

Part 3. Implementation

10 ACTION PLAN

10.1 The table below brings together the proposed actions to achieve the strategic objectives and targets from the body of the management plan. These are not comprehensive and definitive lists of actions for the partners in the Wye Valley Area of Outstanding Natural Beauty (AONB). But they give an overview of the range of activities the AONB unit and partners will be involved in to progress this Management Plan. The AONB unit will liaise with partners to formalise the Action Plan with agreed dates and targets through an annual rolling 3-year work programme for the AONB Joint Advisory Committee and the wider AONB partnership and the annual work programme for the AONB unit.

10.2 The intention of maintaining a rolling 3 year work programme is that initiatives can be

planned and prepared sufficiently well in advance so that suitable partners and resources can be identified to implement each specific project. The resources for progressing these actions will come from a wide range of sources. The Countryside Agency and Countryside Council for Wales provide grant aid for much of the core responsibilities and specific projects undertaken by the AONB unit. The local authorities provide the match funding for the majority of AONB budgets. Further projects are developed with other partners including other sources of local authority funding. Large scale projects and initiatives often rely on complex partnership bids to outside funding bodies such as regional, European or Lottery funding. These projects may be co-ordinated by any one lead partner. The AONB unit is often well placed to draw on cross-border funding. However, this can cause match-funding difficulties, as some sources of funding cannot be used in another administrative area. Additionally the level of exchequer funding has to be carefully monitored and usually should not exceed 50% for most projects. Charities and trusts can be valuable contributors to specific projects but the use of private and business sponsorship is not well developed in conservation work.



Photo: AONB Unit

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
L/A Landscape Action:						
a.	L1	Review levels of protection for each landscape feature, distinctive attribute and special quality	Med	1&2	AONB	CA, CCW, DEFRA, EA, EN, FC, LPA
b.	L1	Identify discrepancies and recommend modifications to levels of protection	Hi	3&4	AONB	CA, CCW, DEFRA, EA, EN, FC, LPA
c.	L1, L2, L5, B3, F2, P5	Develop Wye Valley Higher Tier agri-environment Scheme	Hi	1&2	AONB	CA, CCW, DEFRA, EA, EN, FC, FWAG, LA-LCC, WDP
d.	L2, L6, B3	Administer landscape enhancement grants in the AONB for landowners and land managers	Hi	All	LAs	AONB, CCW, CA, DEFRA, EA, EN, FWAG, LA-LCC, landowners, P&CCs, WAG, WDP
e.	L2, L6	Lobby for retention and extension of landscape enhancement grants in the AONB for landowners and land manager	Hi	All	AONB	CCW, CA, EA, EN, FWAG, LA-LCC, landowners, P&CCs, WAG, WDP
f.	L2, L6, L7	Prepare and distribute relevant grant information for each county and country	Hi	All	AONB	CA, CCW, DEFRA, EA, EN, FWAG, LA-LCC
g.	L2, L6, L7	Hold annual grant funding workshops for landowners and local communities	Hi	All	AONB	CA, CCW, DEFRA, EN, EA, FWAG, LA-LCC, landowners, P&CCs, WDP
h.	L3	Work with LPAs to develop and adopt Landscape SPGs	Hi	1-3	LPAs	AONB, CA, CCW CPRE, CPRW, LA-LCC, P&CCs
i.	L8	Develop viewpoint restoration project based on Viewpoints Assessment 2000.	Hi	1-5	AONB	CA, Cadw, CCW, CPRE, CPRW, EH, FC, LA-LCC, landowners, P&CCs,
j.	L8, B3, W4	Develop roadside tree management programme to open up strategic vistas along appropriate routes.	Med	2-4	LHA	AONB, CPRE, CPRW, FC, HA, LA-LCC, landowners, P&CCs,

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
L/A						
k.	L2, B3, W4	Develop riverside tree management programme along valley	Med	3-5	EA	AONB, CCW, EN, FC, LAs, P&CCs, woodland owners & managers, WT
l.	L5, P4, P8	Contribute to the Environment Agency's Catchment Abstraction Management Strategy (CAMS)	Hi	All	EA	AONB, CA, CCW, CPRE, CPRW, DEFRA, EN, FC, FWAG, LA-LCC, LPA, landowners
m.	L6	Identify significant areas of degradation or eyesores for development of landscape enhancement plans	Med	1-3	AONB	CA, Cadw, CCW, CPRE, CPRW, EH, LA-LCC, landowners, P&CCs,
n.	L6	Development of landscape enhancement plans to, for example, encourage a collaborative approach to improve the approaches to the setting of existing major tourist attractions like Tintern Abbey and Goodrich Castle;	Med	2-5	AONB	Cadw, EH, LA-LCC, landowners, P&CCs, residents
o.	L1, L2, L5, P1, P4, P8	Work with all agencies that affect landscape change within the AONB through the AONB Landscape Topic Group;	Hi	All	AONB	All
p.	L4, P5	Pilot sensitivity analysis of Land Cover Parcels based on the Herefordshire Landscape Character Assessment	Hi	2&3	HC	AONB, CA
q.	L2, L4	Initiate research to progress conservation and enhancement of boundary features and characteristics	Med	3	AONB	CA, CCW, CPRE, CPRW, DEFRA, EA, EN, FC, FWAG, LA-LCC, landowners, WDP
r.	L5, F5	Discourage and resist policies, initiatives or activities that degrade the natural beauty and detract from the sustainable management of the distinctive attributes and special qualities of the AONB	Hi	All	AONB	CA, CCW, CPRE, CPRW, EA, EN, FC, LA-LCC, LPA, P&CCs, residents,
s.	L7	Develop AONB information and marketing strategy	Hi	1&2	AONB	CA, CCW, LAs
t.	L4, P9	Identify existing baseline data to monitor landscape changes and pressures for change;	Med	1-2	AONB	CA, CCW, DEFRA, EA, EN, FC, LA-LCC, LPA,
u.	L4, P9	Complete baseline data where required to monitor landscape changes and pressures for change;	Hi	2-3	AONB	CA, CCW, DEFRA, EA, EN, FC, LAs
v.	L2, L5, L6, B2	Work with managers of land and water to sustain and where necessary restore the natural beauty of the River Wye.	Med	All	AONB	CCW, EA, EN, FWAG, LA-LCC, landowners, P&CCs

