



FOREST OF **BOWLAND**

Area of Outstanding Natural Beauty

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Changes and Challenges

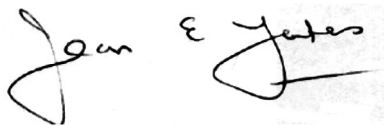
County Councillor Jean Yates,
Chair, Forest of Bowland AONB Joint Advisory Committee



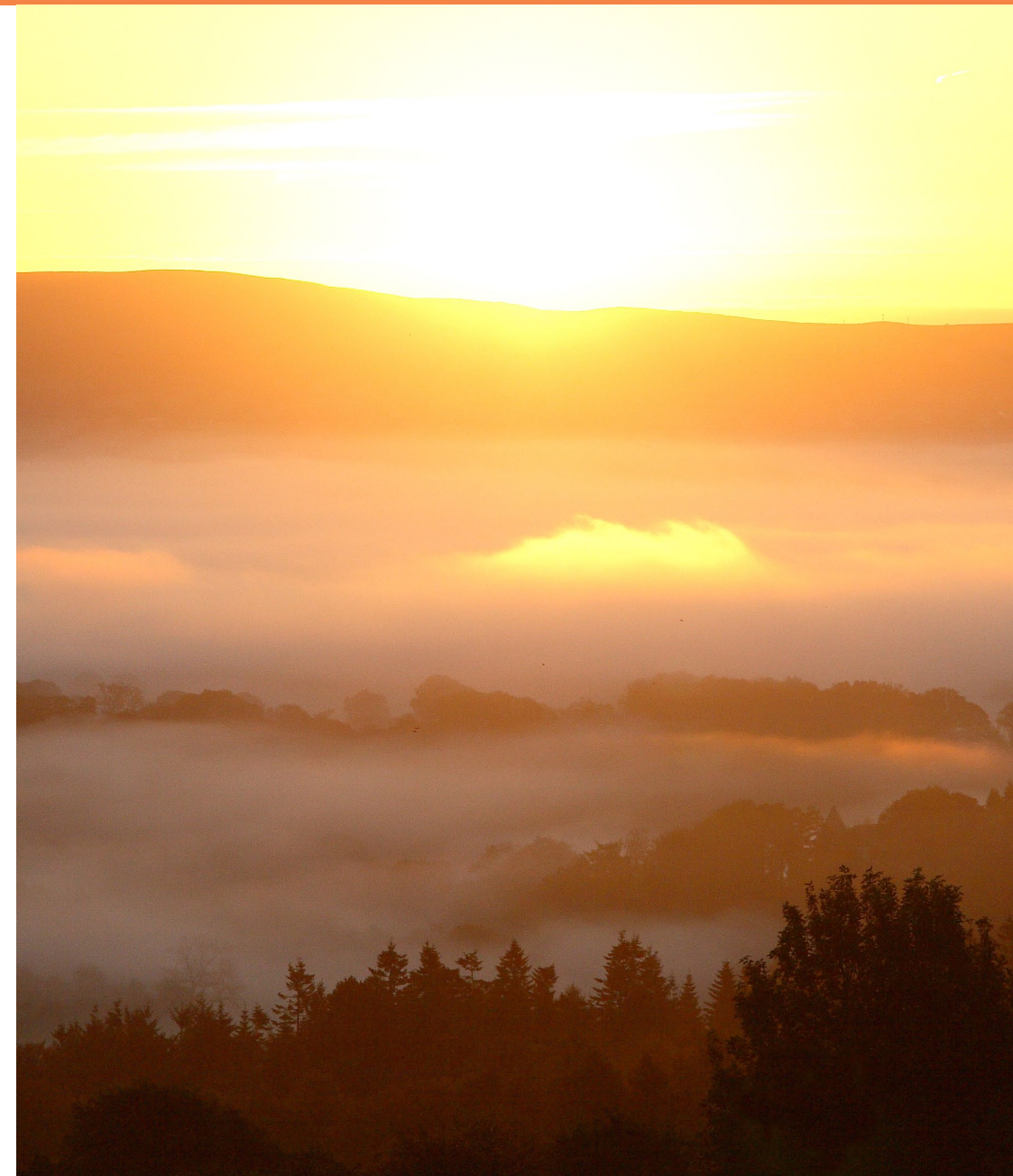
My first experience of Areas of Outstanding Natural Beauty was when I joined the Executive Board of Arnsdale & Silverdale over 20 years ago when a great deal of the emphasis was on improving the environment by co-ordinating volunteers and working with local government planners. I am still an executive member of Arnsdale & Silverdale, but as chair of the Forest of Bowland, I am now able to work across an area that covers Cumbria, Lancashire and Yorkshire - in my opinion the most unique and diverse part of the United Kingdom.

Volunteers still play a great role in our work in the AONBs but who could have foreseen the changes that working with a range of other partners has brought. Economic development & eco-systems, art and agriculture, trampers and multi user trails, climate change & cultural activities - all these and many more are now within the scope of our everyday workload.

New premises and computer use with touch down points for staff make us more efficient and mobile. Changes and challenges have always been with us and I believe that we have successfully responded. The proof? Its to be found in this revised plan and the progress already reported on our website. We are excited to be starting to deliver the new Management Plan programme over the next five years and you will be able to keep an eye on our progress on the website www.forestofbowland.com But better still come and visit the fantastic Forest of Bowland Area of Outstanding Natural Beauty and see for yourselves.

A handwritten signature in black ink that reads "Jean Yates". The signature is written in a cursive style.

County Councillor Jean Yates



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 AONB is managed by a partnership of landowners, farmers, voluntary organisations, wildlife groups, recreation groups, local councils and government agencies, who work to protect, conserve and enhance the natural and cultural heritage of this special area.

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 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.

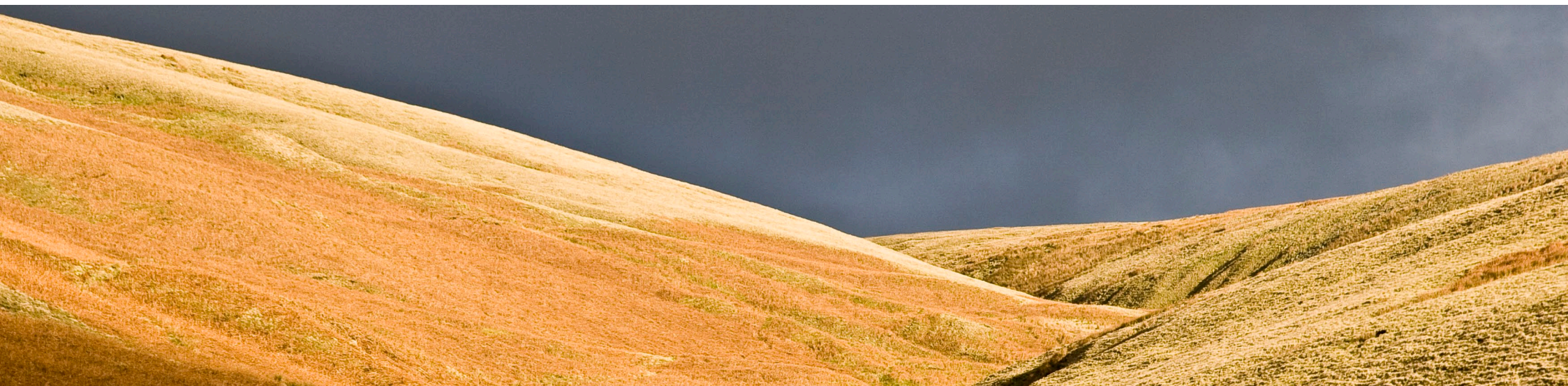
The AONB lacks large settlements and has an estimated total population of approximately 16,000 people. Its borders include parts of six district and city council areas, namely: Lancaster, Pendle, Ribble Valley, Wyre, Craven and Preston. The urban centres of Preston, Lancaster, Blackburn and Burnley are 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.

What is an AONB?

AONBs are special landscapes whose distinctive character and natural beauty are so outstanding that it is in the nation's interest to safeguard them. There are currently 40 AONBs in England and Wales and a further 9 AONBs in Northern Ireland.

Natural England, formerly The Countryside Agency, is the organisation responsible for designating AONBs. Natural England identifies the following objectives for AONBs:

- The purpose of AONB designation is to conserve and enhance natural beauty.
- However; in pursuing the primary objective, account should be taken of the needs of agriculture, forestry, 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.



Why is the Forest of Bowland an AONB?

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

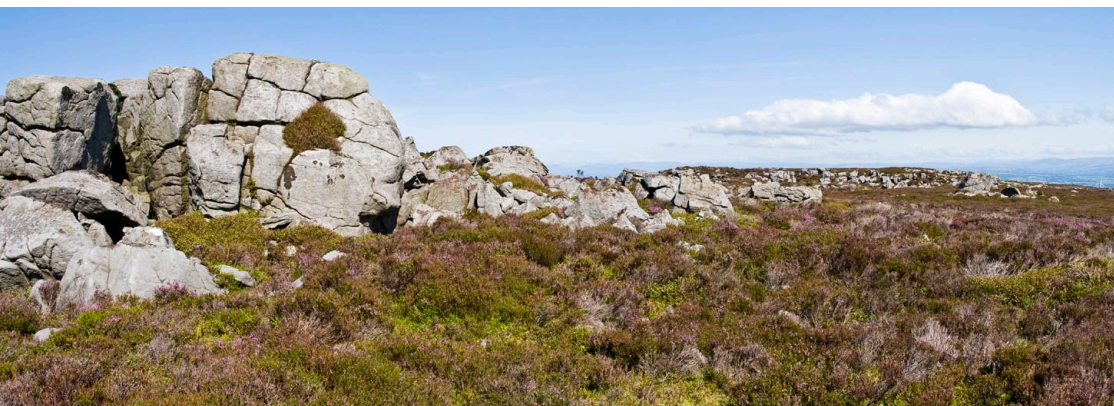
- The grandeur and isolation of the upland core
- The steep escarpments of the Moorland Hills
- The undulating lowlands
- The serenity and tranquillity of the area
- The distinctive pattern of settlements
- The wildlife of the area
- The landscape's historic and cultural associations

What are the differences between AONBs and National Parks?

AONBs were originally designated using the same Act of Parliament as National Parks: the National Parks and Access to the Countryside 1949 Act.

AONBs and National Parks are the same in that they are both required to demonstrate natural beauty. However there are notable differences between them stemming from their differing legislation for designation, their statutory purposes and subsequent management arrangements as follows:

- AONBs need to demonstrate natural beauty, whereas National Parks also need to demonstrate opportunities for open-air recreation and to comprise an extensive tract, i.e. a single geographical area with no outliers.
- AONBs are focused primarily on conserving and enhancing natural beauty, whereas National Parks have a broader remit in also promoting opportunities for the understanding and enjoyment of an area by the public.
- AONBs are not responsible for planning and development control functions, which instead lie with the relevant local authorities.
- AONBs receive funding from Natural England and a contribution made by relevant local authorities, whereas National Parks have their budgets set directly by the Department for Environment, Food and Rural Affairs (Defra).



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 their stewardship of the land that contributed to the special qualities of the area can continue.

Landscapes are a product of constant change, including those 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.



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)

Most AONB management planning needs to be done by encouragement through effective partnership working and not enforcement. A Joint Advisory Committee (JAC) is responsible for making strategic decisions and liaising between the range of organisations and interests within the AONB.

The JAC was constituted in 1986 and the current membership comprises the following organisations:

- Lancashire County Council
- North Yorkshire County Council
- Craven District Council
- Lancaster City Council
- Pendle Borough Council
- Preston City Council
- Ribble Valley Borough Council
- Wyre Borough Council
- Lancashire Association of Parish and Town Councils
- Yorkshire Local Councils Association
- Natural England
- United Utilities plc
- Environment Agency
- Royal Society for the Protection of Birds (RSPB)
- Forest of Bowland Landowning and Farming Advisory Group
- The Ramblers Association
- North West Development Agency

Aims of the Joint Advisory Committee partnership:

- 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 AONB Partnership

AONB Unit

The Forest of Bowland AONB benefits from dedicated staff, responsible for coordinating and delivering AONB objectives and projects. These dedicated staff are known collectively as the AONB Unit. The responsibility of the AONB Unit includes:

- Co-ordinating and managing the AONB partnership
- Developing and managing key projects
- Playing a key role in fundraising
- Working closely with local communities and businesses
- Raising awareness of the AONB and the partnership

Partnership Management Group (PMG)

A Partnership Management Group (PMG) of officers from the key funding partners, local authorities and Natural England, meets regularly with the AONB Unit and provides the JAC with support. The PMG considers budget and policy issues, as well as monitoring the allocation of grants from the AONB Project Fund.

Other personnel

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

- Three **Lancashire Countryside Service Officers** operate in the area, two of which are dedicated almost entirely to the AONB and the third covers a significant area of the AONB along with areas outside. The Countryside Officers are involved in a broad range of service delivery and project development, provide an advisory service, attract funding and provide key links with farmers and landowners in the area. Wyre Borough Council also operates the **Wyre Coast and Countryside Service** with two Countryside Officers working significantly in the Bowland areas of Wyre. Other AONB partner organisations also provide a delivery service for agreed actions - for example, Natural England; The Wildlife Trust for Lancashire, Manchester & North Merseyside; Royal Society for the Protection of Birds; Local landowners and farmers; United Utilities and other landowners; community groups, and more.
- **Parish Lengthsmen** operate within the AONB parishes of Barley with Wheatley Booth, Blacko, Bolton-by-Bowland and Gisburn Forest, Caton, Claughton, Downham, Goldshaw Booth, Higham, Hornby, Nether-Wyresdale, Pendleton, Roughlee Booth, Sabden, Sawley, 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.
- A strong, **full-time and volunteer ranger service** operates 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 "honeypots", gateways and access areas.



Who is responsible for planning and development?

The Planning and Compulsory Purchase Act 2004 introduced a fundamental reform of the Planning System, including the replacement of the existing land use Development Plan System, consisting of Structure Plans and Local Plans, with a new system of Regional Spatial Strategies and Local Development Frameworks.

Local Development Frameworks (LDFs) are folders of local development documents prepared by district councils, insofar as Bowland is concerned, that outline the spatial strategy for the local area. Minerals and waste planning remain the responsibility of the County Councils.

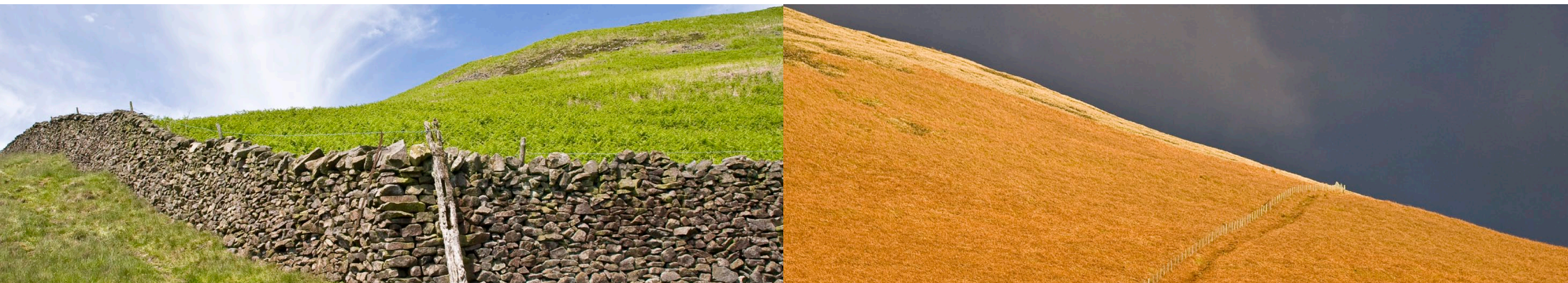
At a regional level the Regional Spatial Strategy became the strategic planning document setting out a broad spatial strategy outlining how the region should look in 10-15 years time or even longer: The North West of England Plan is the Regional Spatial Strategy for the Lancashire portion of the AONB and the Yorkshire and Humber Plan is the Regional Spatial Strategy for the Yorkshire portion. Between them they provide the current strategic planning context for local authorities in the Forest of Bowland AONB.

However these are now being replaced by single Regional Strategies that have the advantage of combining policies in relation to sustainable economic growth, development and the use of land within the region, and can include different policies for different areas within the region. They must also include policies to contribute to the mitigation of, and adaptation to, climate change.

The formal plans that guide the day-to-day planning decisions taken by district and county councils can be seen at the respective local council offices.

The fundamental principle underlying planning and control of development in AONBs is that new development within the AONB that has a materially adverse impact can only proceed where it is demonstrated that it satisfies an overriding national need. There is an expectation of restoration and aftercare should such uses cease. 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.

Under Section 85 of the Countryside and Rights of Way Act 2000 there is a statutory duty on all relevant authorities, requiring them to have regard in their decision making to the purposes for which AONB's are designated – i.e. "to conserve and enhance natural beauty". This ensures that relevant authorities take account of these purposes when coming to decisions or carrying out their activities relating to or affecting land within these areas. It recognises that a wide range of bodies have a direct influence over the future of these protected landscapes in terms of policy, programme and project implementation, casework decisions, land ownership and management. It also acknowledges that the fulfilment of protected area purposes rests not only with those bodies directly responsible for their management, but also relies on effective collaborative working. As such, the duties are particularly important to the delivery of the purposes of protected areas and to the overall achievement of sustainable development in the countryside.



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, a variety of environmental factors, 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 publish an AONB management plan that formulates policies, herein referred to as 'objectives', for undertaking the management of the whole AONB.

Sustainable development is the prominent theme within the AONB Management Plan, in line with the government's Sustainable Development Strategy. 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 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.

How the current plan was produced

The first Management Plan for the AONB was published in 1995. The current plan (2009-2014) was published in March 2009 and succeeds the 2004, 1999 and 1995 plans in guiding the work of the Joint Advisory Committee.

The current Management Plan is the product of a targeted consultation exercise, together with an extensive literature review - both of which are detailed overleaf.



The Management Plan

Consultation

Production of the current AONB Management Plan has involved targeted consultation with both communities of place, ie. people who live and work within the AONB, and communities of interest, ie. organisations with an interest or 'stake' in how the AONB is managed. The consultation exercise was designed and undertaken by Countryside, a private consultancy, in partnership with the AONB Unit. The consultation exercise involved:

- Five half-day workshops with communities of place undertaken during February 2008. The workshops were held at different locations within the AONB, namely: Barley, Eldroth, Slaidburn, Scorton and Hornby. At each event, participants were required to work in groups using specially designed mind-mapping toolkits to discuss and record ideas relating to: a) the special qualities of the AONB, determining what people value about the landscape; b) the key issues affecting the AONB; and c) ideas and aspirations for the future. Each group was also required to discuss and agree upon their 'top five' special qualities/landscape values, key issues and ideas for the future, and to record these on a map of the AONB, where possible. This stage of the consultation alone generated more than 1,200 individual comments.
 - One 'open day' event, held in Chipping in February 2008. This one-day event was held over a weekend to encourage participation among people who may not have been able to attend the dedicated workshop sessions, particularly businesses, families and young people. The open day event involved the same consultation process as used in the workshops. In addition, a selection of local producers were invited to set up stalls and other attractions, helping to broaden the appeal of the event.
 - One two-hour workshop with local schoolchildren aged 13-14 years, held at Bowland High School in April 2008. This event involved the same consultation process as used in the other
- workshops, the aim being to engage specifically with young people and ensure their values, ideas and aspirations were considered as part of the Management Plan review.
- Five half-day workshops with communities of interest, undertaken during March 2008. A different process was used to consult with communities of interest - this involved use of a wall-mounted toolkit, containing all of the visions, objectives and actions from the previous Management Plan. Participants were required to review and update the content of the previous plan and add new objectives or actions for consideration. Each workshop focused on a different aspect or 'theme' of AONB management, those being: natural and cultural landscape; economy and community; enjoyment, health and wellbeing; and general coordination/management. Discussion of climate change issues was incorporated as a cross-cutting theme at each workshop; a dedicated workshop on climate change was also undertaken as part of this programme, to explore the topic in detail.
 - One half-day workshop with the AONB Unit, undertaken in April 2008. This event was used to discuss and comment on early results from the consultation exercise, and to develop a new structure for the Management Plan.
 - A consultation postcard was also produced and distributed among relevant groups and at community events during the consultation period. The postcard provided a widely accessible means by which people could submit comments relating to: a) the special qualities of the AONB; b) the key issues affecting the AONB; and c) ideas and aspirations for the future.
 - Comments were also invited via a web-based consultation form, which again requested feedback on: a) the special qualities of the AONB; b) the key issues affecting the AONB; and c) ideas and aspirations for the future.



