lancashire Environmental Records Centre
BD2020	Biodiversity 2020: A Strategy for England's Wildlife and Ecosystem Services	LNP	Local Nature Partnership
BEx	Bowland Experience Limited	LPA	Local Planning Authority
BHS	Biological Heritage Site	LWT	The Wildlife Trust for Lancashire, Greater Manchester and North Merseyside
BLMF	Bowland Land Managers Forum	NAAONB	National Association for AONBs
CIC	Community Interest Company	NE	Natural England
CPRE	Campaign for the Protection of Rural England	NELMS	New Environmental Land Management Scheme
CRoW	Countryside and Rights of Way Act 2000	NERC	Natural Environment and Rural Communities Act 2006
CSF	Catchment Sensitive Farming	NEYEDC	North and East Yorkshire Ecological Data Centre
Defra (or DEFRA)	Department for Environment Farming and Rural Affairs	NPPF	National Planning Policy Framework
DPCR-05	(Electricity) Distribution Price Control Round 5	NYCC	North Yorkshire County Council
DPD	Development Plan Document	Ofgem	Office of Gas and Electricity Markets
EA	Environment Agency	PFG	AONB Partnership Funders Group
ENWL	Electricity North West Limited	PRoW	Public Rights of Way
EU	European Union	RDPE	Rural Development Programme England
EUROPARC	Europarc Federation for Europe's Protected Areas	RIIO-ED1	Revenue = Incentive + Innovations + Outputs Electricity Distribution Round 1
FOG	Fire Operations Group	RoWIP	Rights of Way Improvement Plan
GTBS	Green Tourism Business Scheme	RSPB	Royal Society for the Protection of Birds
HLC	Historic Landscape Characterisation	RVBC	Ribble Valley Borough Council
HLS	Higher Level Stewardship	SDF	Sustainable Development Fund
IUCN	International Union for Conservation of Nature	SINC	Site of Interest for Nature Conservation
JAC	AONB Joint Advisory Committee	SSSI	Site of Special Scientific Interest
LAF	Local Access Forum	TIC	Tourist Information Centre
LCC	Lancashire County Council	UCLAN	University of Central Lancashire
LCC E&C Projects	Lancashire County Council Environment and Community Projects Team	UVA	Undergrounding for Visual Amenity
LEADER	Liaison Entre Actions de Développement de l'Économie Rurale (or Links Between Activities Developing the Rural Economy)	YDMT	Yorkshire Dales Millennium Trust

Contacts and Information

AONB Unit Office

Forest of Bowland AONB
Kettledrum
6 Root Hill Estate Yard
Whitewell Road
Dunsop Bridge
Clitheroe
BB7 3AY

Tel: 01200 448000

Email: bowland@lancashire.gov.uk
Web: www.forestofbowland.com

Facebook: facebook.com/bowlandAONB
Twitter: twitter.com/forestofbowland

AONB Unit Staff

Countryside Sites and AONB Manager
Nick Osborne
Tel: 01772 533920
Email: nick.osborne@lancashire.gov.uk

Principal AONB Officer
Elliott Lorimer
Tel: 01200 448000
Mobile: 07775 221208
Email: elliott.lorimer@lancashire.gov.uk

Development and Funding Officer
Cathy Hopley
Tel: 01200 448000
Mobile: 07891 537835
Email: cathy.hopley@lancashire.gov.uk

Community and Events Officer
Sandra Silk
Tel: 01200 448000
Mobile: 07973 923142
Email: sandra.silk@lancashire.gov.uk

Business Development Officer
Mike Pugh
Tel: 01200 448000
Email: mike.pugh@lancashire.gov.uk

Sustainable Tourism Officer
Hetty Byrne
Tel: 01200 448000
Mobile: 07989 258671
Email: hetty.byrne@lancashire.gov.uk

Lancashire County Council Countryside Service

Senior Environmental and Community
Projects Officer
(covering Bowland North and West)
Tarja Wilson
Mobile: 07887 830853
Email: tarja.wilson@lancashire.gov.uk

Senior Environmental and Community
Projects Officer
(covering Bowland East and Pendle Hill)
Dave Padley
Mobile: 07860 578558
Email: david.padley@lancashire.gov.uk

Other Countryside Services

Wyre Coast and Countryside Service
Tel: 01253 887505
Web: www.wyre.gov.uk

United Utilities
Tel: 01200 454400
Web: www.unitedutilities.com

Photo Credits

Graham Cooper –
Pages: Cover, 4, 5, 6, 7, 8, 17, 29, 30, 31, 74, 75
Barrie Tyrer – Page 3
Wojciech Rozanski – Page 9
Charlie Hedley –
Pages: 10, 13, 26, 27, 33, 46, 47,
Richard Saunders, Natural England - Page 11
Lancashire Cheese Makers Association –
Page 14
Friends of Bowland – Page 19
Jennie Anderson – Page 22
Chris Gomersall, RSPB images – Page 23
Wyre Countryside Service – Page 58
Gaye Woollard – Page 59
Dan Tierney, Media Lune – Page 67
Forest of Bowland AONB – Pages: 18, 21