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
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B/A Biodiversity Action:

a.	B1, B3, P4	Promote positive action and work with relevant organisations on the implementation of UK, regional and local BAP targets in the AONB	Med	All	LA-LCC	EN, CCW, AONB, EA, FC, FWAG, WiT, EHT, WDP
b.	B1, B3,	Implement AONB actions of Local Biodiversity Action Plans;	Hi	All	AONB	CCW, EA, EHT, EN, FC, FWAG, LA-LCC, WiT, WDP
c.	B3	Finalise the AONB Nature Conservation Strategy Action Programme, through the AONB Nature Conservation Liaison Group;	Hi	1&2	AONB	EN, EA, CCW, AONB, LA-LCC, WiT, FWAG, EHT
d.	B3, B6, P1	Implement the AONB Nature Conservation Strategy Action Programme, through the AONB Nature Conservation Liaison Group;	Hi	2-5+	AONB	EN, EA, CCW, AONB, LA-LCC, WiT, FWAG, EHT, WDP
e.	B1, P1	Compile an AONB extract of relevant LBAP actions through Nature Conservation Liaison Group.	Hi	1	AONB	CCW, EHT, EA, EN, FC, FWAG, LA-LCC, WiT
f.	B2	Promote positive action and work with relevant organisations on securing favourable condition to all SSSIs	Hi	All	CCW / EN	AONB, CLA, DEFRA, EA, EHT, farmers, FC, FWAG, LA-LCC, landowners, NFU, WiT, WDP
g.	L2, B3, F1, F2	Encourage the reintroduction of low intensity agricultural practices for appropriate semi-natural habitats through the various agri-environment schemes;	Hi	All	FWAG	AONB, CCW, DEFRA, EA, EHT, EN, LA-LCC, WiT, WDP
h.	L2, B3, F1, F2, P4	Lobby and engage DEFRA & WAG to ensure biodiversity and landscape needs of Wye valley are incorporated into agri-environment and land management funding schemes	Hi	All	AONB	CCW, CLA, DEFRA, EA, EHT, EN, farmers, FC, FWAG, LA-LCC, landowners, NFU, WiT, WDP
i.	L2, L5, L7, B3, F1, F2, F3	Assist in promotion of agri-environment and land management schemes	Med	All	AONB	CCW, CLA, DEFRA, EA, EHT, EN, farmers, FC, FWAG, LA-LCC, landowners, NFU, WiT, WDP

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
B/A						
j.	L2, L5, L7, B3, F1, F2, F3, P8	Work with the Farming and Wildlife Advisory Group (FWAG) and other appropriate partners to promote better habitat management on privately owned land;	Med	All	FWAG	AONB, EN, EA, CCW, DEFRA, LA-LCC, WiT, EHT, WDP
k.	L2, L5, B3, F1, P1, P8,	Continue partnership support and AONB involvement in the steering group of the Woolhope Dome Project (WDP)	Hi	All	AONB	EN, farmers, FC, FWAG, HNT, LAs, landowners, NFU, P&CCs, WDP
l.	L2, B3, F1	Promote initiatives supporting sensitive management and restoration of unimproved grassland in the AONB	Hi	All	AONB	CCW, CLA, DEFRA, EN, farmers, FC, FWAG, LAs, landowners, NFU, P&CCs, PGP, WiT, WDP, WVG
m.	B6	Increase public awareness and involvement in biodiversity issues and wildlife conservation;	Med	All	AONB	EN, LAs, CCW, RUGs, EA, EHT, WiT, WDP
n.	B4	Control invasive and alien plant and animal species which threaten the native character of the valley;	Med	All	AONB	LAs, WiT, EA, EN, CCW, EHT
o.	B4	Prepare Deer Management Strategies for lower Wye Valley and Woolhope Dome areas with respective Deer Management Groups	Hi	1-3	AONB	CCW, CLA, DEFRA, DI, DMG, EN, farmers, FC, FWAG, LAs, landowners, NFU, P&CCs, WiT, WDI, WDP
p.	B4	Develop strategy for control of Himalayan Balsam	Med	1-3+	AONB	CCW, CLA, DEFRA, EA, EN, farmers, FC, FWAG, LAs, landowners, NFU, WiT
q.	B4	Work with partners to develop strategy for control of Grey Squirrels	Hi	2-5	AONB	CCW, CLA, DEFRA, EN, farmers, FC, FWAG, LAs, landowners, NFU, WiT
r.	B4, W2	Work with partners to consolidate strategy for removal of conifers from PAWS and relict heath such as on Trellech Plateau.	Hi	All	FC	AONB, CCW, CLA, DEFRA, EN, farmers, FWAG, LAs, landowners, WiT