How the results of the consultation were used

The results of the consultation exercise were combined and used to review, re-draft and reinforce the Management Plan's objectives, actions and visions. This process involved:

- Firstly, the results from consultation with communities of interest, ie. partner organisations and other stakeholders were used to produce a new set of draft objectives and actions for the AONB - ie. based on those from the previous Management Plan, but including many changes and new ideas.
- Secondly, the results from consultation with communities of place, ie. people who live and work within the AONB were used to produce a series of reports, containing transcripts of the comments obtained at each of the 5 workshops. These individual reports allowed locally-specific issues and ideas to be more easily identified and incorporated within the Management Plan, where appropriate.
- Thirdly, all of the results from consultation with communities of place, ie. all 5 workshop reports were combined to form a single document. The combined results were then analysed in order to:
 - Identify the key issues, ideas and aspirations by looking for patterns and trends in the results - ie. areas where the same, or similar, comments have been made by multiple participants, a brief summary of this analysis is available in Appendix 1.
 - Identify unique, or uncommon, comments that may require further consideration to avoid loss of potentially useful information.
 - Identify and make note of any detailed or specific comments that may be used to inform other work for example comments with potential to inform project planning and delivery.

- Finally, the key issues, ideas and aspirations emerging from consultation with communities of place were compared, and wherever possible, combined with the draft objectives and actions emerging from consultation with communities of interest. Effort was made to ensure that all key ideas resulting from both consultations were included in the final draft objectives and actions. It should be noted that no significantly conflicting ideas or aspirations were identified between the groups consulted.

The new draft objectives and actions that emerged from the consultation process were then amended and updated further in response to key information obtained during the literature review.

Literature review

The current Management Plan is also the result of an extensive literature review, which has considered all relevant plans, strategies and policies, and sought to integrate these where appropriate. The literature review and subsequent review/re-drafting of the Management Plan was undertaken by consultancies Countryside and Alison Farmer Associates, in partnership with the AONB Unit. See Appendix 2 for a list of all 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.



What Makes 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 and 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.



What Makes the AONB Special?

Wild Open Spaces

Conserving and enhancing the natural landscape...

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.

The central upland of the AONB is typical Millstone Grit country: hard rocks lie beneath the gentle fells - the rounded shapes are a result of repeated glaciation during the Ice Age. The fells are covered with peat, blanket bog, acid grassland and heather moor, and occasionally broken through by rocky outcrops. The highest point is at Wards Stone at 560m, with Pendle Hill reaching 557m, almost a mountain!

The character of the Forest of Bowland owes its origin to its geographical position and the interplay between natural and human forces. Its position as a western extension of the Pennines in the centre of Britain on the Atlantic seaboard of Europe gives rise to an oceanic climate, but it lies on the boundary of less oceanic and warmer conditions in summer to the south and east, and an even more oceanic and colder climate to the north and west. In these conditions the natural vegetation is a mosaic of bogs and temperate deciduous rainforest – a vegetation type only found on the western side of the British Isles in the northern hemisphere. However, over thousands of years humans have profoundly modified the natural vegetation so that today the mosaic is one of bogs, mires, flushes, Atlantic heaths, including heather moor, woodlands and grasslands. This mixture of habitats gives rise to a variety of vegetation colour and texture, which contributes greatly to the AONB's scenic quality.

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 human influences: there has been long term management of the land for grazing sheep and cattle, and for game shooting, primarily red grouse. The fells are criss-crossed with dry stone walls and there are isolated field barns on the lower slopes, traditionally used to house cattle and hay in the winter. Shooting butts and huts also mark out the activities of humans on this environment; as do the conifer woods and forests amongst the fells. Gisburn is the largest area of forest in Lancashire and was only planted in the 1940s, and the Stocks, Ogden and Black Moss reservoirs near Barley, all of which are man made, Stocks being the largest.

Although human impact has a long history the biggest changes have occurred since the beginning of the 19th Century. Only in the middle of the 19th Century did game shooting become important whilst the biggest impacts of sheep farming came even later. The industrialisation further south produced severe atmospheric pollution and this caused the loss of many plants, including sensitive lichen species that should festoon the branches of trees and shrubs in the woodlands. Whilst the worst of the pollution caused by burning coal has gone, atmospheric nitrogen pollution has increased to high levels during the 20th Century.

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.



What Makes the AONB Special?

A Special Place for Wildlife

Protecting species and habitats...

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 uplands contain rare and endangered species associated with a very rare mosaic of oceanic habitats. At lower levels the woodlands contain an array of colourful flowers whilst the few remaining traditionally managed pastures and meadows are an oasis for flowering plants and insects. Some of the most attractive features are roadside verges and some of the more recently formed sites, e.g. reservoirs and old quarries, provide 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 is designated as Sites of Special Scientific Interest (SSSIs) under UK legislation. Recently, Stocks Reservoir has been designated an Important Plant Area (IPA) under a European scheme to identify areas of European importance for plants. It is the only area so designated in Lancashire.

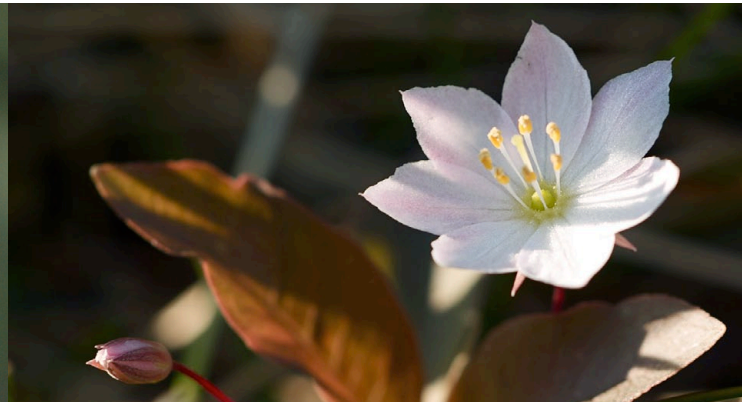
In addition, there are 456 wildlife sites covering around 10% of the AONB, which form part of a national network of non-statutory sites that are recognised for their ecological value. In the Lancashire part of the AONB they are called Biological Heritage Sites, whilst in the Yorkshire part of the AONB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

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 the country. Birdwatchers also come to see the wading birds that arrive in Spring to nest and rear their young on the open farmland and moors of Bowland – for example, lapwing, snipe, curlew and redshank. Many landowners are using appropriate farming practices to actively attract these birds to their land.

The AONB is also home to a number of rare or otherwise important plant species, some of which are unique to the North West of England. Key species include:

- Bird's-eye Primrose, restricted to northern England
- Ivy-leaved Bellflower, unique to the AONB within the North West
- Pale Forget-me-not, an oceanic boreal-mountain species, found in Portugal, Spain and Britain
- Chickweed Wintergreen, at or near its most southern location in the UK

While there is not scope within this document to list all of the rare or important species found in the AONB, the presence of Otters on the rivers is perhaps worthy of recognition – not only because their presence signifies high quality habitats, but also because of the potential held by such species to attract visitors.



What Makes the AONB Special?

A Landscape Rich in Heritage

Conserving and enhancing the cultural landscape...

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. Collectively these historic and cultural elements of the environment serve to enrich the landscapes scenic quality, meaning and value.

The open moors - large estates and hunting

During the Medieval period, the Royal hunting forests were established - the title 'forest' refers to hunting rights, and not to a large expanse of woodland, as we interpret it today. The King used his rights to prevent landowners from clearing and cultivating the land, restricting development and prohibiting change. This controlling influence continued after the Forest laws were revoked in 1507, as deer parks and smaller estates replaced the hunting forests.

There were five main forests – the Royal Forest of Bowland and four others belonging to the earldom of Lancaster at Bleasdale, Quernmore, Wyresdale and Pendle. Hunting in these areas was traditionally for deer and wild boar; together with rabbits, foxes, hares, pheasants and partridges.

Managing the land for game hunting, primarily red grouse on the heather moors and pheasant rearing in plantations below the fells, has remained a predominant influence on the landscape, and several large private landowners remain today - such as the Duchy of Lancaster, the Duke of Westminster and Lord Clitheroe. The current, largest single landowner is United Utilities, which manages a large area of the fells primarily for water catchment, supplying Fylde and Blackpool. Careful management of these areas is required to fully develop their potentially excellent wildlife value. This will then result in the continued existence of large areas of biodiversity-rich, high quality open grass and heather moorland - a key component of the identity of the AONB.



What Makes the AONB Special?

Field patterns and farms

Although field patterns and boundary types vary across the AONB there are some obvious and striking patterns. Very often the irregular field patterns are oldest, pre-1600AD, comprising dry stone walls and often associated with outbarns. Also associated with these field patterns are vaccaries, a type of cattle farm as seen at Sabden and Marshaw, which principally date between the 13th and 15th centuries.

The 18th and 19th centuries brought about the more widespread enclosure of holdings and of common land with drystone walls, some of which climb to the top of the fells. The more regular field enclosure patterns typically date from this period.

Villages, halls and vernacular

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 the 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.

Sixteenth to eighteenth century stone buildings with their distinctive stone mullions, lintels and datestones can also be seen in many villages - a fine example is at Stephen Park in Gisburn Forest.



What Makes the AONB Special?

Industry

The Industrial Revolution had little impact on Bowland, unlike much of Lancashire and Yorkshire. Devoid of coal reserves and away from valleys with fast flowing streams to power the industrialisation of the wool and cotton industries, the Forest of Bowland was largely ignored by the builders of turnpike roads, canals and railways. Instead, the traditional patterns of rural life have been maintained by a small number of landowners.

However, there are some signs of industrial activity including small-scale lead mining and lime production, quarrying and paper and cotton mills, which have influenced the landscape and many local villages. This activity has left clear signs in the landscape including remnant lime kilns and the 19th century cotton and paper mills at Oakenclough and Caton.

Place names

The Norse settlers left their impact in our language as well as the landscape – for example, the word 'Bu' in 'Bolland' or Bowland is old Norse for cattle, and 'Pen' in Pendle means hill.



What Makes the AONB Special?

A Living Landscape

Supporting the 'custodians' of the landscape...

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

In the past some land management practices have caused damage to important wildlife areas and/or landscape features – for example, the draining of wet 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, and 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 Environmental Stewardship to conserve and enhance habitats for wildlife and manage important landscape features on their farms.

Although farming is going through a period of 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 it is declining. Some farmers are diversifying to find new ways of using the land – developing tourism facilities and other enterprises, such as business workspaces. Others are concentrating on their farming and finding ways to improve their income, for example by farming rare breeds, or producing their own boxed meat. Although the area was badly hit by the Foot and Mouth outbreak in 2001, there continues to be a strong family tradition in Bowland farming. This can be witnessed at agricultural shows and events where locally bred livestock are proudly displayed or at local hedgelaying competitions, where a strong community pride is evident.

Extensive areas of moorland are managed specifically for red 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 grouse.

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.



What Makes the AONB Special?

Delicious Local Food and Drink

Supporting sustainable farming and local economies...

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. Farming methods have helped to shape the 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. By supporting those farmers who choose to carry on farming in traditional ways, the AONB aims to help protect the Bowland landscape for this and future generations.

Local produce is important to the Forest of Bowland because it:

- Supports farmers who seek to manage this precious landscape and protect the environment.
- Improves the freshness of food and causes less stress for livestock.
- Improves the link between consumers and farmers and improves people's understanding of how and where food is produced.
- Supports the local economy by supporting farmers, distributors and processors – often providing the employment and income to enable them to carry on living and working in the local area.
- Reduces food miles and therefore reduces traffic congestion and pollution.
- Contributes to the area's unique 'sense of place' or identity.



What Makes the AONB Special?

A Place to Enjoy and Keep Special

Supporting Sustainable Tourism...

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 is promoting 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.

What is sustainable tourism?

Sustainable tourism takes its lead from sustainable development, a term which has become increasingly common in our society since the Rio Earth Summit of 1992, where it was first defined. Sustainable development can be defined as 'development that meets the needs of the present, without compromising the ability of future generations to meet their own needs'. With this thinking in mind, sustainable tourism aims to make a low impact on the environment and local culture, while encouraging better income, employment and the conservation of the very landscape upon which tourism is based.

Within the Forest of Bowland AONB there are many sensitive and valuable environments. It is therefore important to ensure a balance that allows these areas to be carefully managed and protected from the pressures of visitors and inappropriate development. There is also a need to enable visitors to experience the beauty of the area, and for communities and businesses to be viable and successful.



What Makes the AONB Special?

What is happening with sustainable tourism locally?

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, joining just 30 other protected areas across Europe.

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.

Popular Activities in the Forest of Bowland

In many parts of the AONB there is a good network of Rights of Way, as well as large areas of Open Access land where people can experience open country.

Cycling is continually popular, with increasing opportunities for off-road cycling in the Gisburn Forest area and along bridleways. Road cycling is also a popular pursuit, especially on the officially designated 'Quiet Lanes' around Slaidburn, Chipping and Downham; and on the more challenging Tour of Pendle Race.

Horse riding is growing in popularity and although there are currently no trekking centres within the AONB, there are opportunities for horse-riding along the network of greenways and bridleways, especially the North Lancashire Bridleway long distance route. There are also a number of Bed & Breakfast establishments that offer stabling and livery for overnight guests and their horses.

Other popular activities in the Forest of Bowland AONB include bird-watching, fishing, gliding and shooting. Volunteering activities such as drystone walling and hedgelaying are becoming increasingly popular. In addition, there is a developing network of tramper trails that are suitable for people using off-road mobility scooters and pushchairs.



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” (ref: www.landscapecharacter.org.uk). 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.

The character of the Bowland landscape is varied and unique, comprising four distinct broad types, those being: moorland, fringe farmland, woodland and open rivers/reservoir landscapes.

A number of studies have been undertaken to better understand and describe the character of the Forest of Bowland landscape. These include:

Landscape Character Assessment and Strategy

In October 1999, Environmental Resources Management (ERM) were commissioned to undertake a comprehensive and integrated landscape assessment of Lancashire, including the urban areas, and to produce a landscape strategy informed by the landscape character assessment process. This work was commissioned by Lancashire County Council, in partnership with the Countryside Agency, District Councils, Blackburn with Darwen Unitary Authority, North Yorkshire County Council and Craven District Council.

The overall study consists of two separate reports: a Landscape Character Assessment and a Landscape Strategy. This first report, the landscape character assessment, is an objective description and classification of the Lancashire landscape. It forms the basis for the evaluation and guidance provided in the Landscape Strategy.

In general, the key characteristics of the AONB landscape, as identified by the 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 scraps, deeply incised cloughs and wooded valleys
- Broad river valleys
- Contrasting gritstone/limestone geology



Landscape Characterisation

In addition, a total of four broad landscape character types have been identified within the AONB. These broad types form the headings under which issues of 'Natural and Cultural Landscape' are structured and explored throughout the AONB Management Plan, as follows:

Moorland Landscapes - key characteristics:

- Large scale exposed open moorland with a sense of remoteness and grandeur
- Moorland vegetation of heath species, rushes, grasses and blanket bog
- Steep scraps with distinctive smooth profile
- Deeply incised cloughs and valleys
- Extensive views over fringe farmland and valleys
- Tree cover limited to remnant clough woodland and occasional conifer blocks
- Built elements limited to stone walls and fences, minor roads, shooting butts and shelters

Fringe Farmland Landscapes - key characteristics:

- Enclosed, small to medium scale undulating pastoral farmland
- Quiet, managed rural character with views to exposed moorland
- Steep wooded valleys and cloughs
- Settlement of scattered farms and dispersed hamlets with occasional villages
- Buildings predominantly stone built
- Presence of gritstone/limestone walls reflecting underlying geology
- Extensive hedgerow and hedgerow tree cover defining field pattern
- Parkland and estate landscapes associated with small country houses
- Complex system of narrow lanes with occasional wide historic drove roads



Landscape Characterisation

Woodland Landscapes - key characteristics:

- Deeply incised cloughs with broadleaved woodland
- Intimate scale and sense of seclusion with a lack of obvious human influence
- Contrast between open and closed canopy and variety of ground flora, texture and seasonal colour in broadleaved and mixed woodland
- Clough woodlands with fast-flowing becks and rivers with rocky channels
- Woodland and tree cover broken up by rough pasture and meadow
- Dense, even-aged stands of coniferous blocks with a uniformity of texture and colour

Open River and Reservoir Landscapes - key characteristics:

- Open flat to undulating river valleys with broad meandering river
- Tranquil pastoral character with a lack of habitation
- Expanse of open water of river/reservoir with associated wetland birds
- Open riverside pasture on flood plain with woodland on valley sides
- Occasional hedgerows and trees, riverbank trees and scrub
- Wet and flooded pastures particularly in winter
- Dam structures, stone walls and buildings associated with reservoirs

A copy of the existing Landscape Character Assessment and Strategy is available at: www.lancashire.gov.uk, search for "landscape strategy" and click on the first link within the search results.

Please note that a new and updated Landscape Character Assessment of the AONB has recently been commissioned and is due for completion in spring 2009.



Landscape Characterisation

Historic Landscape Characterisation Programme

The Lancashire Historic Landscape Characterisation (HLC) project 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's Environment Directorate, with the support of English Heritage. Additional work was 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).

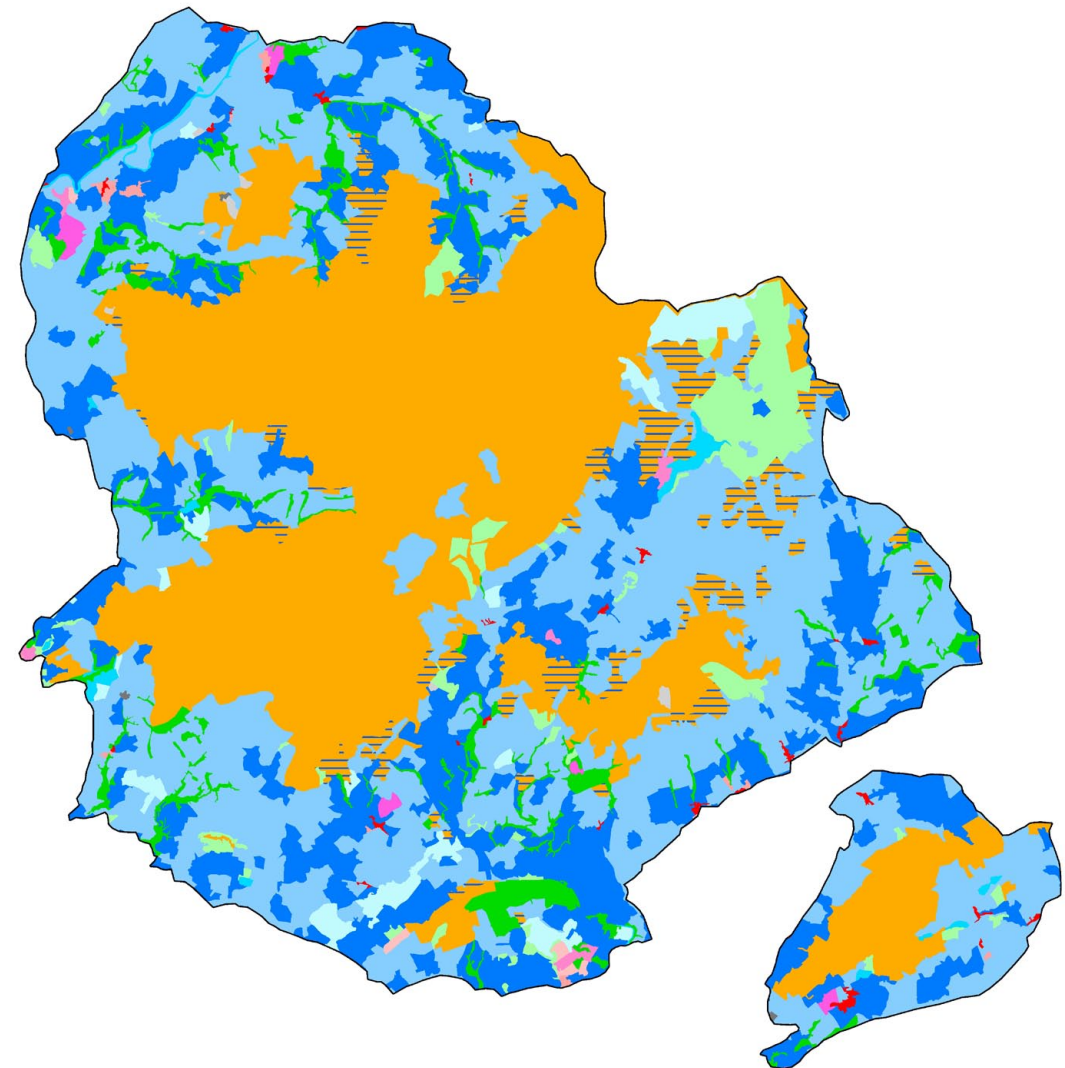
The report on the project is divided into three parts: Part I provides an introduction both to HLC and to Lancashire, including a brief description of the county's landscape; Part II describes the characterisation methodology applied; while Part III is a summary presentation of the results.