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
B/A						
s.	L2, L3, L6, B3, F1, F2, F5	To mitigate or reverse the negative impacts of changes in land management and land use within the river corridor.	Hi	All	EA	AONB, FWAG, EA, EN, CCW, DEFRA, LAs, WiT, EHT
t.	L2, L3, L6, B3, F1, F2, F5	Support the development of a network of field margins and buffer strips to protect the margins alongside the river, tributaries and streams as important biodiversity corridors	Hi	All	FWAG	AONB, CCW, DEFRA, EA, EN, farmers, landowners, LAs, RUG, WiT, WDP
u.	B2, B5	Support further research into the habitats important for bat communities, eg mapping flight lines & foraging habitats associated with roost sites	Med	1-3	CCW / EN	AONB, CLA, DEFRA, EA, farmers, FC, FWAG, LAs, landowners, NFU, WiT, WDP
v.	B6	Provide better guidance on the habitats important for bat communities	Med	3-5	AONB	CCW, CLA, DEFRA, EA, EN, farmers, FC, FWAG, LAs, landowners, NFU, WiT, WDP
w.	B5, B7	Monitor the effects of climate change upon the biodiversity of the AONB, particularly designated sites, priority habitats and species	Med	All	CCW / EN	AONB, DEFRA, EA, FC, LAs, landowners, WiT
G/A						
Geodiversity Action:						
a.	G1	Identify new and conserve existing RIGS through local planning policies and management guidelines.	Med	All	EHT	AONB, CCW, EN, LAs, landowners, WiT
b.	G2	Support the development of management guidelines for geological sites;	Hi	All	EHT	AONB, CCW, EN, LAs, landowners, WiT
c.	G3	Ensure geodiversity is incorporated into all interpretation.	Hi	All	EHT	AONB, CCW, EN, LAs, landowners, WiT
d.	G1, G3, P8	Prepare Local Geodiversity Action Plans	Lo	2-4	EHT	AONB, CCW, EN, LAs, landowners, WiT
e.	G1, G2	Implement AONB actions of Local Geodiversity Action Plans;	Med	3-5+	AONB	CCW, EHT, EN, LAs, landowners, WiT
f.	G3	Increase public awareness and involvement in geodiversity conservation by local communities and wider public;	Med	All	EHT	AONB, CCW, EN, LAs, landowners, P&CCs, RUGs, WiT

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
G/A						
g.	G3	Develop the link between biology and industry that geology gives in the landscape	Lo	2-4	EHT	AONB, CCW, EN, LAs, landowners, WiT
h.	G3	Continue to produce geology and landscape trails for the public	Med	All	EHT	AONB, CCW, EN, LAs, landowners, P&CCs, RUGs, WiT
i.	G2, G3	Develop a building stones register	Lo	2-4	EHT	AONB, LAs, landowners,
H/A Heritage Action:						
a.	H2, H5	Update the AONB Archaeological Assessment; to include recent industrial history and railway heritage.	Lo	3-5	AONB	Cadw, EH, LAs
b.	H1	Study in detail archaeological sites identified as of particular interest in the AONB Archaeological Assessment;	Med	2-5	LAs,	AONB, EH, Cadw
c.	H2	Secure comprehensive aerial photographic interpretation of the historic landscape throughout the whole AONB;	Med	1-3	AONB	Cadw, EH, EHT, LAs
d.	H1, H2, H3, H4, F6	Continue to support surveying and restoration of traditional dry stone walls in AONB	Hi	All	AONB	CA, Cadw, CCW, EH, EN farmers, FWAG, LAs, landowners P&CCs, WiT
e.	L4, B5, H2, W4, W8	Undertake an ancient tree audit	Med	1-3	AONB	Cadw, CCW, EN, EH, FC, LAs, landowners, WT, WiT
f.	H2	Complete statements for all building conservation areas in the AONB	Med	1-5	LAs,	AONB, Cadw, EH, landowners
g.	H2	Complete buildings at risk register for listed buildings in the AONB	Med	1-5	LAs,	AONB, Cadw, EH, landowners
h.	H1, H3	Ensure detailed site specific management plans are drawn up or all scheduled ancient monuments with the agreement of owners and Cadw or English Heritage;	Med	1-5	Cadw / EH	LAs, AONB, FWAG

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
H/A						
i.	H3	Identify owners of archaeological sites and support them with appropriate management advice;	Med	All	Cadw / EH	AONB, FWAG, LAs, landowners
j.	H3, H4	Encourage landowners to utilise available grant schemes to further the management, restoration and conservation of historic landscapes, parks and gardens;	Med	All	LAs,	AONB, CA, Cadw, CCW, EH, FWAG, landowners
k.	H1, P5	Progress the potential and opportunity of the lower Wye Valley being designated a World Heritage Site;	Lo	3-5	AONB	LAs, EH, Cadw
l.	H1, H5, P5	Develop Heritage Lottery Fund bid "Overlooking the Wye" focusing on the industrial and picturesque heritage of the AONB	Hi	1-5	AONB	Cadw, EH, LAs, landowners, P&CCs
m.	H1, H5, P4	Progress partnership projects and initiatives to raise the profile of the historic environment in the AONB;	Med	All	AONB	LAs, EH, Cadw
n.	H1, H3, H5, P8	Progress practical conservation of Offa's Dyke through the Gloucestershire Offa's Dyke Working Party	Med	All	ODI	AONB, EH, EN, FE, LAs
o.	H2, F2	Ensure that archaeological information is fed into new agri-environment schemes;	Med	1-5	AONB	Cadw, EH, CA, CCW, LAs, FWAG
p.	L2, H1, H3	Ensure that positive management has the aim of halting unacceptable damage to the archaeological resource and that management is subjected to periodic review.	Hi	All	LAs,	Cadw, EH, CA, CCW, AONB, FWAG
q.	L1, H3	Advise against any works that compromise the integrity or visual amenity of historic monuments	Hi	All	AONB	LAs, EH, Cadw, landowners
r.	H3, T1	Work with interested organisations and owners of land to preserve and utilise disused railway lines and encourage use and access, where appropriate.	Lo	All	AONB	LAs, landowners, P&CCs, Sustrans
s.	H3	Develop an information and interpretation strategy	Med	3-5	AONB	CA, Cadw, CCW, EH, EN, farmers, FWAG, LAs, landowners, P&CCs, WiT