The Historic Landscape Characterisation is a very important source of information about the historic landscape of the Forest of Bowland AONB. This AONB Management Plan identifies the need to promote the HLC information to stakeholders and also the need to produce simplified interpretation materials to help non-specialists understand and take account of the historic landscape.

A copy of the Historic Landscape Characterisation is available at: www.lancashire.gov.uk, search for "landscape characterisation" and click on the first link within the search results.

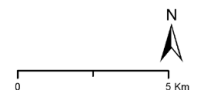
Historic Landscape Character

	Ancient Enclosure		Modern Industry
	Post-Medieval Enclosure		Modern Military
	Modern Enclosure		Modern Communications
	Ancient and Post-Medieval Woodland		Moorland
	Modern Woodland		Reverted Moorland
	Ancient and Post-Medieval Settlement		Lowland Moss and Grassland/Scrub
	Modern Settlement		Water
	Modern Recreation		Coastal Rough Ground
	Ancient and Post-Medieval Ornamental		Saltmarsh
	Modern Ornamental		Dunes
	Ancient and Post-Medieval Industry		Sand and Mudflats



Lancashire Sites and Monuments Record

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The key issues affecting this protected landscape are driven by a number of factors including the profound implications of climate change, development pressure, economic growth, demands for recreation and changes in modern agriculture and the broader economy.

These key drivers will continue to affect the AONB over the next plan period and are set out in more detail below. This section does not discuss these issues at length, but seeks to provide an overview and a context within which future objectives and actions will need to operate.

Key issues have been organised using the following headings. These headings are also used to structure the objectives and actions of the Management Plan, which are detailed in the next chapter:

- **'Natural & Cultural Landscape'** considers landscape character, landscape quality, local distinctiveness as well as natural and cultural heritage.
- 'Enjoyment, Health & Wellbeing' includes tourism and recreation along with access and rights of way.
- **'Economy'** includes local economic issues, land management such as agriculture and forestry, agricultural policy and funding, development issues and infrastructure.
- 'Community' considers local communities and their services, including public transport and employment.
- **'Working in Partnership'** considers all aspects of partnership work undertaken through the AONB partnership, as well as with stakeholders such as communities and local authorities. It also includes other governing mechanisms, such as the European Landscape Convention and the Water Framework Directive.
- **'Responding to Climate Change'** considers how the changing climate may alter the character of the AONB landscape and includes possible considerations for mitigating the impacts of climate change.

Please note: key issues have been identified as part of the literature review and through consultation with members of the public and AONB partners. 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.



Natural & Cultural Landscape

- Emerging national initiatives and obligations such as the European Landscape Convention and Water Framework Directive which require a robust knowledge of the landscape resource.
- Invasive alien species damaging ecosystems - e.g. Beech invasion of ancient woodland; Pick-a-Back plant along rivers; Indian Balsam threatening Bluebell woodland.
- Threats to key natural assets such as ground nesting birds and wet moorland – 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, such as insects and worms.
- Abandonment of hill farming in the face of economic pressure will affect species mix and character of upland grassland and moorland.
- Lack of management of semi-natural clough woodland and areas of extensive conifer plantation, particularly on ancient woodland sites, reducing wildlife value and potential change to wood product markets which may influence management e.g. woodfuel and biomass.
- Agricultural specialisation, intensification and farm amalgamation is resulting in a loss of semi-natural habitats and cultural features.
- Lack of awareness of geodiversity value of the AONB.
- Heavy fertiliser use and diffuse pollution 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 sequestration, flood alleviation and recreation.
- Localised problems of litter and fly-tipping.

Enjoyment, Health & Wellbeing

- Pressure on key destinations resulting in erosion and potential damage to archaeological sites, loss of habitat, tranquillity and diminished visitor experience.
- Use of 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 access recreational sites, thus detracting from the visitor experience.
- Low public awareness and understanding of the AONB designation (in comparison to National Parks, for example).



Economy

- Changing agricultural policy and farm subsidies creating uncertainty and pressures on livestock farming. Increasing emphasis on food security and bio-energy crops.
- Centralisation of processing facilities has reduced the ability of producers to supply local markets.
- Potential impact of recent economic downturn on the rural economy.
- Increasing competition with other countryside destinations and need to retain high percentage of tourism market share.
- Development, traffic and lighting beyond the boundary of the AONB increasingly intruding on the quality of the landscape.
- 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.
- Pressure for commercial-scale renewable energy infrastructure, such as wind farms, and potential cumulative effects of many domestic/community small developments resulting in changes to the character of the AONB.
- 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, and 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.
- The changing planning system, with a new approach to planning for major infrastructure through the Infrastructure Planning Commission, creates a need to champion the existence and purpose of the AONB to the Commission as appropriate. Changes to local planning, with appeals heard by a panel of local councillors rather than the planning inspectorate, may also impact on the AONB and needs to be considered as appropriate.
- Lack of opportunities for rural businesses to capitalise on using Information Technology (IT), including inconsistent Broadband Internet coverage.



Community

- 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, which in turn is resulting in a loss of skills and engagement.
- Loss of traditional skills is reducing the ability to manage the traditional landscape features and buildings of the AONB.

Working in Partnership

- Long-term uncertainty of AONB funding.
- Emerging national initiatives and obligations such as the European Landscape Convention and Water Framework Directive which require flexible partnership working.
- Increasing importance and impact of regional level planning – the AONB partnership needs to consider regional issues more so than in the past.
- 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.
- 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.
- Lack of secure funding for AONB activities, leading to difficulties in long-term forward planning



Responding to Climate Change

In responding to climate change there is a need to understand the impacts such change is likely to have on the AONB landscape, to seek ways in which CO₂ emissions can be reduced and also to balance renewable energy development with the need to meet the primary purpose of designation, namely the conservation and enhancement of natural beauty. In relation to the former it should be noted that a more detailed understanding of climate change impacts can be gained from the UK Climate Impact Programme, which uses a range of climate data to project different climate change scenarios. New scenarios for the UKCP09 are currently under development, more regionally relevant data is available from www.climatechangenorthwest.co.uk. Issues relating to climate change include the following:

- Major loss of landscape character arising from climate change, it should be noted that the area owes its designation to its landscape; hence this could arguably be one of the biggest issues facing the AONB, with Moorland Plateaux and Moorland Hills landscape character types being particularly vulnerable to adverse impacts or even complete loss.
- Potential for hotter, drier summers leading to reduced ground water and drying out of peat bog habitats, which can release carbon into the atmosphere.

- Potential for a warmer but possibly more oceanic climate, combined with high levels of diffuse (atmospheric) nutrient enrichment leads to the growth of taller, competitive plants causing loss of less competitive species typical of nutrient-poor habitats.
- Small, fragmented patches of habitat are vulnerable to loss of biodiversity due to changes in rainfall and temperature.
- Increased risk and frequency of flooding in lowland areas/river valleys.
- Increased risk and frequency of moorland fires in upland areas.
- Potential increased soil erosion due to sudden downpours or flooding and weakened soil structure.
- Potential change to cropping patterns and types of crops in response to climate change altering the character of the landscape.
- Pressures for renewable energy development and a growing demand for bio-energy crops – e.g. potential visual and landscape impact of windfarms and glare from solar panels, or major changes in farming practice affecting the special qualities of the AONB.
- Lack of clear guidance and consensus on renewable energy - and in particular, uncertainty surrounding the net benefits of windfarms.



The objectives and actions of the AONB Management Plan need to be guided by a long-term goal or vision. The former Management Plan 2004-2009 set out a 10-year vision of how the AONB should ideally look in 2014, the 50th Anniversary of the Forest of Bowland's formal confirmation as an AONB. This same vision has been carried forward to the current Management Plan 2009-2014, because the aspirations it describes are still very much at the heart of local stakeholders' values and concerns.

The overall vision for all stakeholders to work towards is: the Forest of Bowland 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 resources are sympathetically managed and contribute to a sustainable and vibrant local economy. The management of the Forest of Bowland AONB has improved the quality of the landscape for all stakeholders.

The overall vision has been broken down into separate themes as part of the Management Plan review, resulting in a separate vision for each theme of the Plan, as listed below. Key issues that may affect these long-term visions are included in the previous chapter. Objectives and actions that will enable the AONB to achieve these visions are detailed in the following chapter.



Natural & Cultural Landscape: an unspoilt and unique landscape of the highest quality; richness and diversity of cultural and natural features; a landscape where tranquillity can be found.

- The large-scale open moorland character of the Bowland Fells and the exposed character of steep scarps, crags and rock scree have been retained.
- Enclosed hay meadows still have a small to medium scale pattern and hedgerows species are native broadleaves across the whole of the AONB.
- The fragmentation of existing woodland has been reduced through enhancement and restoration.
- Ancient semi-natural woodland and valleys and cloughs retain their wooded character.
- The rural character of the fringes and river courses are unspoilt.
- Traditional buildings and settlement patterns of villages, hamlets and farmsteads have been retained.
- Existing areas of Heather moorland character and blanket bog have been regenerated and new areas of moorland vegetation have been created.
- The pastoral character has been conserved by the extension of existing and creation of new species-rich grasslands.
- Coniferous woodland has and is still undergoing a gradual transition to sensitively designed mixed species woodland.
- Important boundary features such as traditional stone enclosure walls, ditches and important hedgerows remain and these traditional features have started to progressively replace stock-proof fencing.
- The character of the local highway network has been retained.

Enjoyment, Health and Wellbeing: wide ranging opportunities for sustainable tourism, recreation and access for all, respecting the natural beauty of the AONB.

- The Public Rights of Way (PRoW) and Access network within the AONB has continued to be developed to standards that conform to the landscape designation of the area and are attuned to the needs of all visitors.
- The implementation of the Countryside and Rights of Way Act 2000 is consistent across the whole of the AONB.
- Quiet enjoyment and recreational activities are integrated with the purposes of AONB designation and continue to be managed appropriately.
- The local community and visitors have access to clear, accurate and up to date information and interpretation concerning the area, enabling increased recognition and enjoyment of the area's distinctive qualities.
- The AONB provides opportunities for recreation and enjoyment to all people, irrespective of age, ethnicity and ability.
- The AONB's special qualities, or 'sense of place', are consistently recognised and promoted by partner organisations, tourism businesses and other relevant stakeholders.



Economy: sustainable management of the land supported by the necessary skills and expertise; a buoyant local economy supported by environmentally-responsible businesses; innovative planning and development that conserves or enhances natural beauty.

- Transport and traffic management within the area is increasingly sympathetic to the landscape whilst facilitating access and enjoyment to all stakeholders.
- Sustainable socio-economic development conserves and enhances the natural beauty of the AONB.
- Planning and development meets the needs of the local community and the area's landscape.
- Water, energy and telecommunication infrastructure have reduced in impact on the landscape along with other major sources of visual intrusion, noise and light pollution.
- Economic opportunity actively contributes to the conservation and enhancement of the area's natural beauty.
- Sustainable tourism activity within the AONB recognises and seeks to conserve the area's natural and cultural heritage.
- Environmentally sensitive farming practices are undertaken within the area and there is no large-scale land abandonment.

Community: sustainable communities that are strongly linked to their localities and actively involved in AONB projects and management.

- The local community has access to services, which seek to meet local needs and contribute towards the statutory designation of the area.
- The residential labour market is supported by training opportunities, with focus on maintaining traditional skills required by the AONB.
- The AONB is understood and utilised by local schools, colleges and other education providers as an educational resource.
- The work of the AONB is supported by an active community of volunteers.

Working in Partnership: a well-organised and inclusive partnership, with partners taking active responsibility for the delivery and ongoing maintenance of high quality services.

- The Forest of Bowland AONB review of governance has been effectively implemented.
- Effective partnership working has contributed to the development and implementation of a sustainable vision for the future management of the Forest of Bowland AONB.
- The management of the area has been made more accessible for all stakeholders, including local communities.
- All partner organisations are proactive in managing and reporting on AONB activities.



Responding to Climate Change: unpolluted air, soil and water to allow the landscape and wildlife of the AONB to be sustained; reduced CO₂ emissions that exceed Government targets; the Forest of Bowland AONB is recognised as a place of 'best practice' in responding to climate change.

- The AONB is regarded as a place of 'best practice' in responding to climate change.
- Maximum use is made of the AONB's natural resources for carbon sequestration (i.e. storing carbon), where appropriate.
- Development of a strong renewable energy policy, which maximises use of appropriate forms of renewable energy production within the AONB, i.e. those that do not conflict with the AONB's purpose of designation.
- Effective flood risk management, involving natural flood storage wherever possible.
- Widespread reduction of energy-use and carbon emissions throughout the AONB, championed by local communities, businesses, AONB partners and other stakeholders.
- Habitats within the AONB are appropriately managed to take account of changes in climate, e.g. linking habitats to enable species migration; creating new habitats where necessary.





Long-term 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

Sections

1. AONB-Wide
2. Moorland Landscapes
3. Fringe Farmland Landscapes
4. Woodland Landscapes
5. Open River and Reservoir Landscapes

I. AONB-Wide

Objectives	Actions	Targets	Timescale	Key Partner(s)
<p>I.I Promote and implement the European Landscape Convention and raise awareness of the benefits of an integrated approach to landscape.</p>	<p>I.IA Lobby local, regional and national government to include landscape in all relevant policy areas.</p>	Lobbying activities undertaken where appropriate.	Ongoing	NAAONB
	<p>I.IB Conduct a detailed Landscape Character Assessment (LCA), in accordance with national guidance, that builds on existing typology, integrates Historic Landscape Characterisation and biodiversity, and identifies local landscape character areas.</p>	LCA study carried out.	By 2011	AONB Unit LCC/NYCC
	<p>I.IC Use the Landscape Character Assessment to develop specific Landscape Quality Objectives, with the active involvement of local communities.</p>	Landscape quality objectives developed.	By 2014	AONB Unit LCC/NYCC
	<p>I.ID Agree Higher Level Stewardship targeting that conserves and enhances AONB landscapes and landscape features.</p>	Targeting agreed.	Ongoing	NE AONB Unit
	<p>I.IE Support and promote conservation and enhancement of landscape by farmers and landowners through facilitating access to Environmental Stewardship.</p>	5 multi-objective agreements delivered annually (including renewal agreements).	Ongoing	NE AONB Unit LCC CS LCC/NYCC RSPB Landowners
	<p>I.IF Ensure that integrated conservation and management of natural and cultural heritage is considered when the AONB Unit provides advice on development and management.</p>	Integrated advice provided, where appropriate.	Ongoing	AONB Unit
	<p>I.IG Meet with Natural England on regular basis to discuss areas of search for Higher Level Stewardship (HLS) applications in relation to specific projects.</p>	Meetings held every 6 months.	Ongoing	NE AONB Unit LCC/Wyre CS LCC/NYCC RSPB

Objectives	Actions	Targets	Timescale	Key Partner(s)
1.2 Conserve and enhance all aspects of biodiversity by supporting delivery of the UK, Lancashire and North Yorkshire Biodiversity Action Plans (BAPs).	1.2A Develop a register of wildlife sites, their owners/occupiers and complete site documentation, including potential for wild seed and green hay harvesting.	Register developed.	By 2010	LCC/NYCC
	1.2B Utilise volunteers to support and encourage monitoring of local biodiversity designations (Biological Heritage Sites in Lancashire, Sites of Importance for Nature Conservation in Yorkshire).	Condition monitoring undertaken and recorded. Review of BHS undertaken.	By 2010	LCC/ NYCC BHS AONB Unit RSPB Wildlife Trust Districts
	1.2C Play an active role in the BAP partnerships for Lancashire and North Yorkshire.	Attend all meetings and contribute to the delivery of Habitat and Species Action Plans.	Immediately	AONB Unit
	1.2D Conserve and enhance existing designated wildlife sites.	Exceed NE targets for SSSI condition Meet Lancashire LAA target for active management of local wildlife sites.	Ongoing	AONB Unit NE Forestry Commission Lancashire Wildlife Trust Landowners LCC/NYCC
	1.2E Encourage the establishment of new habitats and the buffering of existing habitats in line with BAP targets (and appropriate to landscape character), aiming to enhance biodiversity and increase habitat connectivity.	Develop 3 projects per year. Include in ES agreements.	Ongoing	AONB Unit Countryside Service(s) Landowners NE RSPB Wildlife Trust
	1.2F Play an active role in the development of Biological Records Centres in Lancashire and North Yorkshire.	Records centres created and maintained.	By 2011	LCC/ NYCC
	1.2G Continue to promote use of the mini-baler to enhance the condition of grasslands and to collect wild seed and green hay.	Network of small sites is established and appropriately managed.	Ongoing	AONB Unit LCC Countryside Service

Objectives	Actions	Targets	Timescale	Key Partner(s)
1.2 Continued Conserve and enhance all aspects of biodiversity by supporting delivery of the UK, Lancashire and North Yorkshire Biodiversity Action Plans (BAPs).	1.2H Continue the Traditional Boundaries programme, managing and restoring traditional field boundaries appropriately in order to enhance biodiversity.	Ongoing delivery of annual programme of traditional boundaries management and restoration, aiming for 6 projects per year.	Ongoing	AONB Unit LCC Countryside Service Landowners
	1.2I Support conservation and enhancement of biodiversity by farmers and landowners through facilitating access to Environmental Stewardship, and by providing financial and practical support for small-scale habitat management.	5 multi-objective agreements delivered annually (including renewal agreements). Funding secured for annual programme of small-scale projects.	Ongoing	NE AONB Unit LCC CS RSPB
	1.2J Develop incentives for positive land management by publicising best practice, competitions and networking opportunities for land managers and farmers.	Events and information published on AONB website.	2009	AONB Unit
	1.2K Bring together owners and managers of coniferous plantations for a one-day workshop to discuss an AONB-wide woodland vision.	Event held.	2013	LCC
	1.2L Develop priorities for the delivery of habitat and species Biodiversity Action Plans (BAPs) that are relevant to the Forest of Bowland AONB.	BAP priorities for Bowland developed. 10 key BAP habitat sites placed under appropriate management per year.	Ongoing	BAP partnership
	1.2M Compile a register of localities for rare species defined as critically endangered; vulnerable and near threatened under IUCN guidelines; are National or County priority SAP species; or are found in 0.6% or fewer tetrads in Lancashire.	Register completed.	2014	Specialist groups Wildlife Trusts LCC NYCC
	1.2N Monitor the condition of populations of rare species.	Condition monitoring.	Ongoing.	Specialist groups Wildlife Trusts LCC NYCC
	1.2O Identify and deliver a means of securing advice and support for land currently managed under the Countryside Stewardship Scheme (agreements for which are coming to an end), enabling such sites to progress, where appropriate, to Higher Level Stewardship – aiming to secure the biodiversity and landscape gains already achieved to date.	Monitor progress of securing advice and support in 'Forest of Bowland' and 'Bowland Fringe' NE target areas.	Annually	RSPB NE LCC/NYCC AONB Unit

Objectives	Actions	Targets	Timescale	Key Partner(s)
I.3 Conserve geodiversity and increase awareness and understanding of the importance of geology in shaping the Bowland landscape	I.3A Work with partners to develop a register of sites of geological importance, including information on significance, value, geographical extent, access and vulnerability.	Register developed.	By 2014	AONB Unit Lancs RIGS Group
	I.3B Comment on emerging LDFs and Minerals Plans to ensure that conservation of geodiversity is addressed	Appropriate comments made.	By 2010	AONB Unit Lancs RIGS Group
	I.3C Identify possible geodiversity projects that could be carried out with community and business involvement	Stakeholder geoconservation project initiated.	By 2014	AONB Unit Lancs RIGS Group
Objectives	Actions	Targets	Timescale	Key Partner(s)
I.4 Support the conservation, appropriate restoration and management of the cultural landscape.	I.4A Hold a meeting of partners and stakeholders with a historical interest, aiming to develop a prioritised programme of collaborative archaeological and historical research.	Group established and research project carried out.	By 2011	AONB Unit
	I.4B Promote the use of Historic Landscape Characterisation (HLC) as a tool for understanding the wider historic environment, through its integration with landscape character assessment and its use in informing land management and development decisions - to include production of a simple map based on the HLC.	Map produced and made available on website.	By 2010	AONB Unit
	I.4C Keep a record of historic sites and buildings, including industrial sites and areas of known buried archaeology or archaeological sensitivity, building on English Heritage monitoring programmes and county Sites and Monuments Records.	Database developed.	By 2012	AONB Unit EH LCC/ NYCC
	I.4D Protect and improve understanding of buried archaeological features through identification of archaeological sites and provision of advice to landowners and land managers. Encourage preservation in situ unless the site/area in question is identified as an area for research excavation.	Database of archaeological sites developed. Ongoing advice on appropriate management is provided.	By 2014	AONB Unit LCC EH
	I.4E Develop 3 projects aiming to conserve and enhance historic features in the landscape.	3 types of historic feature restored.	By 2014	AONB Unit
	I.4F Reduce the number of 'Scheduled Monuments at Risk' and 'Buildings at Risk' through: ongoing discussion with landowners; provision of advice on fundraising/grants; preparation of feasibility studies for consolidation, access, interpretation; and working with partners to ensure appropriate development.	Projects delivered as opportunities arise.	By 2014	EH LCC

Objectives	Actions	Targets	Timescale	Key Partner(s)
1.4 Continued Support the conservation, appropriate restoration and management of the cultural landscape.	1.4G Increase access to and understanding of the historic environment and cultural heritage. In particular, raise awareness and understanding of Bowland's industrial heritage.	HLF scheme successfully delivered.	By 2011	AONB Unit
	1.4H Promote boundary restoration as part of multi-objective Environmental Stewardship Schemes.	Boundary restoration included in 3 schemes per year.	Ongoing	NE
	1.4I Raise awareness and support protection and management of the historic environment by farmers and landowners through its inclusion in multi-objective Environmental Stewardship applications with facilitated access. Financial and practical support for small-scale conservation work will also be provided.	5 multi-objective agreements delivered annually (including renewal agreements). Funding secured for annual programme of small-scale projects.	Ongoing	NE AONB Unit LCC Countryside Service
	1.4J Continue the Traditional Boundaries programme, using the results of the boundary survey to focus restoration and community involvement on boundaries with historical, amenity and biodiversity value.	Ongoing delivery of annual programme of traditional boundaries restoration.	Ongoing	AONB Unit LCC CS
	1.4K Improve understanding and protection of the form (or shape), character and setting of historic settlements and farmsteads, conserving and enhancing their local distinctiveness - to be achieved through development of an AONB Design Guide, whole settlement studies and Conservation Area Plans.	AONB Design Guide developed. Conservation Area Plans and whole settlement studies completed or updated	By 2012	AONB Unit EH LCC/ NYCC District councils
	1.4L Encourage the development and implementation of Historic Parkland Management Plans (as part of whole farm plans or farm environment plans) to prevent loss of designed landscapes due to neglect and inappropriate management, and to ensure the management of the historic estate as a whole entity.	2 management plans developed.	By 2014	NE LCC/NYCC EH Strategic Partnerships
	1.4M Conserve and enhance biodiversity associated with parkland and wood pasture through the development of Historic Parkland Management Plans and protection and replacement of veteran trees.	All environmental stewardship applications to consider parkland and veteran trees.	Ongoing	NE LCC/NYCC EH Strategic Partnerships

2. Moorland Landscapes

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.1 Conserve, restore and manage blanket bog to deliver benefits to conservation, water quality, flood risk management and carbon sequestration.	2.1A Work with existing monitoring programmes to report on the extent and condition of blanket bog as part of a biannual State of the AONB report.	'State of the AONB' report to include information on the condition and extent of blanket bog (using baseline information provided by NE).	2010 onwards on biannual basis	AONB Unit NE
	2.1B Re-wet priority areas of blanket bog using appropriate techniques such as grip blocking - avoiding impacts on Public Rights Of Way (PROW), or diverting PROW where necessary (using good practice from the Sustainable Catchment Management Programme – SCaMP).	Funding secured for annual programme of re-wetting projects.	Ongoing	LCC Landowners NE
	2.1C Restore priority areas of eroded and exposed peat.	Priority areas mapped and agreed (using baseline information provided by NE). Funding secured for annual programme of peat restoration projects. (3 schemes over 5 years).	Ongoing	LCC/NYCC Landowners NE AONB Unit United Utilities
	2.1D Conserve blanket bog through appropriate and consented management.	Funding secured for annual programme of peat restoration projects (3 schemes over 5 years).	2014	NE Landowners Countryside Service United utilities RSPB AONB Unit LCC/NYCC & District climate change officers. EA

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.2 Conserve, restore and manage the mosaic of moorland habitats to bring them into favourable condition and conserve characteristic species.	2.2A Promote the restoration of moorland and regeneration of heather and bilberry, supporting initiatives that seek to reduce erosion.	Advice provided and appropriate management agreements delivered where opportunities arise.	Ongoing	AONB Unit LCC/NYCC Landowners NE
	2.2B Encourage landowners to return semi-improved rough pasture and grass moorland to upland heath communities, where appropriate.			
	2.2C Encourage landowners to conserve and enhance mires, wet flushes and wet acid grassland for their biodiversity importance.			
	2.2D Encourage appropriate levels and cycles of stocking (of livestock) in moorland landscapes.			
	2.2E Provide advice to support conservation and enhancement of steep scarps, crags and rock screes.			
	2.2F Provide advice to support conservation and enhancement of clough woodlands by stock-proofing, natural regeneration, removal of non-native species and restocking.			
	2.2G Promote careful control of bracken among landowners.			
	2.2H Encourage good practice in upland heather burning by providing training opportunities for land managers.	2 training events held.	By 2014	Fire service AONB Unit Landowners Natural England National Gamekeepers Organisation
	2.2I Lobby for clough woodland management grants.	Lobbying activities undertaken where appropriate.	Ongoing	LCC
2.2J Increase the area of upland oak woodland by planting or encouraging natural regeneration in cloughs and valley heads, avoiding rocky outcrops of visual interest and areas supporting sensitive plant species.	2 woodland planting projects delivered.	By 2014	FE UU Landowners LCC/NYCC	

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.2 Continued Conserve, restore and manage the mosaic of moorland habitats to bring them into favourable condition and conserve characteristic species.	2.2K Continue the research, monitoring and implementation of moorland habitat management projects for characteristic species such as ring ouzel and hen harrier (in line Biodiversity Action Plan targets); including support of relevant species recovery programmes.	Research, monitoring and habitat management projects carried out.	Ongoing	RSPB Landowners NE AONB Unit
	2.2L Support the draft Lancashire BAP target for a sufficient population of hen harriers across Bowland to allow the spread to other upland areas outside the AONB.	Sufficient population of hen harriers across Bowland to allow the spread to other upland areas.	By 2014	RSPB AONB Unit NE Landowners National Gamekeepers Organisation
Objectives	Actions	Targets	Timescale	Key Partner(s)
2.3 Protect the large-scale open moorland character that gives the area its unique sense of remoteness.	2.3A Avoid fencing in open, highly visible locations, except where its short-term benefits outweigh related landscape or wildlife loss.	Landscape advice delivered where appropriate.	Ongoing	AONB Unit
	2.3B Work with partners to ensure that where fencing is required for moorland enhancement projects, it includes a sufficient number of gates or stiles and is appropriately designed and sited, following professional landscape advice.			
	2.3C Ensure new woodland planting is limited to appropriate locations to protect the open character of moorland.			
	2.3D Comment on planning policies, projects and developments both within and outside of the AONB (e.g. where issues such as light pollution may affect the AONB), to ensure that the open, remote character of the moors is protected.			
	2.3E Develop and circulate advice note with design guidance for fencing in sensitive moorland landscapes.	Advice note completed	By 2010	
	2.3F Ensure that the cost of removal of short-term fencing is included in any project bids.	Costs included in project bids.	Ongoing	All partners

Objectives	Actions	Targets	Timescale	Key Partner(s)
2.4 Conserve moorland archaeology and cultural heritage.	2.4A Limit burning on archaeological sites and encourage the re-wetting of blanket bog to prevent desiccation (ie. damage through drying) of buried archaeology.	Appropriate advice provided where opportunities arise.	Ongoing	AONB Unit EH LCC/NYCC
	2.4B Promote the maintenance and appropriate restoration of drystone walls in preference to replacement with fencing.	Appropriate advice provided where opportunities arise.	Ongoing	AONB Unit LCC CS NE
	2.4C Promote the use of appropriate natural and local materials for surfacing, shelters and shooting butts.	Appropriate advice provided where opportunities arise.	Ongoing	AONB Unit
	2.4D Support the maintenance and management of distinctive and historic landscape features and archaeological sites - for example, prehistoric cairns and earthworks, moorland trackways, industrial and quarry remains.			
Objectives	Actions	Targets	Timescale	Key Partner(s)
2.5 Raise awareness and discussion of the need to protect moorland landscapes.	2.5A Raise public awareness of the need to reduce the threat of moorland fires.	Provide advice on website.	By 2010	AONB Unit
	2.5B Assist Lancashire Fire Service in implementing a strategy to prevent damage from fires caused by hotter, drier summers.	Strategy developed and implemented.	By 2010	AONB Unit Fire Service Landowners
	2.5C Raise awareness of the importance of conserving historic moorland landscape features.	Information provided on website.	By 2011	AONB Unit
	2.5D Raise awareness of the ecosystem services provided by blanket bog, such as carbon storage, targeting both partner organisations and the public.	Information provided on website.	2009	AONB Unit
	2.5E Continue to work with recreation and sporting groups to protect moorland landscapes and identify no-go areas during major events.	Event strategy developed. Partners		hip working carried out before all major events.

3. Fringe Farmland Landscapes

Objectives	Actions	Targets	Timescale	Key Partner(s)
3.1 Conserve and enhance the biodiversity value of fringe farmland landscapes.	3.1A Conserve, restore and expand species-rich and Fen grassland (calcareous grassland, lowland meadows, upland hay meadows, purple moor grass and rush pastures) in line with Biodiversity Action Plan (BAP) targets. To include promoting the return of semi-improved grasslands to species-rich grassland communities by appropriate management techniques; and promoting the restoration of upland rushy pasture to upland hay meadow (MG3 and MG8) for the benefit of botanical diversity and wading birds.	Management agreements delivered.	Ongoing	NE Wildlife Trust RSPB Countryside Service United utilities Landowners
	3.1B Continue the research, monitoring and implementation of habitat management projects for characteristic fringe farmland species, such as lapwing, in line with Biodiversity Action Plan (BAP) targets.			
Objectives	Actions	Targets	Timescale	Key Partner(s)
3.2 Conserve the cultural heritage, built environment and landscape features of the fringe farmland landscapes.	3.2A Support the enhancement of existing buildings, farmsteads, historic landscape features and archaeological sites through repair and maintenance using local materials.	Opportunities for funding identified. 5 management agreements delivered per year.	Ongoing	AONB Unit EH LCC/NYCC
	3.2B Work with landowners and Local Planning Authorities to encourage the removal, screening and restoration of sites affected by rubbish and derelict machinery.	Appropriate advice provided where opportunities arise.	Ongoing	AONB Unit LCC/NYCC District councils
	3.2C Support the restoration and management of dry stone walls, hedgerows and associated banks and ditches for the benefit of wildlife. Encourage replacement hedgerow planting on historic or new lines where this complements the shape and scale of the field pattern.	Funding secured for annual programme of restoration and maintenance.	Ongoing	AONB Unit LCC CS Landowners
	3.2D Conserve, manage and re-plant in-field, boundary and other trees, aiming to ensure a diverse range of tree ages,	Appropriate advice provided where opportunities arise. Priorities for non-woodland trees identified as part of Landscape Character Assessment	Ongoing	AONB Unit

Objectives	Actions	Targets	Timescale	Key Partner(s)
3.2 Continued Conserve the cultural heritage, built environment and landscape features of the fringe farmland landscapes.	3.2E Support the natural regeneration and appropriate planting of new, small-scale native woodlands, the expansion of existing woodlands (particularly small areas of ancient semi-natural woodland) and planting of non-woodland trees.	Advise on funding and management of tree and woodland planting provided, where opportunities arise.	Ongoing	LCC/NYCC FC NE
	3.2F Promote the information, training and guidance that are available through English Heritage's Historic Environment Local Management (HELM) programme, targeting Local Authorities.	Information made available on website.	By 2011	AONB Unit
	3.2G Lobby for the conservation of the historic rural character of lanes and the avoidance of inappropriate alterations such as widening, concrete kerbing or signage.	Lobbying activities undertaken where appropriate.	Ongoing	AONB Unit

4. Woodland Landscapes

Objectives	Actions	Targets	Timescale	Key Partner(s)
4.1 Conserve and enhance native broadleaved woodland and expand native woodland on appropriate sites in line with Biodiversity Action Plan (BAP) targets.	4.1A Conserve, restore and enhance existing woodland boundary walls, banks and hedges, giving priority to those that are important for stock control or of landscape value.	Management agreements delivered.	Ongoing	LCC CS AONB Unit
	4.1B Conserve and enhance native woodland through appropriate management, aiming to maintain good structure and maximise biodiversity. To include woodland management on a small scale using traditional coppice techniques, where appropriate.	Management agreements delivered.	Ongoing	NE FC LCC/NYCC
	4.1C Lobby for clough woodland management grants.	Lobbying activities undertaken where appropriate.	Ongoing	AONB Unit
	4.1D Support the creation of new native woodland in appropriate sites and the expansion of existing woodlands to reduce habitat fragmentation.	Appropriate advice provided where opportunities arise.	Ongoing	NE FC LCC/NYCC
Objectives	Actions	Targets	Timescale	Key Partner(s)
4.2 Enhance the character and biodiversity value of mixed plantations in line with Biodiversity Action Plan (BAP) targets.	4.2A Encourage the management of coniferous and mixed plantations to increase biodiversity value and the conversion of plantations to native broadleaved woodland, using natural regeneration where possible. To include appropriate management of woodland edge shapes.	Appropriate advice provided where opportunities arise.	Ongoing	NE FC LCC/NYCC Landowners
	4.2B Work in partnership to maximise opportunities for woodland management beyond the East Lancashire Woodlands (ELWOOD) project and current Forestry Commission targets.	Appropriate advice provided where opportunities arise.	Ongoing	LCC/NYCC FC
	4.2C Support the proactive management of exposed woods to reduce the risk of wind throw (ie. trees blown down) due to extreme weather events.	Appropriate advice provided where opportunities arise.	Ongoing	FC

Objectives	Actions	Targets	Timescale	Key Partner(s)
4.3 Conserve the cultural heritage of wooded landscapes and support the active management of woodlands.	4.3A Conserve and enhance distinctive woodland features such as woodland banks and ditches, saw pits, charcoal burning sites and veteran trees.	Appropriate advice provided where opportunities arise.	Ongoing	LCC/NYCC
	4.3B Develop a conservation and succession strategy for veteran trees.	Veteran tree strategy produced	By 2014	LCC/NYCC AONB Unit Districts NE
	4.3C Remove trees where there is a risk of wind throw (ie. trees blown down) and damage to buried archaeology.	Appropriate advice provided where opportunities arise.	Ongoing	FC
	4.3D Reinstate coppicing in neglected woodlands where this would enhance biodiversity and provide products for local markets, where viable.	Appropriate advice provided where opportunities arise.	Ongoing	FC Landowners
	4.3E Link woodland creation and management to wood-fuel production, creating local supplies for local markets.	Appropriate advice provided where opportunities arise. 2 local timber products developed.	Ongoing By 2014	FC Landowners

5. Open River and Reservoir Landscapes

Objectives	Actions	Targets	Timescale	Key Partner(s)
5.1 Support the conservation, enhancement and restoration of natural river corridors, where appropriate.	5.1A Manage riverbank vegetation, such as occasional trees, scrub and marginal vegetation, through stock exclusion/reduction, regeneration and replanting, where there is no conflict with wildlife interest.	Appropriate advice provided where opportunities arise. Habitat management delivered.	Ongoing	AONB Unit EA NE Lune Habitat Group Ribble Catchment Conservation Trust United Utilities
	5.1B Manage species-rich grasslands and other communities along river margins and extend this management to whole fields.			
	5.1C Establish new woodlands in appropriate locations with links to woodlands on valley sides.			
	5.1D Enhance the physical habitat of watercourses, including the management and enhancement of fish spawning habitats and the provision of quiet stretches of riverbanks as otter refuges.			
	5.1E Develop a programme of activity to encourage eradication of invasive alien species, especially Himalayan Balsam, Japanese Knotweed and Giant Hogweed.	Programme developed and implemented.	2010	EA
	5.1F Monitor the impact of fencing-off of water courses on bankside vegetation, particularly grassland communities.	Monitoring scheme implemented	By 2014	LCC

Objectives	Actions	Targets	Timescale	Key Partner(s)
5.2 Follow a catchment-wide approach to river management.	5.2A Play an active role in producing and implementing Integrated Catchment Management Plans.	CMPs produced.	Ongoing	EA AONB Unit
	5.2B Maintain flood defences to the current standard of protection where they exist, taking account of expected climate change impacts. Where appropriate, provide footpaths on flood defences embankments for recreational use.	Flood defences maintained.	Ongoing	EA
	5.2C Investigate flood risk management improvements in Settle and Clitheroe.	Recommendations made for improvements.	By 2014	EA
	5.2D Investigate replacing or redesigning structures that cause flow restrictions.			
	5.2E Investigate the potential for flood attenuation through small-scale storage and wetland creation, if suitable sites are available.			
Objectives	Actions	Targets	Timescale	Key Partner(s)
5.3 Conserve the cultural heritage of river and reservoir landscapes.	5.3A Conserve and enhance in-field, boundary and other trees.	Appropriate advice provided where opportunities arise.	Ongoing	NE AONB Unit
	5.3B Actively target replacement of mature trees, ideally with agreements.			
	5.3C Comment on development that may affect the open unsettled character of floodplains or be affected by adverse flooding risk.	Appropriate advice provided where opportunities arise.	Ongoing	EA AONB Unit
	5.3D Encourage conservation and management of historic features, e.g. reservoirs, lodges, historic bridges, water mills.	Appropriate advice provided where opportunities arise.	Ongoing	EH AONB Unit
Objectives	Actions	Targets	Timescale	Key Partner(s)
5.4 Enhance the biodiversity and landscape value of reservoirs.	5.4A Encourage the appropriate planting of shrubs, woodland and marginal vegetation on reservoir banks.	Appropriate advice provided where opportunities arise.	Ongoing	NE EA AONB Unit
	5.4B Encourage the sympathetic grading of reservoir margins.	Appropriate advice provided where opportunities arise.	Ongoing	EA
	5.4C Encourage the removal of encroaching scrub from reservoir margins to maintain grassland, fen and swamp habitats, as well as to maintain populations of scarce and threatened species associated with reservoir 'draw-down' zones.	UU advised of instances of scrub encroachment and opportunities to maintain threatened species.	By 2010	LCC



Long-term vision:

wide ranging opportunities for sustainable tourism, recreation and access for all, respecting the natural beauty of the AONB.