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H/A						
t.	H3	Develop a series of Heritage Trails to interpret the natural and built environment of the Wye Valley on sustainable transport corridors, which would also provide a focus for related conservation measures.	Lo	3-5	AONB	CA, Cadw, CCW, EH, EN, farmers, FWAG, LAs, landowners, P&CCs, WiT
u.	H3	Develop annual programme of activities, events and interpretation raising awareness and understanding of heritage and economic value of historic environment.	Lo	All	AONB	Cadw, EH, LAs, landowners, P&CCs
F/A Farming Action:						
a.	F1, F2	Encourage and assist landowners to enter into agri-environment schemes;	Med	All	FWAG	AONB, CCW, EN, DEFRA, WDP
b.	L5, F7, F9, P1, P5, P6	Develop a working group of farming interests, government agencies and AONB partners	Hi	1-5	AONB	CCW, CLA, EA, EN, LAs, FWAG, DEFRA, landowners, farmers, NFU, WDP
c.	L2, B3, F1, E1	Support the development of graziers and machinery networks to manage grasslands	Hi	All	AONB	CCW, CFL, CLA, DEFRA, EA, EN, FWAG, farmers, LAs, landowners, NFU, P&CCs, WDP
d.	L3, L5, F4, F7	Prepare and promote landscape guidelines that fully reflect the landscape character of the AONB for farmers, farming advisors, consultants, NFU representatives, etc.	Med	2-4	AONB	CCW, CLA, DEFRA, EA, EN, FWAG LAs, landowners, farmers, NFU, WDP
e.	F2, F7, F9	Monitor, review and inform on modifications to agri-environment schemes;	Med	All	AONB	CCW, EA, EN, LAs, FWAG, DEFRA
f.	F1, F2, F4	Promote whole farm plans throughout the AONB	Lo	All	AONB	CCW, CLA, DEFRA, EA, EN, FWAG, LAs, landowners, farmers, NFU, WDP
g.	L3, F8, E1	Encourage the use of biomass crops, subject to suitable evaluation of any landscape impacts.	Lo	All	AONB	CCW, EN, LAs, FWAG, DEFRA

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F/A						
h.	L1, B3, F1	Encourage management agreements and/or partnerships with farmers and landowners to protect particularly sensitive or valuable landscapes and wildlife habitats;	Med	All	AONB	CCW, WiT, EA, EN, LAs, FWAG DEFRA, WDP
i.	L3, F4, D2, D3	Promote guidance on the good design of agricultural buildings.	Med	2-5	LAs	AONB, FWAG, DEFRA, CPRE, CPRW
j.	F1, F2, A1, P1, P9	Establish a database of farmers in the AONB and facilitate communication.	Hi	1-5	AONB	DEFRA, FWAG, CFL, CLA, NFU, WDP
k.	L2, L5, B3, F3, F7, F9, P8	Influence the agricultural policy of the EU, Westminster Government and National Assembly for Wales to help achieve AONB objectives	Hi	All	AONB	CCW, WiT, EA, EN, LAs, FWAG, DEFRA
l.	L4, F1	Ensure the effects of GMOs on landscape and natural beauty are monitored	Lo	5+?	AONB	CCW, CA, WiT, EA, EN, LAs, FWAG, DEFRA
m.	F1, F11, C2, C3, E1	Facilitate and encourage local food initiatives to assist farmers and consumers in the AONB to produce and access the freshest, healthiest highest quality local produce.	Med	All	AONB	CCW, CA, CFL, WiT, EN, LAs, FWAG, DEFRA, WDP
n.	L2, L5, B3, F2	Ensure AONB is targeted for higher tier agri-environment scheme mechanisms	Hi	All	AONB	CCW, CA, WiT, EA, EN, LAs, FWAG, DEFRA, WDP
o.	L1, L3, L8, F5, F8, D2	Develop landscape guidelines on screening polytunnels, in addition to those prescribed within the voluntary code. Where landscape mitigation measures are not possible or desirable advise that no development should be allowed.	Med	1-5	LAs	AONB, CA, CCW, CPRE, CPRW DEFRA, FWAG, NFU
p.	L2, F1, F6	Identify skills needed to manage key local features and facilitate the running of a series of training courses to increase the local skills base	Med	All	AONB	CCW, CA, DEFRA, EN, FWAG, LAs, WDP, WiT,

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W/A Woodland, Trees & Forestry Action:						
a.	L2, B3, W1, W2, W3, W8, P1	Revise and promote the Woodland Management Guidelines through the AONB Woodland Management Liaison Group, and monitor their usage throughout the AONB;	Hi	2-3+	AONB	CCW, Coed Cymru, EN, FC, Heartwoods, LAs, woodland owners & managers, WT
b.	B2, W1, W2, W3, W5, P7	Encourage woodland owners to take advantage of the Forestry Commission's Woodland Grant Schemes; and other incentive schemes	Hi	All	FC	AONB, Coed Cymru, Heartwoods, woodland owners & managers, WDP
c.	L2, L3, B2, W2, W4	Forestry Commission to develop woodland design plans for their woodlands favouring native hardwood species;	Hi	All	FC	CA, CCW, EN, LAs
d.	L2, B2, W2, W4, P5	Promote partnership initiatives to progress woodland management, such as the EU LIFE Nature Ravine Woodlands Project.	Hi	All	AONB	CCW, Coed Cymru, EN, FC, Heartwoods, LAs, woodland owners & managers WT, WDP, WiT
e.	L2, B1, B3, W1, W2, W3	Encourage the defragmentation of ancient woodland sites, while respecting other important habitats such as unimproved pasture, heath and mire.	Med	All	FC	AONB, CCW, Coed Cymru, EN, Heartwoods, LAs, woodland owners & managers, WT, WDP, WiT
f.	L2, L6, B1, B3, W1, W2, W3	Encourage the restoration of coniferised ancient woodland sites	Hi	All	FC	AONB, CCW, Coed Cymru, EN, Heartwoods, LAs, woodland owners & managers, WT, WDP, WiT
g.	L2, B3, H1, H3, W1, W5	Promote awareness of the appropriate use of modern heavy machinery in sensitive areas or areas known to contain heritage features	Med	All	FC	AONB, CCW, Coed Cymru, EN, Heartwoods, LAs, woodland owners & managers, WT, WDP, WiT

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W/A h.	L2, B3, W1, W5	Promote and encourage the use of traditional methods and materials for carrying out woodland management on sensitive soils and in ancient woodland sites	Med	All	FC	AONB, CCW, Coed Cymru, EN, Heartwoods, LAs, woodland owners & managers, WT, WDP, WiT
i.	B6, W1, W8	Establish 'Forest Schools', Forest Education Initiative and other educational schemes to introduce children to the woodland environment;	Med	All	FC	AONB, woodland owners & managers, WiT, WDP
j.	L2, B2, B3, B4	Manage the impact of deer through Deer Management Groups;	Hi	All	AONB	DI, DMGs, EN, FC, WDI, woodland owners & managers, WT, WiT
k.	F11, W6, W8, C3, P5	Support the development of existing and new markets for local woodland produce;	Med	All	FC	AONB, CCW, Coed Cymru, EN, Heartwoods, LAs, woodland owners & managers, WT, WDP, WiT
l.	W5, W6, E1	Seek funding for woodland produce initiatives;	Med	All	FC	AONB, CCW, Coed Cymru, EN, Heartwoods, LAs, woodland owners & managers, WT, WDP, WiT
m.	F11, W5, W6, W8, U1, C3, E1	Promote the use of wood-fuel locally;	Med	All	FC	AONB, CCW, Coed Cymru, EN, Heartwoods, LAs, woodland owners & managers, WT, WDP, WiT
n.	L5, W4, P4, P7, P10	Ensure the Wye Valley is represented at appropriate levels when national and regional forestry and woodland policy is formulated;	Med	All	AONB	FC, CCW, EN, WT
o.	L2, L3, L7, B4, B6, H3,	Develop a replacement strategy for individual and hedgerow trees;	Med	3-5	AONB	CCW, EN, farmers, FC, FWAG, LAs, landowners, P&CCs, WiT, WDP

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
W/A						
p.	W1, W3, W4 W1, W6	Support, and promote and encourage entry into suitable woodland certification schemes	Med	All	Heart-woods	AONB, CCW, Coed Cymru, EN, LAs, woodland owners & managers, WT, WDP, WiT
q.	L4, W1, W4	Support research into the role and implications of minimal intervention woodland	Lo	3-5	FC	AONB, CCW, EN, LAs, WT, WDP, WiT
r.	W8, S3, R1	Encourage and promote public access to and quiet enjoyment of woodlands as a way of conserving less robust areas of the AONB	Lo	All	FC	AONB, CCW, EN, LAs, woodland owners & managers, WT, WDP, WiT
s.	L4, B5, P9	Establish an integrated database of AONB woodlands	Hi	2-4	AONB	CCW, Coed Cymru, EN, FC, Heartwoods, LAs, woodland owners & managers, WT, WDP, WiT
D/A Development Action:						
a.	D1, P1, P4	Develop an AONB Planning Protocol to clarify how local planning authorities continue to consult the Joint Advisory Committee on significant planning applications;	Hi	1-2	LPAs	AONB
b.	D1, P9	Monitor and review development trends and the approach taken by planning authorities to issues that affect the AONB;	Med	All	AONB	LPAs
c.	D1, D6, C1, C2, E5, P6	Encourage the completion of Village Design Statements for all settlements in the AONB; to a standard that is consistent and compatible with adoption as SPG	Med	All	AONB	LPAs, LA-LCC, CCC, P&CCs
d.	D2, D3, E2, E5, P6, P8, P10	Work together with relevant public and private organisations to provide consistent and respected building design guides and check lists for architects, builders and planning departments that cover every landscape character type in the AONB; and noise and light pollution	Med	3-5	AONB	Cadw, EH, EHT, LPAs, LA-LCC
e.	L1, D1, D3	Review and/or complete Supplementary Planning Guidance to encourage and reflect the importance of appropriate and sympathetic development within the AONB.	Med	3-5	LPAs	AONB