Sections

6. Promotion and Celebration
7. Sustainable Tourism and Recreation
8. Access Management
9. Sustainable Transport

6. Promotion and Celebration

Objectives	Actions	Targets	Timescale	Key Partner(s)
6.1 Maintain a distinctive and appropriate brand identity for the AONB.	6.1A Ensure all publicity materials are designed and produced in accordance with the AONB Graphic Standards.	Branded publicity material produced as required.	Ongoing	AONB Unit
	6.1B Ensure use of clear and plain English in all publicity materials (ie. those targeting the general public), wherever possible.	Publicity materials checked for clear and plain English where appropriate.	Ongoing	AONB Unit
	6.1C Develop an AONB 'signage strategy' (or guidelines document) to ensure consistency in AONB boundary signage and outdoor interpretive materials.	Signage strategy developed.	By 2011	AONB Unit
	6.1D Provide readily accessible guidance, terms of use and resources to facilitate appropriate use of the AONB logo by partner organisations.	Logo usage guidelines provided to partners where appropriate.	Ongoing	AONB Unit
Objectives	Actions	Targets	Timescale	Key Partner(s)
6.2 Ensure consistency in how the special qualities of the AONB are portrayed.	6.2A Ensure consistent promotion of the AONB's special qualities (i.e. the established interpretive themes) in relevant publicity materials, including those produced by partners and other local stakeholders.	Advice provided where appropriate.	Ongoing	AONB Unit
	6.2B Improve joint planning of publications and events with relevant partners.	Joint planning undertaken where appropriate.	Ongoing	AONB Unit All partners STWG
	6.2C Develop and maintain a library of AONB images.	Image library developed and updated.	By 2010	AONB Unit
	6.2D Maximise use of the 'Sense of Place Toolkit' by tourism businesses, aiming to ensure continuity in how the AONB's special qualities are promoted to visitors.	Sense of Place Toolkit distributed to all relevant tourism businesses; regular training events held.	Ongoing	AONB Unit

Objectives	Actions	Targets	Timescale	Key Partner(s)
6.3 Maximise the resources of all stakeholders in promoting the AONB.	6.3A Regularly review and update the Communications Strategy, in consultation with partners.	Communications strategy reviewed and updated biannually (or as appropriate).	2010	AONB Unit
	6.3B Involve stakeholders from outside of the AONB in promoting the area. Specifically, ensure joint planning with Tourist Information Centres (TICs) to develop 'gateways' to the AONB, including dedicated display space for AONB literature and information in all gateway sites around the AONB.	'Gateway' information provided at TICs and familiarisation visits held.	By 2014	AONB Unit TICs LBTB
	6.3C Continue to ensure that public visitor facilities carry generic AONB literature.	Distribution service maintained.	Ongoing	AONB Unit
Objectives	Actions	Targets	Timescale	Key Partner(s)
6.4 Provide high quality, informative and 'environmentally-responsible' publicity materials.	6.4A Ensure that all publicity materials are correctly branded, produced to a high standard and targeted to specific user groups, wherever possible.	All publicity materials to meet criteria set out in AONB Graphic Standards and Communications Strategy.	Ongoing	AONB Unit
	6.4B Develop a clear policy on the appropriate use and procurement of print and electronic materials, aiming to minimise use of printed literature.	Increased use of web-based information.	Ongoing	AONB Unit LBTB
	6.4C Promote the availability of electronic resources that can be downloaded from the AONB website.	Increase in amount/frequency of electronic downloads.	Ongoing	AONB Unit
	6.4D Ensure all AONB literature is printed using environmentally-responsible materials and processes wherever possible (e.g. Forest Stewardship Council (FSC)-certified recycled stock and vegetable oil-based inks).	All publicity materials produced in an environmentally-responsible manner (as per policy on appropriate use/procurement of publicity materials - see 10.4B).	Ongoing	AONB Unit
	6.4E Produce interpretive material to help promote understanding and protection of the special qualities of the AONB, such as its landscape, wildlife, heritage, etc.	AONB protection message included in all publicity materials.	Ongoing	AONB Unit

Objectives	Actions	Targets	Timescale	Key Partner(s)
6.5 Coordinate and maintain an annual events programme.	6.5A Support and promote the existing programme of partner-led events (e.g. via the AONB website).	Annual programme of events developed and promoted.	Ongoing	AONB Unit LBTB
	6.5B Support and promote externally-organised events that help to deliver and raise awareness of AONB objectives.	Events supported and promoted where relevant opportunities arise.	Ongoing	AONB Unit
	6.5C Produce an annual events calendar targeting visitors and local communities.	Events calendar developed and updated.	By 2010	AONB Unit
Objectives	Actions	Targets	Timescale	Key Partner(s)
6.6 Proactively develop the AONB website as a partnership resource, providing a 'hub' of up-to-date information.	6.6A Ensure the website provides clear and accessible information about the AONB partnership and management.	Relevant information provided on website.	Ongoing	AONB Unit
	6.6B Continue to develop high quality content and resources, targeted to the needs of specific visitors, communities, businesses and partners (where this contributes to AONB purposes).	Website content regularly reviewed, updated and developed.	Ongoing	AONB Unit
	6.6C Ensure the AONB website conforms to web-accessibility standards.	Accessibility standards achieved.	2009	AONB Unit
	6.6D Continue to update and promote the online Local Produce Database.	Local produce database updated and developed including e-commerce facility.	BY 2012	AONB Unit
	6.6E Improve signposting to the AONB website (e.g. from partners' and tourism businesses' websites).	Increased signposting from partner websites (ie. more links to and from the AONB website).	By 2010	AONB Unit
	6.6F Re-develop the website to include a Content Management System (CMS), allowing AONB Unit staff (and others) to update content quickly and easily.	CMS established.	By 2011	AONB Unit LBTB
	6.6G Continue to develop and promote a range of self-guided route maps for walking, cycling, horse-riding, etc; encouraging use of public transport wherever possible (route maps available in electronic format via the website). All routes to be selected in accordance with priorities identified in the Lancashire Rights of Way Improvement Plan.	Develop at least 3 new downloadable routes per year.	Ongoing	AONB Unit
	6.6H Ensure ongoing ownership and protection of the existing AONB website domain name: www.forestofbowland.com	Domain name remains unchanged and under ownership of the AONB.	Ongoing	AONB Unit
	6.6I Develop wildlife section of website to include video clips, sound bites and wildlife walks.	New wildlife web pages developed.	By 2010	AONB Unit
	6.6J Investigate the potential for implementing an e-commerce facility.	E-commerce facility investigated	By 2010	STWG

Objectives	Actions	Targets	Timescale	Key Partner(s)
6.7 Make use of appropriate information communication technology (ICT) in providing information.	6.7A Research good practice in innovative use of new technology to help interpret and promote the AONB - for example: podcasting; mobile applications; geocaching.	2 innovative web products produced.	By 2014	AONB Unit
	6.7B Encourage display of the AONB website in Tourist Information Centres and other public venues.	Website displayed at key tourist info centres.	By 2010	LBTB Yorkshire Dales and Harrogate Tourism Partnership
Objectives	Actions	Targets	Timescale	Key Partner(s)
6.8 Provide targeted information to encourage a diverse range of visitors to the AONB.	6.8A Encourage targeted promotion of specific information and services to reach a diverse range of potential visitors (e.g. in terms of age, ethnicity, ability and interests).	Undertake 1 targeted promotion campaign per year.	Ongoing	AONB Unit LBTB LCC Wyre CS
	6.8B Identify key information and interpretive material that might be provided in formats suitable for use by all (including large letter print), where need arises.	Review of key information and interpretive material completed.	By 2012	AONB Unit LCC
	6.8C Support projects that engage with groups that traditionally do not visit the AONB.	2 engagement projects supported.	By 2014	LCC CS Wyre CS
	6.8D Investigate, with key partners, the potential for developing an outreach project (or projects) in neighbouring urban areas, aiming to raise awareness of the AONB and connect people to its landscape through events and activities.	1 outreach project developed.	By 2014	AONB Unit CS
Objectives	Actions	Targets	Timescale	Key Partner(s)
6.9 Involve local artists and craftspeople in helping to interpret and celebrate the AONB.	6.9A Support the development of arts and culture based projects and events, promoting awareness and understanding of the Bowland landscape.	Programme of arts events and projects developed.	By 2012	AONB Unit Arts organisations Local Arts Officers
	6.9B Involve local craftspeople in producing characteristic waymarkers.	10 waymarkers produced per year.	Ongoing	AONB Unit
	6.9C Foster and maintain links with local Arts Development Officers.	ADOs actively engaged with AONB through Bowland Arts project.	Ongoing	AONB Unit
	6.9D Review, update and increase the number of artists/craftspeople profiles on the AONB website.	Database developed and maintained.	By 2012	AONB Unit Bowland Festival Arts

Objectives	Actions	Targets	Timescale	Key Partner(s)
6.10 Publicise 'newsworthy' successes and achievements of the AONB partnership.	6.10A Develop and implement a coordinated press and publicity strategy, maximising use of partners' available resources (e.g. Press Offices).	Publicity strategy developed and implemented.	By 2010	AONB Unit All partners
	6.10B Develop and maintain relationships with specialist press in promoting 'quiet enjoyment' of the AONB (e.g. publications and websites focussing on walking, climbing, cycling, horse riding, etc.); also link more closely to promotion undertaken by AONB partners.	2 articles in specialist press per year.	2010 onwards	AONB Unit LBTB
	6.10C Source and promote newsworthy stories that raise awareness of AONB projects.	5 press releases produced per year.	Ongoing	AONB Unit
	6.10D Develop an electronic 'media pack', containing ready-written summary information and images.	Media pack developed.	By 2012	AONB Unit

7. Sustainable Tourism and Recreation

Objectives	Actions	Targets	Timescale	Key Partner(s)
7.1 Support opportunities for quiet and responsible enjoyment of the AONB in keeping with the conservation and enhancement of natural beauty.	7.1A Coordinate and extend the existing guided walks and events programme for Bowland, aiming to increase awareness/ education of the AONB's 'special qualities' and specific issues, such as Open Access land.	Annual events programme developed and promoted.	Ongoing	AONB Unit
	7.1B Support opportunities to develop the Gisburn Forest as a destination for mountain biking.	Mountain biking routes in Gisburn Forest developed and extended.	Ongoing	AONB Unit
	7.1C Support and encourage cycle hire initiatives, especially where linked to public transport.	2 cycle hire initiatives supported.	By 2013	AONB Unit Sustainable Business Network
	7.1D Protect sensitive and remote areas/habitats through the provision of well publicised (ie. easily located) access points and suggested routes.	Appropriate access points and routes promoted to avoid sensitive areas.	Ongoing	AONB Unit
	7.1E Facilitate the development and promotion of safe cycle routes in conjunction with Lancashire County Council (LCC) cycling officers and local users.	3 safe cycle routes developed.	By 2014	LCC
	7.1F Support the programme of guided walks led by local experts (including those organised as part of the 'Bowland Transit Club').	Guided walks programme developed.	Ongoing	AONB Unit Dales & Bowland Community Interest Company (CIC)
	7.1G Support and inform the development of new and planned bridleway networks and tramper trails, targeting relevant user groups.	10 new sections of bridleway/ tramper routes developed.	By 2014	AONB Unit CS LBTB
	7.1H Provide information targeted to specific recreational uses of the AONB (e.g. via leaflets and the website).	1 piece of targeted information produced per year.	Ongoing	AONB Unit LBTB
7.1I Promote access to and understanding of the historic environment as a form of quiet and responsible enjoyment.	Opportunities to experience the historic environment are promoted via existing publicity channels, where appropriate.	Ongoing	AONB Unit LBTB	

Objectives	Actions	Targets	Timescale	Key Partner(s)
7.1 Continued Support opportunities for quiet and responsible enjoyment of the AONB in keeping with the conservation and enhancement of natural beauty.	7.1J Undertake an ecological assessment to ensure the AONB's biodiversity resources are not threatened by increased usage.	Ecological assessment completed.	By 2014	LCC/NYCC
	7.1K Improve the multi-purpose benefits of woodland by improving public access and supporting opportunities for recreation and education.	Giving advice as opportunities arise and supporting projects for multi purpose benefits.	Ongoing	Landowners FC/FE LCC/NYCC AONB Unit
Objectives	Actions	Targets	Timescale	Key Partner(s)
7.2 Develop targeted tourism 'packages' combining local enterprise, established access routes and public transport.	7.2A Continue to support the development of business clusters in the provision and marketing of 'tourism packages' (e.g. clusters for walking, mountain biking and horse riding, involving accommodation providers, equipment hire companies, professional guides, etc).	Support given to develop 6 business clusters.	By 2014	AONB Unit LBTB Bowland Transit Club
Objectives	Actions	Targets	Timescale	Key Partner(s)
7.3 Encourage and promote good health and wellbeing among local communities and visitors.	7.3A Promote quiet enjoyment of the AONB as a way of benefiting health and wellbeing (i.e. promoting the AONB as a 'green gym'), linking to healthy walking schemes. This work to be undertaken with the involvement local Primary Care Trusts and other health professionals, where possible.	2 projects implemented.	By 2013	AONB Unit PCTs NE
	7.3B Facilitate opportunities for volunteering as a way of benefiting health and wellbeing (e.g. drystone walling, hedge laying, pathways maintenance).	Range of volunteering opportunities provided and publicised.	Ongoing	AONB Unit BTCV LCC Countryside Service NE
	7.3C Seek opportunities to engage with the Natural England 'Walking the Way to Heath' initiative, encouraging promotion of the AONB as a high quality and accessible walking destination.	Explore with the local authority partners, LPAs, PCTs and NE opportunities for practical initiatives.	By 2011	AONB Unit NE LAs/LPAs

Objectives	Actions	Targets	Timescale	Key Partner(s)
7.4 Promote environmentally responsible behaviour among local businesses, communities and visitors.	7.4A Continue to raise awareness of the AONB Visitor Code among both visitors and local communities (and explore new and innovative ways of doing this).	Visitor code promoted effectively via new and existing publicity channels.	By 2010	AONB Unit
	7.6 Work with new and established tourism operators to promote the AONB as a destination for high quality sustainable tourism.	7.6A Retain European Charter for Sustainable Tourism in Protected Areas (EUROPARC) status.	Achieve renewal of Charter.	2010
	7.6B Actively promote tourism businesses that have achieved 'accredited partner' status via EUROPARC, and work to increase the number of businesses achieving this standard.	At least 30 'Charter Partner' businesses promoted on website.	By 2011	STWG LBTB
	7.6C Develop and promote Clitheroe as the principal gateway for sustainable tourism - including retaining and improving existing public transport routes.	Gateway project delivered.	By 2014	STWG LBTB
	7.6D 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, etc.	Seasonal activities developed and offered as part of the annual events programme.	By 2012	STWG LBTB
	7.6E Continue to support and extend the Sustainable Tourism Business Network and implement measures to ensure its own environmental and financial sustainability.	Sustainable tourism network expanded and self-sustaining.	By 2012	STWG LBTB
	7.6F Facilitate and promote sign-up to the Green Tourism Business Scheme (GTBS) by tourism businesses.	At least 30 businesses accredited with GTBS.	By 2011	AONB Unit LBTB STWG Sustainable Business Network
	7.6G Monitor and review implementation of the Forest of Bowland Sustainable Tourism Strategy.	Strategy reviewed.	2010	STWG LBTB
	7.6H Establish and extend partnership networks between tourism operators (both local and regional), land managers, community/ interest groups and local authorities.	New partnerships developed and maintained.	Ongoing	STWG LBTB
	7.6I Continue to coordinate and support the annual Sustainable Tourism Forum.	Sustainable tourism forum held annually.	Ongoing	STWG LBTB

8. Access Management

Objectives	Actions	Targets	Timescale	Key Partner(s)
8.1 Support the establishment of a well-managed network of Public Rights of Way (PROW), which meets the needs of users, conforms to national standards and is consistent with the protection and enhancement of the AONB's natural beauty.	8.1A Support high quality management of, and access to, CROW Access Land and other accessible countryside.	CROW Access Land managed to minimise conflicts between different land uses and conservation interests. Details of CROW Access Land restrictions publicised on AONB website.	Ongoing	Landowners LCC/NYCC
	8.1B Support the ongoing implementation of the Rights of Way Improvement Plan (ROWIP) process in both Lancashire and Yorkshire.	All ROWIP actions relevant to the AONB implemented. Additional funding secured.	Ongoing	LCC/NYCC NE
	8.1C Continue to facilitate meetings between relevant stakeholders regarding access management (landowners, conservation and recreation groups, etc).	Meetings held when appropriate.	Ongoing	LCC/NYCC
	8.1D Maximise the involvement of farmers, landowners and local community/interest groups in helping to maintain and enhance the local PROW network (including easily accessible stiles and gates).	Farmers, landowners and community groups involved in implementation and maintenance works whenever possible.	Ongoing	LCC/NYCC
	8.1E Consolidate and expand the Parish Lengthsman Scheme to undertake maintenance and improvement of PROWs; utilise the scheme wherever possible.	Expand PLS to include additional Bowland parishes.	By 2012	LCC AONB Unit
	8.1F Discuss appropriate management of rights of way with Highways Authorities, encouraging use of high quality local materials and contractors, wherever possible.	RoW network managed to a high standard.	Ongoing	LCC/NYCC AONB Unit Highways Authorities
	8.1G Develop and maintain an easily accessible and up-to-date Rights of Way information system.	Web-based information system kept up-to-date.	Ongoing	LCC/NYCC
	8.1H Install least restrictive access furniture on priority routes.	Least restrictive access installed on at least 5 routes at a rate of 1 per year.	Ongoing	LCC/NYCC AONB Unit
	8.1I Identify and make use of effective measures to control the illegal use of rights of way and open ground by motorised vehicles and other anti-social activity.	Measures taken to discourage anti-social activity.	Ongoing	LCC/NYCC

Objectives	Actions	Targets	Timescale	Key Partner(s)
8.1 Continued Support the establishment of a well-managed network of Public Rights of Way (PROW), which meets the needs of users, conforms to national standards and is consistent with the protection and enhancement of the AONB's natural beauty.	8.1J Review the current network of promoted routes (for walking, cycling, horse-riding, trampers, etc) at least annually and implement new routes or improvements, in response to user demand.	5 new promoted routes established at a rate of 1 per year.	Ongoing	LCC/NYCC AONB Unit
	8.1K Encourage the extension of the Lune Valley multi-user path, making use of the old railway line wherever possible.	Steps taken to encourage extension.	By 2014	LCC Lancaster CC
	8.1L Complete the North Lancashire Bridleway and associated local networks, and continue to develop links with other routes, including the Pennine Bridleway National Trail.	North Lancs bridleway loop completed and linked to Pennine bridleway.	By 2014	LCC/NYCC AONB Unit
	8.1M Submit bids to the European Regional Development Fund (ERDF) and Yorkshire Forward (YF) to help fund the development and promotion of new routeways (and associated business clusters).	Funding secured.	By 2010	AONB Unit
	8.1N Continue to utilise Lancashire County Council Local Transport Plan funds to improve access routes to and within the AONB.	Funding secured.	Ongoing	LCC AONB Unit
	8.1O Encourage increased access to the countryside by facilitating uptake of Environmental Stewardship among landowners.	5 management agreements delivered annually, including renewal agreements.	Ongoing	NE AONB Unit LCC CS United Utilities Landowners
	8.1P Ensure use of wooden footpaths signs that are in keeping with the local landscape.	Signage strategy prepared and agreed by JAC	By 2011	AONB Unit LCC/NYCC/ districts
	8.1Q Seek to negotiate new access routes in areas of low footpath density such as the Lune Valley.	Opportunities sought to negotiate new access routes by working with landowners and NE re stewardship applications.	3 new paths by 2014	LCC/NYCC AONB Unit NE