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
D/A						
f.	D1, P1	Develop an AONB Planning Topic Group to increase collaboration, co-operation and consistency and a 'joined-up' planning approach to the Wye Valley.	Hi	1-5	AONB	LPAs
g.	L1, D1	Engage in development and consultation stages of local plans and Local Development Frameworks	Hi	All	AONB	LPAs
h.	D3, D6, P1, P6, P10	Develop programme of training, seminars and workshops on AONB planning issues jointly for members and officers (preferably eligible as continuous professional development),.		All	AONB	CA, CCW, LPAs
i.	L1, D1, D3, D4	Favour the precautionary principle and protection of the landscape when considering new types of development that fall outside the current classification of development but have potentially significant impact upon the landscape, such as polytunnels.	Hi	All	LPA	AONB, CPRE, CPRW
j.	D2, D3, D6, C4, E2	Identify opportunities for appropriate business and housing development that:- a) are located to minimise visual and other impacts b) meet a genuine housing/business need appropriate to the valley c) have a designated final size from the outset	Med	All	LPA	AONB, P&CCs, CCC
M/A Minerals Action:						
a.	L1, L5, D1, D2, D3, M1, P1	Work with the Mineral Planning Authorities to review and adopt appropriate AONB policies	Hi	All	AONB	MPAs
b.	L2, L3, L5, G2, D2, D3, D5, M2	Work with existing quarry companies to ensure progressive restoration which is in keeping with the objectives of the AONB and to encourage an appropriate after use with an emphasis on nature conservation and sustainable tourism;	Med	All	MPAs	AONB, CCW, DEFRA, EN, EHT, FC, LAs, landowners, quarry companies

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
M/A						
c.	L2, L3, L5, B3, G2, F2, W3, D2, D3, D5, M2	Encourage companies to adopt ten year aftercare in the AONB, and to ensure all land in their ownership within the AONB is covered by an appropriate management plan and, if possible, entered into an agri-environment scheme, woodland grant scheme or other sustainable land use that is compatible with the landscape character;	Med	All	MPAs	AONB, CCW, DEFRA, EN, EHT, FC, LAs, landowners, quarry companies
d.	L3, L5, G2, D2, D3, D5, M2, M3, M4, E3	Encourage companies to recognise the importance of the AONB when preparing business plans and proposals for future produce supply;	Hi	All	MPAs	AONB, CA, CCW, DEFRA, LAs, landowners, quarry companies
e.	F11, M3, C3, E1, E2, E3	Support the investigation of the potential for small scale local extraction of building stone for local use where supplies are deficient, subject to strict controls on scale of operations, landscape impacts and appropriate restoration and re-use of sites	Med	3-5	MPAs	AONB, CA, CCW, DEFRA, LAs, landowners, quarry companies
U/A Utilities Action:						
a.	D2, D3, U1, E2	Encourage the development of small scale hydro-electric schemes at suitable locations on the tributaries of the Wye;	Med	1-5	AONB	LAs, EA, EN, CCW, DEFRA, P&CCs
b.	D2, D3, U1, E2	Encourage the use of solar water heating panels by residents and businesses in the AONB;	Lo	All	AONB	LAs, DEFRA, residents
c.	L2, L8, D3, U2, P4, P8	Negotiate for the alternative of placing cables underground, when the opportunity arises, for example through development control. Where this proves impractical, favour the least obtrusive route;	Lo	All	LPA	AONB, UC

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
U/A						
d.	L1, D2, D3, D4, U3	Insist that replacement masts are designed to the highest standard to blend in with the landscape of the AONB;	Hi	All	LPA	AONB, MPC
e.	L1, D2, D3, D4, U3, P7	Encourage mast sharing where appropriate;	Hi	All	LPA	AONB, MPC
f.	L1, D2, D3, D4, U3, P7	Liaise with operators to seek suitable solutions or locations for essential new telecommunication masts and equipment.	Med	All	LPA	AONB, MPC
g.	L1, D2, D3, D4, D6, U3, P6	Encourage assistance from independent bodies on monitoring all mast applications to ensure that best designs are produced to protect the visual impact of any masts. Especially public service installations.	Med	All	AONB	CPRE, CRPW, LWVS, LPA
T/A	Transportation Action:					
a.	T1, T2, T4, R1, P4, P5, P8	Work closely with local authorities in the development of their local transport plans	Med	All	AONB	Landowners, LHAs, P&CCs, HA, Sustrans
b.	T1, T2, T3, P4, P7	Improve dialogue and co-ordination between the different highways authorities, and with the transport operators	Med	All	AONB	Bus operators, landowners, LHAs, P&CCs
c.	T1, T2, T3, P4, P7	Influence local councils and bus companies for effective provision of public transport in rural areas of the AONB that currently have inadequate public transport	Med	All	LAs	AONB, bus operators, P&CCs
d.	T1, P8,	Gain greater commitment of transport operators in AONB.	Lo	All	LAs	AONB, bus operators
e.	T1, T2, T3, T4 R1, P5	Support an integrated sustainable transportation policy by encouraging walking, cycling and the use of public transport as an alternative use to the car	Med	All	LHA	AONB, P&CCs