Objectives	Actions	Targets	Timescale	Key Partner(s)
8.2 Support and encourage 'access for all' to the AONB.	8.2A Continue to undertake PROW/Access improvement surveys, identifying and acting upon opportunities to improve all-ability access (including provision for people with disabilities).	3 new all-ability access routes installed.	By 2014	LCC/NYCC AONB Unit
	8.2B Continue to identify and facilitate the development of rights of way linking the AONB to neighbouring urban areas.	2 new links implemented between urban areas and the AONB.	By 2014	LCC/NYCC AONB Unit
	8.2C Investigate (and if viable implement and promote) the provision of a bus service, offering guided day-trips from neighbouring urban areas to key attractions within the AONB.	Service developed if found to be feasible.	By 2014	AONB Unit STWG
Objectives	Actions	Targets	Timescale	Key Partner(s)
8.3 Coordinate and support the sustainable management of major tourist sites (aka 'honeypots').	8.3A Support the formation of working groups to prepare and implement integrated management plans for priority 'honeypot' sites - to include a review of current management practice, aiming to identify where additional resources or other support are required.	3 working groups formed for key sites.	By 2014	LCC/NYCC AONB Unit
	8.3B Reduce the pressure on honeypot sites by continuing to raise the profile of other attractions within the AONB.	Non-honeypot sites promoted in relevant tourism information.	Ongoing	STWG
	8.3C Ensure the continued improvement of visitor management at Beacon Fell, Stocks Reservoir, Pendle Hill and Gisburn Forest, aiming to maintain these sites as high quality 'honeypots'.	Excellent visitor management delivered at these sites.	Ongoing	LCC UU Pendle Hill group
	8.3D Identify and define 'quiet areas', and protect the tranquillity and "relative wildness experience" they offer.	Quiet areas identified.	By 2012	AONB Unit LCC/NYCC

9. Sustainable Transport

Objectives	Actions	Targets	Timescale	Key Partner(s)
9.1 Develop and maintain strategies and partnerships to support the development of sustainable transport within the AONB.	9.1A Review and update the AONB Sustainable Transport Strategy for Tourism.	Sustainable Transport Strategy reviewed.	By 2014	AONB Unit LCC NYCC
	9.1B Support Lancashire County Council in the ongoing review and implementation of the Lancashire Cycling Strategy.	LCS actively supported where relevant.	Ongoing	AONB Unit LCC
	9.1C Work with partners to increase cycle use within the AONB through better infrastructure and promotion.	3 new cycling projects implemented and promoted.	By 2014	AONB Unit LCC/NYCC STWG LBTB
Objectives	Actions	Targets	Timescale	Key Partner(s)
9.2 Maximise the resources of AONB partners and others in promoting sustainable transport.	9.2A Establish and promote links between public transport infrastructure and local events, facilities, services and recreational access (including Public Rights of Way).	Public transport links integral to event development.	Ongoing	AONB Unit STWG Bowland Transit Club
	9.2B Ensure promotion of public transport is embedded as part of all other promotional and media activity.	Information on public transport provided via all existing publicity channels.	Ongoing	AONB Unit STWG
	9.2C Review and update 'Bowland by Bus' leaflet, featuring ideas for walks, places to visit and accommodation accessible by using the public transport network.	Green travel guide developed.	By 2012	AONB Unit Bowland Transit Club
	9.2D Promote public transport links with neighbouring urban areas (e.g. to Lancaster; South and East Lancashire).	Information on public transport provided via existing media (eg. leaflets, websites) where appropriate.	Ongoing	AONB Unit STWG LCC NYCC
	9.2E Work with Cycling England to promote Lancaster as the cycle gateway to Bowland (Lancaster is a Cycling England demonstration town).	Cycling demonstration town activities supported wherever possible.	Ongoing	AONB Unit Lancaster CC
	9.2F Develop 'sustainable transport' web resources for tourism businesses (containing existing literature and timetables), allowing them to respond to enquiries or actively promote opportunities.	Pack developed and information distributed to businesses.	By 2011	AONB Unit STWG

Objectives	Actions	Targets	Timescale	Key Partner(s)
9.3 Support the maintenance and improvement of sustainable transport infrastructure and services.	9.3A Support the retention of existing public transport within the AONB, wherever possible, by promoting use of the existing network among both local communities and visitors.	Public transport provision retained.	By 2014	AONB Unit LCC/NYCC Bowland Transit Club
	9.3B Support the development of multi-user paths alongside rural roads where appropriate – aiming to improve the connectivity of the existing footpath network whilst avoiding the loss of rural lane character.	3 new roadside paths developed.	By 2014	LCC/NYCC LTP
	9.3C Maximise opportunities to link with on-road and off-road cycling as a sustainable transport alternative (particularly within the Lune Valley).	On-road and off-road cycling opportunities promoted via existing publicity channels.	By 2012	AONB Unit
	9.3D Support the development of a cross-Pennine cycle route between Lancashire and Yorkshire.	Route development supported wherever possible.	By 2014	AONB Unit LCC/NYCC Sustrans
	9.3E Support the improvement of cycle routes into the AONB from Greater Manchester and Merseyside.	Route development supported wherever possible.	By 2014	LCC/NYCC Manchester & Merseyside Councils
	9.3F Provide bespoke (or “one off”) public transport services to and from key events and activities (e.g. bus services, taxi sharing).	Public transport opportunities provided at key AONB events.	2010 onwards	AONB Unit All partners
	9.3G Encourage Northern Rail (train operator) to ensure both the Skipton-Lancaster and Ribble Valley lines are included in the selected lines for leisure cycle development (e.g. introducing a single bike-rail ticket system for these lines and/or offering cycle hire concessions with rail tickets).	2 leisure cycle projects delivered.	By 2013	AONB Unit
9.4 Encourage traffic regulations that are adapted to suit the needs of the AONB.	9.4A Monitor and review implementation of Quiet Lanes and the greenways network, in accordance with Lancashire County Council (LCC) policy.	Quiet Lanes initiative reviewed.	By 2010	LCC
	9.4B Support the development of more traffic-free multi-user paths.	Route development supported wherever possible.	By 2014	AONB Unit LCC/NYCC

Objectives	Actions	Targets	Timescale	Key Partner(s)
9.5 Conserve and enhance the characteristics of the network of country lanes, tracks and footpaths.	9.5A Develop a rural roads design guide, which considers landscape character to inform relevant partners' core strategies regarding road markings, street furniture, signage, concrete kerbing etc.	Transport information included in AONB Design Guide.	2012	AONB Unit District councils NYCC LCC Highways Agency
	9.5B Lobby relevant Highways Authorities to help ensure that any improvements to the trunk road network are designed to achieve significant reductions in traffic elsewhere in the AONB, as well as reducing visual and noise intrusion.	Advice provided where appropriate.	Ongoing	LCC/NYCC AONB Unit Highways Authorities
	9.5C Restore roadside railings in appropriate locations.	4 railings restoration projects delivered.	By 2014	AONB Unit LCC CS
	9.5D Facilitate communication between Lancashire County Council (LCC) and North Yorkshire County Council (NYCC) highways teams to agree principles of road management that support the AONB purpose of conserving and enhancing natural beauty.	Joint meeting held.	2010	AONB Unit
	9.5E Liaise with landowners and local authorities to maintain or enhance the botanical diversity and amenity value of highway verges.	Roadside verges biodiversity project delivered and management changes monitored.	By 2012	AONB Unit LCC/NYCC
Objectives	Actions	Targets	Timescale	Key Partner(s)
9.6 Support initiatives that seek to manage and reduce the demand for car use (and parking) within the AONB.	9.6A Provide advice to assist the implementation of traffic demand management initiatives, where appropriate (ie. initiatives aiming to manage and reduce the demand for motorised vehicle use, such as road user charges).	Advice provided where opportunities arise.	By 2014	LCC/NYCC
	9.6B Establish and promote links between public transport infrastructure and Public Rights of Way (PROW), aiming to reduce car usage.	Links promoted on website.	Ongoing	
	9.6C Develop park and ride schemes in 'gateway' sites, linked to public transport and/or shuttle services, in preference to additional car parking.	1 park and ride initiative developed.	By 2014	District councils LCC/NYCC AONB Unit

Objectives	Actions	Targets	Timescale	Key Partner(s)
9.6 Continued Support initiatives that seek to manage and reduce the demand for car use (and parking) within the AONB.	9.6D Raise awareness of public transport among Tourist Information Centre staff, tourism operators and businesses via targeted training and/or familiarisation visits, aiming to encourage better promotion of public transport to visitors.	Information on public transport provided via all existing publicity channels.	Ongoing	AONB Unit STWG Bowland Transit Club
	9.6E Work with relevant partners to facilitate the improvement of cycle routes to and from train stations, as well as improving cycle hire and storage at stations.	Route development supported wherever possible.	By 2014	AONB Unit LCC/NYCC
Objectives	Actions	Targets	Timescale	Key Partner(s)
9.7 Encourage the continuation and improvement of public and community transport.	9.7A Work with partners and local communities/businesses to develop improvements to the transport network, aiming to meet local and visitor needs in a sustainable manner.	Appropriate advice provided where opportunities arise. AONB plays active role in development of Local Transport Plans.	Ongoing	LCC/NYCC AONB Unit
	9.7B Support car sharing and car pool initiatives among local communities, businesses and partner organisations.	3 initiatives supported.	By 2014	Parish Councils
	9.7C Lobby for improved local access to public services (or transport to services outside the AONB), especially for young people and other isolated or disadvantaged groups.	Appropriate advice provided where opportunities arise.	2010 onwards	LCC/NYCC AONB Unit
	9.7D Work with partners in supporting the development of a social enterprise travel company (aka Community Transport), serving both the AONB and neighbouring urban areas. Investigate (and where viable act upon) the potential for such a service to provide additional functions, such as carrying parcels, prescriptions and other goods/products.	One such company supported.	By 2012	AONB Unit Bowland Transit Club



Long-term vision:

sustainable management of the land supported by the necessary skills and expertise; a buoyant local economy supported by environmentally-responsible businesses; innovative planning and development that conserves or enhances natural beauty

Sections

- 10. Agriculture and Land Management
- 11. Economic Development
- 12. Planning and Built Development

10. Agriculture and Land Management

Objectives	Actions	Targets	Timescale	Key Partner(s)
10.1 Promote and implement sustainable land management practices that conserve and enhance natural beauty.	10.1A Support sustainable farming and game management practices through education, advice and promoting best practice.	Information provided on website.	Ongoing	AONB Unit
	10.1B Support economic diversification that has a low environmental impact, and particularly schemes involving labour and/or materials sourced from within the AONB.	Support given to at least 5 diversification projects.	By 2014	AONB Unit
	10.1C Seek opportunities to increase the role of the Parish Lengthsmen in conserving and enhancing natural beauty.	Parish Lengthsmen actively engaged in project delivery.	Ongoing	
	10.1D Collaborate with neighbouring regions and authorities regarding upland water catchment areas, aiming to manage rainfall run-off and minimise downstream flooding.	Appropriate management delivered using best practice methods. Continue engagement with SCaMP and lessons learned applied elsewhere.	Ongoing	Landowners EA United Utilities
	10.1E Facilitate and encourage uptake of Environmental Stewardship schemes through appropriate advisory services.	ES monitoring undertaken.	Ongoing	NE Landowners Countryside Service(s) AONB Unit
	10.1F Where appropriate, raise awareness of the English Heritage Environmental Enhancement Scheme as an alternative to other agri-environment schemes.	EES promoted on website.	Ongoing	EH AONB Unit
	10.1G Continue to work with landowners in reducing and managing flood risks.	Appropriate management delivered using best practice methods.	Ongoing	Landowners EA
	10.1H Undertake a study to assess the effectiveness of Higher Level Stewardship in delivering Biodiversity Action Plan (BAP) objectives.	One study supported.	By 2012	NE LCC AONB Unit

Objectives	Actions	Targets	Timescale	Key Partner(s)
10.2 Support and encourage the economic market for local farm goods that are produced using sustainable land management practices.	10.2A Maximise use of AONB events and networks to encourage awareness, procurement, sale and distribution of local produce by public sector agencies, businesses and communities.	Local produce promoted at AONB events and via Sustainable Tourism Network.	Ongoing	AONB Unit
	10.2B Foster relationships with external networks and organisations that are capable of promoting AONB produce (e.g. Made in Lancashire; Taste Lancashire).	Close working relationships established.	By 2010	AONB Unit
	10.2C Continue to develop projects (e.g. local produce directory and database) raising awareness of the benefits of farming and local produce - i.e. in terms of benefits to health, the environment and conserving local heritage.	Local produce actively promoted whenever possible.	Ongoing	AONB Unit STWG
	10.2D Encourage local retailers, pubs and restaurants to source, stock, utilise and promote local produce.	80% of local retailers, pubs and restaurants supporting local produce	By 2014	AONB Unit Sustainable Business Network

11. Economic Development

Objectives	Actions	Targets	Timescale	Key Partner(s)
11.1 Maintain a coordinated, long-term approach to rural economic development.	11.1A Review and keep up-to-date with current funding mechanisms, and potential future reforms of these, including funding from the European Union (EU), Common Agricultural Policy (CAP) and government agencies.	Funding opportunities explored, where appropriate, and relevant advice delivered.	Ongoing	AONB Unit
	11.1B Increase understanding of change resulting from the interaction of market forces and policy in rural communities, and develop effective, practical rural proofing tools.	Rural proofing tools established.	Ongoing	LCC
	11.1C Secure funding, from both public and private sectors, for projects that conserve and enhance the AONB landscape and increase local employment opportunities.	Funding secured.	Ongoing	LCC/NYCC
Objectives	Actions	Targets	Timescale	Key Partner(s)
11.2 Support sustainable local enterprise.	11.2A Assist the delivery of support and training to rural businesses, together with advice on economic opportunities and funding sources (where these contribute to AONB purposes).	Give advice where appropriate.	Ongoing	Business Link LCDL LCC Rural Policy District Councils
	11.2B Continue the AONB Unit's role in supporting tourism enterprises through funding, advice and help with grant applications, aiming to facilitate business development.	Business development advice and support delivered.	Ongoing	AONB Unit
	11.2C Develop a 'good practice' resource for businesses (via the AONB website), containing case studies of successful rural enterprises from within the AONB and elsewhere.	Information provided on website.	By 2012	AONB Unit
	11.2D Support schemes aiming to provide faster Broadband connections.	Appropriate schemes supported.	Ongoing	AONB Unit
	11.2E Maximise use of existing networks to collect and share information on the rural tourism market, for use by businesses.	Relevant information shared within Sustainable Tourism Network.	Ongoing	AONB Unit STN LBTB
	11.2F Involve established businesses in providing support to new start-up enterprises within the AONB (e.g. in the form of advice and mentoring).	Business development advice and support delivered.	Ongoing	AONB Unit STWG Business Link

Objectives	Actions	Targets	Timescale	Key Partner(s)
<p>11.3 Influence economic policies and strategies to ensure appropriate development both within the AONB and in neighbouring market towns.</p>	<p>11.3A Encourage local involvement in the provision and management of essential rural facilities, and resist development proposals which would result in their loss.</p>	<p>Advice and support delivered where appropriate.</p>	<p>Ongoing</p>	<p>LCC AONB Unit NYCC District Councils</p>

12. Planning and Built Development

Objectives	Actions	Targets	Timescale	Key Partner(s)
12.1 Develop resources to guide appropriate planning and development.	12.1A Develop a 'Design Guide' (Supplementary Planning Document) for the AONB, based on the Landscape Character Assessment, to ensure new development is in keeping with or conserves and enhances the character of its locality (i.e. in terms of appropriate materials, form, setting, scale, etc) and also considers local historical, cultural and wildlife interests, notably: <ul style="list-style-type: none"> ● Encourage the enhancement of existing stone vernacular features and installation of new stone features where appropriate. ● In the case of diversifying existing buildings, particularly farm buildings, ensure that the historical character is understood and taken into account before alterations occur, and that loss of the historical fabric, character and setting is minimised. ● Where possible, highlight wildlife interest associated with buildings and seek to protect and enhance this interest through the provision of appropriate advice. 	AONB Design Guide developed and promoted. AONB Design Guide adopted by planning authorities as Supplementary Planning Document (SPD).	2011 2014	AONB Unit District councils LCC/NYCC
	12.1B Investigate the potential to further develop the AONB Management Plan in a format suitable for adoption as a Supplementary Planning Document (SPD). Undertake supplementary work if deemed achievable following discussion with relevant local authorities.	Potential to develop Management Plan as SPD investigated and discussed. Management Plan adopted as SPD (if deemed achievable).	2010	AONB Unit District councils
	12.1C Use the AONB Landscape Character Assessment to monitor change and assist partners in determining the landscape and visual impact of development, both within and on the periphery of the AONB.	Appropriate landscape advice provided, as required.	Ongoing	AONB Unit District councils LCC/NYCC
	12.1D Develop an AONB-wide 'Signage Strategy', taking account of variations in landscape character to inform the style, materials, and siting of signs throughout the AONB.	Signage Strategy developed.	By 2011	AONB Unit Highways Agency LCC NYCC

Objectives	Actions	Targets	Timescale	Key Partner(s)
12.1 Continued Develop resources to guide appropriate planning and development.	12.1E Support the production of Conservation Area Management Plans that consider landscape character for conservation areas within the AONB.	Appropriate landscape advice provided, as required.	Ongoing	AONB Unit District councils LCC/NYCC
	12.1F Support the establishment of local stores of stone and slate to aid recycling and responsible sourcing in both buildings and stone wall construction and restoration.	Stone stores developed where appropriate.	Ongoing	AONB Unit CS Landowners
	12.1G Provide information on sources of local materials to the general public, developers and contractors.	Advice on local materials and their sources provided on website.	By 2010	AONB Unit
	12.1H Encourage the sensitive re-use of derelict buildings, working with local planning authorities and English Heritage (through the Historic Environment Local Management (HELM) programme) to identify appropriate new building uses and enable development.	Appropriate advice and support provided where opportunities arise.	Ongoing	AONB Unit District councils LCC/NYCC
	12.1I Support and inform feasibility studies, plans and strategies regarding flood risk.	Appropriate advice provided where opportunities arise.	Ongoing	EA
	12.1J Carry out an AONB-wide renewable energy capacity study, including landscapes on the boundary of the AONB.	Capacity study completed and used when commenting on individual applications	By 2011	AONB Unit District councils LCC/NYCC
Objectives	Actions	Targets	Timescale	Key Partner(s)
12.2 Maximise appropriate opportunities for affordable housing and employment premises within the AONB.	12.2A Support new and appropriate affordable housing developments that: <ul style="list-style-type: none"> ● Are designed for long-term occupancy. ● Respect local vernacular styles ● Meet high standards regarding energy efficiency ● Show commitment to the local community. ● Contribute to maintaining a sustainable mix of residents through an appropriate range of housing types. 	Appropriate advice and support provided where opportunities arise.	Ongoing	AONB Unit District councils LCC/NYCC

Objectives	Actions	Targets	Timescale	Key Partner(s)
12.2 Continued Maximise appropriate opportunities for affordable housing and employment premises within the AONB.	12.2B Work with local planning authorities in using Section 106 planning obligations and Community Infrastructure Levy to help conserve and enhance natural beauty and improve public access opportunities and infrastructure.	Appropriate advice and support provided where opportunities arise.	Ongoing	District councils LCC/NYCC AONB Unit
	12.2C Engage with local planning authorities to ensure public access and/or environmental benefits are maximised where development is approved.	Opportunities taken to maximise benefits to AONB	Ongoing	District Councils LCC NYCC AONB Unit
Objectives	Actions	Targets	Timescale	Key Partner(s)
12.3 Influence planning and development decisions to ensure the purpose of AONB designation is considered and upheld.	12.3A Visual intrusion, noise/light pollution and their cumulative impacts are fully considered in assessing new development proposals.	Appropriate advice and support provided where opportunities arise.	Ongoing	AONB Unit District councils LCC/NYCC
	12.3B Increase awareness and understanding of the area's AONB designation, and consequent need for reduction of infrastructure impact, among relevant authorities and planning offices, including the Infrastructure Planning Commission.			
	12.3C Oppose and seek to prevent large-scale energy generation developments that are damaging in scale or siting to the conservation of the character of the AONB landscape.			
	12.3D Ensure that developments do not detract from - and where possible contribute to - the special qualities of the AONB.			
	12.3E Seek opportunities and funding to underground (ie. bury) existing pylons where they have a visual impact on the AONB landscape.	At least 2 undergrounding projects delivered.	By 2014	AONB Unit UU

Objectives	Actions	Targets	Timescale	Key Partner(s)
12.4 Support the maintenance of a consistent and coherent framework of planning policy, which recognises the purposes of AONB designation.	12.4A Influence the Development Plan Documents (DPD) of those local planning authorities responsible for the AONB in line with the overall objectives of AONB designation and the European Landscape Convention.	Appropriate landscape advice provided, as required.	Ongoing	AONB Unit District councils LCC/NYCC
	12.4B Raise awareness and understanding of AONB objectives and wider sustainability issues among relevant highways authorities.	Appropriate advice provided where opportunities arise.	Ongoing	AONB Unit LCC/NYCC
	12.4C Play an active role in developing approaches to delivering green infrastructure across the region and locally.			
	12.4D Influence relevant planning and development policies at local, regional and national level.	Appropriate advice provided where opportunities arise.	Ongoing	AONB Unit LCC/NYCC NAAONB
Objectives	Actions	Targets	Timescale	Key Partner(s)
12.5 Influence planning policy to allow appropriate flexibility in maintaining vibrant rural economies and communities (while upholding AONB purposes).	12.5A Influence decisions regarding 'sight lines' relating to economic development, where appropriate, taking account of any wider social, economic or environmental issues involved.	Appropriate advice provided where opportunities arise.	Ongoing	AONB Unit District councils LCC/NYCC
	12.5B Encourage relevant authorities to create economic opportunity alongside new residential development.			
	12.5C Support stringent planning controls regarding development in floodplains.			