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
T/A f.	L7, T1, R1	Continue support and promotion of the Wye Valley Wanderer Sunday bus service;	Hi	All	AONB	LAs, bus operators
g.	L7, T1, R1	Develop and extend similar initiatives and complementary schemes and routes to the Wye Valley Wanderer	Med	All	AONB	LAs, bus operators
h.	T1, R1	Expand the provision for the carriage of bicycles on the Wye Valley Wanderer bus service, and other related weekday services.	Hi	All	AONB	LAs, bus operators
i.	L7, T1, C2, R1, A1, P5	Continue to publicise and promote transport information for the AONB as a whole, in the form of 'Discover the Wye Valley on foot and by bus'.	Hi	All	AONB	LAs, bus operators
j.	L4, T1, T2, T4, S3, P6, P9	Study the capacity, purpose and usage of car parks inside and adjacent to the AONB, in order to define a promotional hierarchy and make best use of existing facilities; include consideration of encouraging 'park and ride' from outside the AONB and increasing encouragement of the use of alternative forms of transport.	Hi	2-4	AONB	FC, landowners, LAs, P&CCs
k.	L5, D2, D3, T3, T4, T5, T6, P4, P8	Encourage highway authorities to consult the Joint Advisory Committee on significant road schemes and inform the AONB Officer about smaller schemes;	Hi	All	LHA	AONB, HA
l.	L1, D2, D3, D4, T2, T4, T5, T6, S3	Resist new large scale parking schemes that are incompatible with the purposes of AONB designation	Hi	All	AONB	CPRE, CPRW, LAs, LWVS, P&CCs,
m.	L2, L5, D3, T3, T4, T5, T6, P4, P5, P8, P10	Liaise with the highway authorities to prepare and publish Highways development and design guidelines that cover the AONB	Med	3-4	AONB	LHAs, HA

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
T/A						
n.	L2, L3, L6, D2, D3, T3, T4, T5, T6 S3, P4	Liaise with the highway authorities to ensure that road improvements are sensitively designed to have the minimum impact on the landscape and to conserve rural character, and to ensure that highway landscaping is strongly linked to the surrounding landscape pattern e.g. new boundaries should be stone walls or native hedges;	Med	All	LHA	AONB, HA
o.	L1, L3, D2, D3, T3, T4, T5, T6 S3, P4	Liaise with the highway authorities to protect the character and special features of existing country roads, unclassified roads and byways; set out in the proposed Highways development and design guidelines for the AONB	Med	All	LHA	AONB, CPRE, CPRW
p.	L4, T3, T5, S3	Examine the scope for reducing the landscape impact of highway signs,	Hi	2	AONB	LHA, HA, LA-LCC, CPRE, CPRW
q.	L2, D2, D3, T3, T4	Encourage minimising of noise pollution from highways by the use of suitable road surfaces and by designing road improvement with the problem of noise pollution in mind	Lo	All	LHA	AONB, HA, CPRE, CPRW, LWVS, P&CCs
r.	L2, B3, B6, T4	Encourage the sympathetic management of herb rich roadside verges; including clear advice for contractors, consideration of horse riders etc. contained and promoted in the proposed Highways development and design guidelines for the AONB	Med	2-4	WIT	AONB, LHAs, EN, CCW
s.	T1, T2, T3, T4, S3	Support, identify, initiate and implement appropriate traffic management and control measures, as set out in the Local Management and Action Plans.	Med	All	LHAs	AONB, P&CCs
t.	L2, L4, L5, T1, T3, T4, T5, P10	Undertake feasibility study on quiet lane routes	Med	2-4	AONB	LHAs, P&CCs

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
T/A						
u.	D2, D3, T1, T2, T4, T5, T6, C1, C3, S3, R1	Encourage the development of safe walking and cycling routes linking local communities, schools, workplaces and tourist attractions, where there is a defined local need.	Med	All	LHA	AONB, landowners, P&CCs, HA, Sustrans
v.	T1, T2, T4, C1, C2, C3, E5, S3,	Consider relevant measures such as home zones, individual green travel plans and speed limitation where appropriate	Lo	3-5	LHA	AONB, landowners, P&CCs, HA, Sustrans
w.	T1, P4, P10	Ensure policies and initiatives highlighted in the Welsh Assembly Government 'Road Safety Strategy' and draft Walking and Cycling Strategy' are adopted.	Med	All	LHA	AONB, landowners, P&CCs, HA, Sustrans
x.	T1, T2, T4, T5 C2, C3, E3	Consider the feasibility of an experimental rural congestion-charging scheme as part of the review of the Symonds Yat Management Plan and traffic management options at Tintern	Lo	3-5	AONB	LHAs, P&CCs
y.	D2, D3, T1, T2, T4, T5, T6, C1, C3, S3, R1	Recognise the needs of the less able and compliance with the Disability Discrimination Act 1995 in relation to all transport routes, particularly walking and cycling routes.	Med	All	LAs	AONB, HA, bus operators, Sustrans
z.	L1, L5, D1, T2, T4, C2, S1, R1, R2	Consider the use of Traffic Regulation Orders to prevent the use of green lanes by motorised two and four-wheel vehicles.	Med	All	LHA	AONB, P&CCs, landowners