Long-term vision:

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

Sections

I 3. Skills and Training

I 4. Involvement and Ownership

13. Skills and Training

Objectives	Actions	Targets	Timescale	Key Partner(s)
13.1 Support and guide the relevant authorities in providing appropriate training and skills development required by the AONB residential labour market.	13.1A Support partners in assessing the need for support and skills training among local communities and businesses, and where appropriate help to facilitate the delivery of support/training by professional organisations (e.g. 'Business in the Community').	Support for training provided.	Ongoing	AONB Unit
	13.1B Support training programmes that develop traditional skills required within the AONB (e.g. drystone walling, hedgelaying).	Annual programme of traditional boundaries training delivered.	Ongoing	AONB Unit CS
Objectives	Actions	Targets	Timescale	Key Partner(s)
13.2 Facilitate use of the AONB as an educational resource for schools and colleges.	13.2A Provide information on 'open farms' and those providing educational opportunities.	Information provided on website.	By 2010	AONB Unit
	13.2B Identify and support education projects that are capable of raising awareness and understanding of the AONB among local schools.	2 education projects supported.	By 2012	AONB Unit RSPB
	13.2C Establish a EUROPARC Bowland Junior Ranger Programme for children	Junior Ranger programme established.	By 2014	AONB Unit
	13.2D Develop online education resources for use by teachers.	New education area of website developed.	By 2014	AONB Unit
	13.2E Develop links with farmers that are prepared to lead occasional farm visits, especially those involved with Environmental Stewardship.	Links with farmers established.	By 2012	AONB Unit RSPB
	13.2F Work with local education institutions to encourage consideration of the AONB landscape in school and college courses.	Links established with local schools and colleges.	By 2014	AONB Unit LCC
	13.2G Support local schools in registering in the national 'Eco-Schools' initiative.	Support provided where appropriate.	Ongoing	AONB Unit

14. Involvement and Ownership

Objectives	Actions	Targets	Timescale	Key Partner(s)
14.1 Work in close partnership with local communities and businesses.	14.1A Ensure local communities are fully informed, consulted and involved with regard to AONB planning and activities, wherever possible.	Effective communication channels established with communities.	Ongoing	AONB Unit Parish councils Community groups
	14.1B Seek ways of broadening community involvement, aiming to include a wider demographic and 'hard to reach' groups.	Wider community involvement encouraged in all community projects.	Ongoing	AONB Unit
	14.1C Raise the profile of services and support offered by the AONB partnership among community groups and businesses.	Effective communication channels established with communities.	Ongoing	AONB Unit
	14.1D Review and where necessary revise current means of liaising with Parish Councils to identify priorities for community action.	Effective communication channels established parish councils.	Ongoing	AONB Unit
	14.1E Support the establishment of community 'energy action' groups to help coordinate and manage local energy-efficiency projects.	3 energy action groups established.	By 2014	AONB Unit Community groups
Objectives	Actions	Targets	Timescale	Key Partner(s)
14.2 Support and promote community-led activities that aim to conserve and/or enhance local distinctiveness and a 'sense of place'.	14.2A Support communities in undertaking projects aiming to conserve and enhance their local landscape, heritage and/or biodiversity.	5 community projects supported at a rate of 1 per year.	By 2014	AONB Unit Community groups
	14.2B Support communities in celebrating and interpreting the special features of local villages, landscape character, history and vernacular architecture.	3 interpretation projects supported.	By 2014	AONB Unit Community groups
	14.2C Continue to support and resource high quality services that are delivered by existing initiatives and organisations (e.g. Lancashire Countryside Service; Parish Lengthsman Scheme; Wyre Countryside Service).	High standard of service delivery achieved.	Ongoing	AONB Unit CS LCC/NYCC
	14.2D Identify sources of funding to resource the delivery of both existing and new community programmes (e.g. Sustainable Development Fund).	Funding secured.	Ongoing	AONB Unit

Objectives	Actions	Targets	Timescale	Key Partner(s)
14.2 Continued Support and promote community-led activities that aim to conserve and/or enhance local distinctiveness and a 'sense of place'.	14.2E Raise the profile of community projects both locally (ie. among local people and businesses) and more widely among visitors, using existing publicity resources.	Community projects promoted on website.	Ongoing	AONB Unit
	14.2F Assist communities with training and raising expertise to enable them to better record and celebrate heritage.	Training opportunities offered to communities as part of community projects.	Ongoing	AONB Unit Training providers
Objectives	Actions	Targets	Timescale	Key Partner(s)
14.3 Support volunteering in the AONB.	14.3A Support the work of volunteer organisations in providing opportunities for conservation and working holidays (e.g. hedgelaying, drystone walling).	Annual programme of volunteer training weeks delivered.	Ongoing	AONB Unit CS
	14.3B Support the recruitment and training of volunteer guides and interpreters.	Volunteers with specific expertise recruited.	By 2012	AONB Unit
	14.3C Identify new local experts, especially land managers, to lead events.			
	14.3D Increase the use of volunteer rangers in managing recreational facilities in the AONB.	Increased opportunities for volunteer rangers.	By 2012	LCC AONB Unit
Objectives	Actions	Targets	Timescale	Key Partner(s)
14.4 Facilitate community 'self-help' and ownership or management of public assets.	14.4A Foster and maintain links with relevant bodies to help support local ownership and delivery of services (e.g. joint county and district council committees, such as Lancashire Locals).	Effective participation in relevant initiatives.	Ongoing	AONB Unit
	14.4B Research and implement good practice in use of 'community contracts' to help manage and maintain local services.	Relevant opportunities identified and promoted.	Ongoing	LCC/ NYCC



Long-term vision:

a well-organised and inclusive partnership, with partners taking active responsibility for the delivery and ongoing maintenance of high quality services.

Sections

- 15. Management and Decision-Making
- 16. Funding and Resources
- 17. Providing Services
- 18. Monitoring and Evaluation

15. Management and Decision-Making

Objectives	Actions	Targets	Timescale	Key Partner(s)
15.1 Maximise the involvement and commitment of partners in achieving the objectives of the AONB.	15.1A Review the governance structure for the AONB to ensure it continues to be as effective, accountable and inclusive as possible.	Governance review undertaken and recommendations implemented.	2009	All partners.
	15.1B Communicate regularly with joint county and district council committees (e.g. Lancashire Locals) to help ensure they are well informed and supportive of AONB objectives.	Regular reports to Lancashire Locals and good communication with District Councils.	Ongoing	AONB Unit
	15.1C Involve local communities and tourism businesses in AONB management and decision-making. Ensure a commitment to include a diverse range of stakeholders (in terms of age, ethnicity, ability and interests).	Involvement secured where appropriate. Investigate opportunities for closer involvement by 'communities of place' in delivery of the Plan.	Ongoing 2009	AONB Unit
	15.1D Set up and coordinate task and working groups where appropriate (i.e. those that require direct leadership by the AONB partnership).	Task groups successfully coordinated.	Ongoing	AONB Unit
	15.1E Ensure involvement of Yorkshire partners through regular and effective communication.	Relationships with Yorkshire partners are developed and enhanced.	Ongoing	AONB Unit
	15.1F Establish and maintain relationships with external (i.e. non-partner) organisations and initiatives whose work supports the delivery of AONB objectives, through regular and effective communication.	Partnerships with external organisations are developed and enhanced.	Ongoing	AONB Unit
	15.1G Incorporate the Sustainable Tourism Working Group (STWG) within the AONB partnership, in light of the Group's critical role in supporting and representing local businesses.	STWG incorporated within AONB partnership.	2009	All partners.

Objectives	Actions	Targets	Timescale	Key Partner(s)
15.2 Maximise the skills and expertise of the AONB Unit.	15.2A Ensure excellence in the management of the AONB Unit.	Maintain Investors in People award.	Ongoing	AONB Unit LCC
	15.2B Clearly define AONB Unit staff roles, responsibilities and resources.	Provide clear and up-to-date job descriptions and work programmes for all staff.	Ongoing	AONB Unit LCC
	15.2C Offer structured training opportunities, geared to AONB requirements.	Appropriate training attended.	Ongoing	AONB Unit LCC
	15.2D Investigate the need to appoint a full- or part-time 'Landscape Officer' to coordinate the delivery of landscape-related objectives on the ground – new post to be established and officer recruited if need dictates.	Need to appoint landscape officer investigated. Funding secured and recruitment undertaken if required.	2009	AONB Unit

16. Funding and Resources

Objectives	Actions	Targets	Timescale	Key Partner(s)
16.1 Secure long-term funding for the AONB.	16.1A Maximise the resources and influence of partners in securing long-term funding for AONB core management and projects - to include lobbying Natural England and Defra for generic and flexible funding (as opposed to funding for specific projects).	Lobbying activities undertaken. Long-term, stable funding secured from existing AONB partners. New funding partners involved.	Ongoing	NAAONB AONB Unit
	16.1B Undertake an audit of existing and future resources and develop a strategy for attracting external funding from a range of sources into the future.	Annual audit and funding strategy completed.	Ongoing	AONB Unit
	16.1C Secure funding for the Parish Lengthsman scheme.	Funding secured.	Ongoing	AONB Unit LCC
	16.1D Work with the National Association for AONBs (NAAONB) to lobby Natural England (NE) and Defra for more secure funding, including the continued provision of a Sustainable Development Fund for the AONB.	Lobbying activities undertaken.	Ongoing	NAAONB
	16.1E Develop and submit a Heritage Lottery Fund (HLF) application to help resource community-based cultural heritage projects.	Funding secured.	2009	AONB Unit
	16.1F Ensure all relevant partners deliver agreed contributions to AONB funding.	Funding delivered.	Ongoing	All funding partners
	16.1G Engage with the Pennine LEADER LAG, aiming to secure opportunities for funding and integrated project delivery in the AONB.	Funding secured.	By 2010	AONB Unit
Objectives	Actions	Targets	Timescale	Key Partner(s)
16.2 Work with local community groups and businesses to secure additional funding.	16.2A Investigate the potential to establish an AONB-wide 'supporters' group', aiming to help generate additional funding and enthusiasm for projects.	Available options identified.	By 2011	AONB Unit
	16.2B Continue to develop and promote the Bowland Tourism Environment Fund (BTEF) and encourage both contributions and applications to the fund.	Increase donations to the fund so that it becomes self-sustaining. Increase the number of applications to the fund.	By 2010	AONB Unit
	16.2C Support communities to develop and acquire funding for projects from a range of sources.	Develop 2 community-led projects per year.	Ongoing	AONB Unit Community groups

17. Providing Services

Objectives	Actions	Targets	Timescale	Key Partner(s)
17.1 Coordinate the effective delivery of services 'on the ground'.	17.1A Maximise use of local skills, expertise and materials in the delivery of AONB projects and services.	Local contractors and materials utilised for projects whenever possible.	Ongoing	AONB Unit LCC CS
	17.1B Develop an AONB Unit base (i.e. an office) either within the AONB boundary or close to the AONB, taking into account opportunities to support public transport links.	AONB base established.	By 2010	AONB Unit
	17.1C Review and develop a detailed AONB work plan (i.e. guiding the delivery of specific services 'on the ground') at least annually, in consultation with partners.	Annual work plan developed.	Ongoing	AONB Unit
	17.1D Develop an environmental policy for the AONB Unit, in conjunction with partners, to maximise the environmental sustainability of AONB management and operations.	Environmental policy developed.	2009	AONB Unit
	17.1E Establish and maintain strong working relationships with local communities, user groups, farmers, landowners and other stakeholders concerning the delivery of services.	Excellent working relationships developed and maintained.	Ongoing	AONB Unit
	17.1F Encourage partners to budget for maintenance of projects and services to a high standard.	Ongoing maintenance included in project development and delivery.	Ongoing	AONB Unit CS Districts
	17.1G Support and maintain coordinated delivery of services in partnership with the relevant Countryside Services.	Ensure continuation of high standard in coordinated delivery of services.	Ongoing	AONB Unit CS
	17.1H Continue to develop and promote the Parish Lengthsman scheme.	PLS developed and extended.	Ongoing	LCC CS AONB Unit Parish Councils

18. Monitoring and Evaluation

Objectives	Actions	Targets	Timescale	Key Partner(s)
18.1 Develop a coordinated approach to monitoring AONB projects.	18.1A Develop clear indicators and 'milestones' to monitor progress of the Management Plan (2008/09 - 2014).	Indicators devised and monitoring undertaken.	2009	AONB Unit
	18.1B Develop and implement a simple web-based system for monitoring delivery of the AONB Management Plan (i.e. an interactive 'workplan'), enabling partners and working groups to report on progress of individual projects and actions. To be implemented via the AONB website.	Interactive workplan developed and implemented. Partners trained in use of system; protocols of use agreed.	2009	All partners
	18.1C Ensure all AONB projects incorporate procedures for ongoing monitoring and evaluation.	Monitoring integrated into all AONB projects.	Ongoing	AONB Unit
	18.1D Ensure all AONB projects and services are delivering 'Best Value' (ie. aiming for continuous improvement in all services).	Best Value demonstrated and monitored.	Ongoing	AONB Unit
	18.1E Implement an efficient method for regularly collecting and sharing relevant data/information among AONB partners, for the purpose of project monitoring.	Data shared amongst partnership.	2010	AONB Unit
	18.1F Identify funding opportunities for data collection and monitoring.	Funding secured.	Ongoing	AONB Unit

Objectives	Actions	Targets	Timescale	Key Partner(s)
18.2 Establish a system for monitoring landscape change and impacts.	18.2A Assist Lancashire County Council (LCC) in producing a biannual 'State of the AONB' report, covering: landscape; biodiversity; economic and social indicators.	Biannual report produced.	From 2010	AONB Unit LCC
	18.2B Report biannually on the status of key habitats and species, summarising existing monitoring programmes (as part of the 'State of the AONB' report).	Funding sought for monitoring.		AONB Unit NE LCC
	18.2C Monitor and communicate landscape change via established monitoring programmes, such as Condition and Quality of England's Landscapes (CQuEL; formerly Countryside Quality Counts). For example: changes in land-use and cover; landscape features and historic buildings, including most visible features such as roadside verges.	Monitoring undertaken and information included on website.	Ongoing	AONB Unit
	18.2D Regularly monitor visitor impacts at sensitive sites and key locations within the AONB.	Funding sought for monitoring.	Annually	CS LCC/NYCC
	18.2E Develop and implement a visual monitoring programme using fixed-point photography.	Monitoring undertaken.	Ongoing	AONB Unit
Objectives	Actions	Targets	Timescale	Key Partner(s)
18.3 Establish a system for monitoring tourism in the AONB.	18.3A Seek to improve the quality of information that is fed into the Scarborough Tourism Economic Activity Monitor (STEAM) statistical model.	Information improved and updated.	Ongoing	AONB Unit
	18.3B Undertake a biannual qualitative visitor surveys at key sites; monitor and evaluate specific issues and behaviour patterns, where necessary.	Biannual visitor survey undertaken.	From 2010	AONB Unit
	18.3C Develop the means of implementing an ongoing visitor satisfaction survey (e.g. comment cards), in conjunction with businesses and Tourist Information Centres (TICs).	Visitor comments scheme developed and implemented.	2010	AONB Unit
	18.3D Undertake a biannual, AONB-wide enterprise survey to monitor the economic and environmental performance of tourism businesses.	Biannual enterprise survey undertaken.	From 2010	AONB Unit
	18.3E Maintain and expand existing databases of information on local producers, tourism businesses, artists and craftspeople, local guides and interpreters.	Databases expanded and updated.	Ongoing	AONB Unit

Objectives	Actions	Targets	Timescale	Key Partner(s)
18.4 Establish and maintain effective communication channels to share experiences of 'best practice' and project success.	18.4A Establish and maintain effective communication channels to regularly update partners on AONB aims and activities.	All partners aware of communication channels used by AONB partnership.	2009	All partners
	18.4B Share experiences of 'best practice' with other AONBs via the National Association of AONBs and other established networks and events. In particular, seek to foster closer relationships with other AONBs in the North West – e.g. through collaboration on educational, volunteering and sustainable tourism programmes.	Good practice from Bowland promoted via the NAAONB and other established channels. Other AONBs invited to share and engage in Bowland activities, where opportunities arise (e.g. via Northern AONB's Staff Forum.	Ongoing	AONB Unit NAAONB
	18.4C Share experiences of 'best practice' with European partners (e.g. via supporting the EUROPARC Charter and the aims of the European Landscape Convention).	Best practice promoted at a European level.	Ongoing	AONB Unit
	18.4D Undertake occasional exchange visits to other EUROPARC landscapes, where appropriate.	Exchange visits organised, where appropriate.	By 2014	AONB Unit
	18.4E Continue to monitor and evaluate Sustainable Development Fund (SDF) projects and promote examples of best practice.	SDF monitoring undertaken and successes promoted on website.	Ongoing	AONB Unit
	18.4F Develop an e-newsletter to keep partners informed of key developments and successes.	E-newsletter developed and regularly distributed.	Ongoing	AONB Unit
	18.4G Organise an annual conference for partners to celebrate successes and help plan for the future.	Annual conference held.	Ongoing	AONB Unit
	18.4H Produce a clear and concise Annual Report.	Annual report produced and made available on website.	Ongoing	AONB Unit
	18.4I Promote the work of the AONB partnership throughout the National Association of AONBs (NAAONB).	AONB promoted at national level.	Ongoing	AONB Unit NAAONB
	18.4J Provide familiarisation visits to share good practice in sustainable tourism among relevant businesses and tourism staff.	1 familiarisation visit organised per year.	Ongoing	AONB Unit



Long-term vision:

unpolluted air, soil and water to allow the landscape and wildlife of the AONB to be sustained; reduced CO₂ emissions that exceed Government targets; the Forest of Bowland AONB is recognised as a place of 'best practice' in responding to climate change.

Sections

19. Responding to Climate Change

19. Responding to Climate Change

Objectives	Actions	Targets	Timescale	Key Partner(s)
19.1 Establish and promote the AONB as a place of 'best practice' in responding to climate change.	19.1A Ensure commitment from all partners in 'leading by example' in environmental good practice.	AONB Environmental Policy ratified (or agreed) by all partners.	Ongoing	All partners
	19.1B Investigate and implement means of funding activities aimed at addressing climate change.	Funding secured.	Ongoing	AONB Unit
	19.1C Promote "green lifestyles" as part of tourism and community projects.	'Green lifestyles' promoted as part of AONB projects, where appropriate.	Ongoing	AONB Unit
	19.1D Establish local study tours to promote and share good practice.	3 study tours delivered.	By 2014	AONB Unit
	19.1E Incorporate information and advice on climate change as part of all relevant communications activity.	Information included wherever appropriate.	Ongoing	AONB Unit
	19.1F Update the AONB Communications Strategy to include ongoing communication of climate change issues among all AONB stakeholders, aiming to raise awareness of the causes of climate change and the necessary actions to mitigate and adapt – e.g. raising awareness of the importance of blanket bog for carbon sequestration.	Relevant information about climate change is incorporated into the communications strategy as part of review.	2010	AONB Unit
	19.1G Identify, support and promote outcomes of projects funded by the Sustainable Development Fund (SDF), aiming to encourage further innovation and activity within the AONB.	Range of climate change mitigation projects supported by SDF.	By 2014	AONB Unit
	19.1H Influence the procurement policies of AONB partners, aiming to prioritise local produce as a way of reducing food miles and energy use.	AONB Environmental Policy ratified (or agreed) by all partners. Local produce promoted wherever possible.	Ongoing	AONB Unit
	19.1I Incorporate advice on climate change mitigation and adaptation into support given to encourage sustainable farming and game management practices.	Appropriate advice provided where opportunities arise.	Ongoing	AONB Unit
19.1J Reduce the carbon emissions of the AONB Unit team in line with the Lancashire Local Area Agreement (LAA) targets.	Carbon emissions reduced in line with annual LAA targets.	Ongoing	AONB Unit	

Objectives	Actions	Targets	Timescale	Key Partner(s)
19.2 Play an active role in working with partners to research, monitor and develop strategies for adapting to climate change.	19.2A Influence national policies and planning guidance to create a conducive environment for action on climate change, sustainable transport and energy including: <ul style="list-style-type: none"> ● Ensure the AONB makes an appropriate contribution to Climate Change Bill emission-reduction targets. ● Support the Natural England Joint Character Area (JCA) climate change adaptation study – i.e. encourage forward thinking in habitat creation and protection 	Climate change, transport and energy targets developed for the AONB. JCA adaptation study undertaken.	By 2012	AONB Unit NE NAAONB
	19.2B Identify and promote sources of guidance and good practice among partners and others (e.g. Bentham BEST; United Utilities; Environment Agency; agri-environment schemes; SCaMP).	Best practice shared and promoted wherever possible.	Ongoing	All partners
	19.2C Play an active role in established regional and local working groups dealing with climate change and renewable energy.	AONB involvement secured where appropriate.	By 2010	AONB Unit
	19.2D Seek to develop indicators with which to monitor climate change, its mitigation and adaptation.	Seek funding for study to develop indicators.	By 2010	NE AONB Unit
	19.2E Seek funding to develop local targets and milestones for reducing carbon emissions.	Funding obtained and targets developed.	By 2010	AONB Unit LCC/NYCC NE
	19.2F Develop a renewable energy policy for the AONB in partnership with local authorities.	Renewable energy policy developed for the AONB.	2010	AONB Unit LCC NE
	19.2G Utilise the wind farm sensitivity study in order to support development of the AONB renewable energy policy (ie. supporting the AONB purpose).	Study used to inform development of AONB renewable energy policy.	By 2010	AONB Unit LCC
	19.2H Work with partners to assess the contribution of natural systems to carbon sequestration and reduced flood risk.	Review of existing research completed; summary report produced.	By 2012	LCC NE
	19.2I Provide input into regional energy infrastructure development, with the aim of ensuring the AONB purpose is upheld.	Appropriate advice provided where opportunities arise.	Ongoing	AONB Unit

Objectives	Actions	Targets	Timescale	Key Partner(s)
19.3 Facilitate appropriate small-scale renewable energy production (aka 'microgeneration').	19.3A Secure funding to research the potential for small-scale renewable energy (aka 'microgeneration') production in the AONB.	Funding obtained and research study undertaken.	By 2010	NE AONB Unit LCC/NYCC Districts EA
	19.3B Provide guidance on the siting and development of appropriate small-scale renewable energy (ie. assuming the purposes of AONB designation are not contravened).	Policy supporting appropriate small-scale projects included in AONB energy policy.	2010	AONB Unit
	19.3C Help to facilitate appropriate community-scale renewables projects centred on public buildings, securing SDF and other funds, as appropriate.	5 community renewables projects delivered at a rate of 1 per year.	By 2014	AONB Unit LCC
	19.3D Support businesses in adopting renewable energy sources.	3 business renewables projects delivered.	By 2014	AONB Unit LCC Businesses
	19.3E Formulate and provide specific advice on renewable energies suitable for old or historic buildings.	Relevant advice and guidance provided, where appropriate.	Ongoing	EH AONB Unit
	19.3F Influence planning and development policies to encourage small-scale microgeneration as part of all economic development.	Appropriate advice provided where opportunities arise	Ongoing	AONB Unit

Glossary

Access Land: mostly open country and registered common land, to which the public are allowed free access (though this may be restricted or excluded under certain circumstances). Access Land was introduced as part of the Countryside and Rights of Way (CROW) Act 2000. The CROW Act allows people to walk freely on Access Land without having to stick to linear routes, such as footpaths or bridleways. Activities permitted on Access Land include: walking or running; sightseeing; bird or wildlife watching; picnicking; and climbing. Activities including horse riding, camping, swimming and cycling are not allowed on Access Land (horse riders, cyclists and motor vehicles must keep to existing rights of way).

Affordable Housing: housing that is affordable to local people on modest incomes, and may be subsidised in some way for people unable to rent or buy on the open market. The definition of 'affordable housing' includes key worker housing and shared ownership homes.

Area of Outstanding Natural Beauty (AONB): a special and designated (i.e. protected) landscape, whose distinctive character and natural beauty are so outstanding that it is in the nation's interest to safeguard them. There are currently 40 AONBs in England and Wales and a further 9 in Northern Ireland.

AONB Unit: the dedicated staff responsible for coordinating and delivering AONB objectives and projects. The responsibility of the AONB Unit includes:

- Co-ordinating and managing the AONB partnership
- Developing and managing key projects
- Playing a key role in fundraising
- Working closely with local communities and businesses
- Raising awareness of the AONB and the partnership

Best Practice / Good Practice: the most efficient or a well regarded means by which to achieve an outcome.

Biodiversity: the whole variety of life on earth. It includes all species of plants and animals, their genetic variation and the habitats they live in.

Biodiversity Action Plan (BAP): a strategy prepared for a local area aimed at conserving and enhancing biodiversity. BAPs form part of an internationally recognised program addressing threatened species and habitats. The original impetus for these plans derives from the 1992

Specialist Terms and Acronyms

Convention on Biological Diversity (CBD). The principal elements of a BAP typically include: (a) preparing inventories of biological information for selected species or habitats; (b) assessing the conservation status of species within specified ecosystems; (c) creation of targets for conservation and restoration; and (d) establishing budgets, timelines and institutional partnerships for implementing the BAP.

Bio-Energy or Bio-Fuel: fuel derived from relatively recently dead biological material (not including fossil fuels, which are derived from long dead biological material). Theoretically, biofuels can be produced from any biological carbon source; although, the most common sources are photosynthetic plants. See also Biomass.

Biological Heritage Site (BHS): a local, non-statutory biodiversity designation that is specific to Lancashire (set up on the basis of the County's Phase 1 Habitat Survey, Lancashire Wildlife Trust sites and other known important areas). The purpose of BHS sites is to identify and help provide for the protection and enhancement of natural heritage. As such, BHS sites contain valuable habitats such as ancient woodland, species-rich grassland and bogs. Many provide refuge for rare and threatened plants and animals. The equivalent designation in Yorkshire is termed a Site of Importance for Nature Conservation (SINC). In other parts of the country, the designation is also known as a Site of Nature Conservation Interest (SNCI).

Biomass: vegetation and other biological material that can be used as fuel for renewable energy production. It excludes organic material which has been transformed by geological processes into substances such as coal or petroleum. The term can also be used (in an ecological context) to describe the total mass of all living things within a specific area or habitat. See also Bio-Energy or Bio-Fuel.

Buffering (of habitats): an area which lessens or cushions the effects of one habitat from another.

Carbon Sequestration: the removal of carbon dioxide (CO₂) from the atmosphere in carbon sinks (such as oceans, forests or soils) through physical or biological processes, such as photosynthesis. A carbon sink is reservoir of carbon that accumulates and stores carbon for an indefinite period.

Climate Change Adaptation: taking action to minimise the effects of global warming (e.g. reducing the vulnerability of natural and human systems against actual or expected climate change effects).

Climate Change Mitigation: taking action to reduce the causes of climate change (e.g. greenhouse gas emissions) and the extent of global warming.

Conservation Area Plan: a document establishing the aims, objectives and management approaches for areas, usually of settlement, defined for their historical interest or value.

Coppicing: a traditional method of woodland management where tree stems are cut close to the base in order to encourage regeneration with many shoots, aiming to increase timber cropping and to rejuvenate old trees.

Countryside Service (CS): a department within a Local Authority that is dedicated to managing the countryside. Countryside Officers are involved in a broad range of service delivery and project development, provide an advisory service, attract funding, liaise with local communities and visitors, and provide key links with farmers and landowners.

Designation: in conservation terms, a designation is an official title that is given to an area of land to help protect its natural and/or cultural heritage. Statutory designations (i.e. those protected by law) broadly fall into three categories: nature conservation, landscape conservation and natural heritage conservation. For example: AONBs, National Parks and Sites of Special Scientific Interest (SSSI) are all statutory designations. Nature and landscape conservation designations in England are overseen by Natural England.

Diffuse Pollution: pollution from widespread activities that cannot be easily traced back to a single or definite source. For example: acid rain, pesticides, etc.

Ecosystem Services: the collective name for the many beneficial resources and processes that are provided by natural ecosystems and species. For example: clean drinking water; fertile soils, the decomposition of wastes, carbon storage and to some extent, recreation and tourism.

Environmental Stewardship (ES): a new agri-environment scheme, which provides funding to farmers and other land managers in England who deliver effective environmental management on their land. Its primary objectives are to:

- Conserve wildlife
- Maintain and enhance the landscape quality and character
- Protect the historic environment and natural resources

- Promote public access and understanding of the countryside
- Natural resource protection

The secondary objectives of Environmental Stewardship are:

- Genetic conservation
- Flood management

EUROPARC Federation: an environmental, non-governmental organisation (NGO) representing a network of European protected areas. The aim of EUROPARC is to conserve Europe's nature, landscape and biodiversity. The federation comprises over 500 members in 39 countries; members are professional practitioners in protected area management. The Forest of Bowland AONB was the first protected area in England to be awarded the European Charter for Sustainable Tourism in Protected Areas. The Charter is awarded to protected areas that are delivering tourism that is both nature and landscape friendly and contributes to the economic development of the region.

European Landscape Convention (ELC): the first international convention to focus specifically on landscape, and is dedicated exclusively to the protection, management and planning of all landscapes in Europe. The ELC was signed by the UK government on 24 February 2006, ratified on the 21 November 2006, and became binding on 1 March 2007. The convention highlights the need to recognise landscape in law; to develop landscape policies dedicated to the protection, management and creation of landscapes; and to establish procedures for the participation of the general public and other stakeholders in the creation and implementation of landscape policies.

Flood Alleviation: management practices aiming to reduce the effects of flooding (e.g. installing flood defences).

Flood Attenuation: the provision of temporary storage for water at times of flooding or potential flooding with an aim of reducing peak flows.

Geodiversity: the variety of rocks, fossils, minerals, landforms, soils and natural processes (such as weathering, erosion and sedimentation) that underlie and determine the character of our landscape and environment.

Grip Blocking: grips are drainage channels in the peat uplands. Blocking up grips, thus preventing drainage, helps to reduce peat erosion, vegetation loss and water discolouration.

Glossary

Habitat: the natural home or environment of a plant or animal.

Heritage Lottery Fund (HLF): one of the distributing bodies for revenues raised through the National Lottery. Funding is available for projects that involve:

- Conserving the UK's diverse heritage for present and future generations to experience and enjoy
- Helping more people, and a wider range of people, to take an active part in and make decisions about their heritage
- Helping people to learn about their own and other people's heritage

Higher Level Stewardship (HLS): the higher tier of the English agri-environment scheme, providing funding to farmers and land managers who deliver environmental management on their land. HLS is concerned with more complex types of management where land managers need advice and support and where agreements are tailored to local circumstances.

Historic Landscape Characterisation (HLC): an approach to analysing landscape (based on Landscape Character Assessment), which combines computer technology and evidence from old maps to create a new, "broad brush" digital map of historic landscape character. This is achieved by analysing land use and the various historical influences which have created today's mosaic of fields, woods and other components of the landscape.

Honeypot Site: a site which is particularly popular; usually a location which attracts tourists and visitors often because of the landscape or available facilities.

Infrastructure: a collective term for services and facilities, such as roads, water, power supply, sewerage, emergency services, flood management, schools, recycling and refuse facilities, etc.

Joint Advisory Committee (JAC): the overarching partnership organisation that is responsible for making strategic decisions and liaising between the range of organisations and interests within the Forest of Bowland AONB.

Landscape: more than just "the view"; landscape is the combination of everything – both natural and human – that makes an area distinctive. For example: geology, climate, soil, plants, animals, communities, archaeology, buildings, the people live in it, past and present, and perceptions of those who visit it. Landscape can mean an everyday area as much as a beauty spot, and all landscapes require tailored approaches to manage their different needs.

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Landscape Character: a distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse.

Landscape Characterisation: the process of identifying, mapping, classifying and describing landscape character through desk and field study (normally undertaken via a Landscape Character Assessment or Historic Landscape Characterisation).

Landscape Character Assessment (LCA): an approach to understanding the differences between landscapes, which provides a framework for decision-making that respects local distinctiveness. It is a way of 'unlocking' the landscape and understanding how its distinctive elements contribute to a sense of place.

Landscape Quality: a term used to indicate the perceived value of a particular landscape, based on its character, condition and aesthetic appeal (i.e. rather than measuring value solely in aesthetic terms).

Local Development Framework (LDF): a replacement for Local Development Plans, involving a more spatially expressed approach to planning as required by the 2004 Planning and Compulsory Purchase Act.

Local Planning Authorities: local government authorities with powers to formulate and update planning policy and to determine planning applications. Each such authority is responsible for the production of a Local Development Framework.

Management Agreement (see also Environmental Stewardship): a legal contract between a landowner and a conservation organisation, in which the landowners agree to follow specified land management practices for the benefit of their land's natural features. The organisation typically provides technical expertise, assistance with carrying out the recommended practices and/or funding.

Natural Beauty: used in the context of landscape to describe more than just 'scenery'. Natural beauty 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.

Glossary

Non-Governmental Organisation (NGO): a non-profit organisation that operates outside of institutionalised government or political structures. NGOs perform a variety of services and humanitarian functions; bring citizens' concerns to Government; monitor policies and encourage political participation at the community level. They may also provide analysis and expertise, serve as early warning mechanisms and help monitor and implement international agreements. Most NGOs are organised around specific issues, such as human rights, the environment or health. For example: The Wildlife Trust, Groundwork and the Campaign to Protect Rural England are all NGOs.

Parish Lengthsmen: a local person contracted to maintain roadside verges and drainage, public open space and pathways. The role also involves managing small-scale environmental projects directly or jointly with the local community and other partners. Lengthsmen are contracted annually to the Parish Councils involved, with support from the local County Council Countryside Officer.

Public Rights Of Way (PROW): paths that the public have a legally protected right to use (designated under the Highways Act 1959). Public Rights Of Way include, but are not limited to, streets, roads, highways, bridges, bridleways, alleys, trails and footpaths.

Renewable Energy: energy generated from natural resources that are continuously replenished (e.g. sunlight, wind, rain, tides and geothermal heat).

Rights of Way Improvement Plan (ROWIP): the (2000) Countryside and Rights of Way Act required all highways authorities to prepare Rights of Way Improvement Plans, detailing methods of management and improvement covering a ten year period.

SAP Species: species identified as facing threat and therefore requiring the preparation of a Species Action Plan. 382 such species have been identified.

Semi-Natural: in the context of habitats, 'semi-natural' refers to a habitat that has been modified to a limited extent by people

Sense of Place: the characteristics that make a place special or unique, as well as those that foster a sense of human attachment and belonging. A sense of place is a combination of the different landscapes, wildlife, heritage, people, sights, sounds, tastes, smells, memories and many other 'things' that form our relationship with a place.

Specialist Terms and Acronyms

Site of Importance for Nature Conservation (SINC): a local, non-statutory biodiversity designation that is specific to Yorkshire. The purpose of SINC sites is to identify and help provide for the protection and enhancement of natural heritage. The equivalent designation in Lancashire is termed a Biological Heritage Site (BHS). In other parts of the country, the designation is also entitled a Site of Nature Conservation Interest (SNCI).

Site of Special Scientific Interest (SSSI): a UK conservation designation, denoting an area that is protected on account of its wildlife and/or geology. Natural England is responsible for identifying and protecting sites in England. This is primarily achieved in partnership with SSSI owners and managers.

Special Area of Conservation (SAC): a designation under the European Commission Habitats Directive (92/43/EEC). The Directive places requirements on all member states to compile a list of areas for the purpose of conserving Europe's rarest wildlife and habitats. Together with Special Protection Areas (SPAs), SACs form a network of protected sites across the EU, called Natura 2000.

Special Protection Area (SPA): a designation under the European Union Directive on the Conservation of Wild Birds (79/409/EEC). The Directive places requirements on all member states to safeguard the habitats of migratory birds and certain, particularly threatened birds. Together with Special Areas of Conservation (SACs), SPAs form a network of protected sites across the EU, called Natura 2000.

Supplementary Planning Document (SPD): a component of a Local Development Framework, complementing Development Plan Documents by providing further detail or explanation regarding plans and policies.

Sustainable Development: development that meet the needs of present generations, without compromising the ability of future generations to meet their own needs. The government's strategy defines four objectives for sustainable development at local, national and global level:

1. Social progress that recognises the needs of everyone
2. Effective protection of the environment
3. Prudent use of natural resources and
4. Maintenance of high and stable levels of economic growth and employment

Sustainable Tourism: tourism that is committed to making a low impact on the natural environment and local culture, while helping to generate income and employment for local people.

Tourist Information Centres (TICs): establishments run by the English Tourist Board in order to provide information about an area in terms of accommodation, activities, destination guides and attractions.

Tranquillity: the quality of calm experienced in places with mainly natural features and activities, free from disturbance from human-made ones. Tranquil areas are commonly defined as places which are sufficiently far away from the visual or noise intrusion of development or traffic to be considered unspoilt by urban influences. For many people, the chance to experience tranquillity is what makes the countryside different from cities.

Trampers: four-wheel drive buggies capable of driving in a range of conditions, such as rough ground and mud. Trampers are designed to enable people with mobility problems to experience greater accessibility to the wider landscape.

Veteran Tree: a tree which, because of its great age, size or condition, is of exceptional value culturally, in the landscape or for wildlife.

Water Framework Directive (WFD): the most substantial piece of European Commission water legislation to date and is designed to protect, improve and maintain the environmental condition of surface and ground waters throughout Europe. The Directive came into force on 22 December 2000 and was put into UK law in 2003. Under the Directive, all inland, estuarine and coastal waters must aim to achieve “good ecological status” by 2015.

Woodland Grants Scheme (WGS): a funding scheme that aims to encourage the creation of new woodlands, and the good management and regeneration of existing woodlands. The grants are paid as part of a contract in which applicants agree to look after the woodlands and do approved work supported by the Forestry Commission.

BL - Business Link

BTCV – British Trust for Conservation Volunteers

CC - County Council(s)

CS - Countryside Service(s)

DC or **Districts** - District Council(s)

DEFRA - Department for Environment, Food and Rural Affairs

EA - Environment Agency

EH - English Heritage

ERDF - European Regional Development Fund

EU - European Union

FC - Forestry Commission

FE - Forest Enterprise

HA - Highways Agency

HLF - Heritage Lottery Fund

IUCN – The International Union for the Conservation of Nature

Lancs RIGS Group - Lancashire Regionally Important Geological Sites (RIGS) Group (also known as GeoLancashire).

LBTB – Lancashire and Blackpool Tourist Board

LCC – Lancashire County Council

NAAONB - National Association for Areas of Outstanding Natural Beauty

NE – Natural England

NWDA - North West Development Agency

NYCC – North Yorkshire County Council

PC - Parish Council(s)

PCT – NHS Primary Care Trust

RSPB - Royal Society for the Protection of Birds

STWG – AONB Sustainable Tourism Working Group

UU - United Utilities

WT - Wildlife Trust(s)

YF - Yorkshire Forward

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