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
C/A Community Development Action:						
a.	L7, C1, C2, P1, P6	Develop the AONB Socio-economic Topic Group to improve environmental sustainability and the socio-economic well being of businesses and communities in the AONB;	Hi	1-5	AONB	LAs, CCC, CC, P&CCs
b.	C1, C2, C3, P3	Help to establish major project funding opportunities for community initiatives;	Med	All	CCC	CA, LAs, CC, P&CCs, AONB, RDAs
c.	L2, L7, B3, F6, C1, C2	Support the growth and co-ordination of volunteer groups in the AONB, particularly those focused on the conservation or enhancement of the special qualities of the AONB	Med	All	AONB	LAs, P&CC, CCC, WiT
d.	L2, L7, B3, F6, C1, C2	Provide resources and technical assistance for volunteer projects that contribute to the conservation or enhancement of the natural beauty	Hi	All	AONB	CA, CCW, EN, LA-LCC, P&CC, CCC, WiT
e.	C1, C2, C3, E3, E5, R1	Support the retention of facilities such as shops, village halls, public houses and other local amenities;	Med	All	P&CCs	LAs, CC, CCC, AONB
f.	L2, L7, H5, C1, C2, E3, R1, A1, P6	Work with individuals, groups and Community/Parish Councils to promote and celebrate their local environment, for example through walks and events;	Hi	All	P&CCs	LAs, CCC, AONB
g.	L2, L4, L7, H2, C1, C2, E3, R1, A1, P6,	Stimulate and support local projects like Parish Maps, community appraisals and village design statements;	Med	All	P&CCs	LAs, CCC, AONB

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
C/A						
h.	A1, A2, P6	Continue to produce and Increase distribution of the AONB newsletter 'Picturesque' within local communities.	Hi	All	AONB	P&CCs, residents
i.	C1, C2, C4, P6	Develop social inclusion programmes	Med	All	CCC	AONB, LAs, P&CCs
j.	L7, C1, C2, R2, A1, A2, P1, P5, P6	Commission a trained community development worker to advise on more creative and inclusive community consultation techniques and assist the consultation process for reviewing the AONB Management Plan	Hi	3-5	AONB	CCC, residents
k.	T1, C1, C2, C3, C4, P6	Develop social inclusion and mobility programmes, including walking and cycling for health and the provision of the necessary infrastructure	Lo	All	AONB	CCC, LAs, P&CCs, residents, Sustrans
l.	D1, C1, C3, C4, P10	Facilitate discussion of best practice in providing affordable housing for local people and lobby for improved mechanisms to achieve this	Lo	All	LAs	AONB, CCC, P&CCs, residents
E/A	Rural Economy & Rural Regeneration Action:					
a.	L7, E2, E3, E4, E5, P1, P7, P8 F11,	Engage local business interests in discussion about benefits of AONB	Med	1-5	AONB	BL, CC, CLA, businesses, LAs, NFU
b.	E1, E2, E3, E5, P5, P9, P10	Identify key local products that will achieve maximum benefit by co-ordinated promotion	Hi	1-5	AONB	BL, CC, CFL, CLA, businesses, LAs, NFU, WDP
c.	L4, E1, E2, E3, E5, P5, P10	Develop an inventory of local businesses and local products	Med	2-5	AONB	BL, CC, CFL, CLA, businesses, LAs, NFU, WDP
d.	F8, F11, E1, E2, E3, E5 P5, P7, P8, P10	Engage in development of strategies for promotion and marketing of key local produce and local businesses that conserve or enhance the natural beauty of the AONB	Hi	3-5	AONB	BL, CC, CFL, CLA, businesses, LAs, NFU, WDP

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
E/A e.	F1, D1, D3, M2, U1, T4, C3, E1, E2, P5	Develop environmental and sustainable management options for local businesses e.g. opportunities for use of renewable energy, recycling, green audit kits etc.	Med	1-5	AONB	BL, CC, CLA, businesses, LAs
f.	E3, E5, P1, P3, P5, P7	Promote the contribution businesses make to the AONB	Med	All	AONB	BL, CC, CLA, businesses, LAs
g.	E1, E3, E4, E5 P1, P5, P8	Link AONB into business advisory services	Lo	3-5	AONB	BL, CC, CLA, businesses, LAs
h.	L2, E3, E5, P1, P3, P5, P7	Seek joint ventures and business sponsorship for AONB projects to conserve or enhance the special qualities of the AONB	Hi	All	AONB	BL, CA, CCW, CC, CLA, businesses, LAs, WDP

S/A

Sustainable Tourism Action:

a.	L4, S2, P9	Consolidate and analyse tourism data for the AONB;	Hi	1-5	LAs	AONB, Cadw, CCW, CRT, EH, FC, FTA, HETB, LAs, WVT, SHTA, SWT
b.	L4, S2, P9	Monitor and review the impacts of tourism on the special qualities and distinctive attributes of the Wye Valley AONB so that a balanced judgement may be taken of what tourism activity or development opportunity is or is not in the AONB's interests.	Med	All	AONB	CCW, CRT, EN, FTA, HETB, LAs, WVT, SHTA, SWT
c.	L4, S2, P9	Establish what the carrying capacity of the AONB is for the key tourism and recreation activities; and engage in discussions with interested sectors as to the appropriate levels	Med	3	AONB	LAs, CRT, HETB, EA, P&CCs, SWT, WVT, SHTA, WiT, EN, CCW, CA, FC

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
S/A d.	E2, E4, E5, S1, P1, P8	Through the AONB Tourism Liaison Topic Group ensure tourism operators have the advice and support they need to be more sensitive to conservation issues in the AONB;	Hi	All	AONB	LAs, CRT, HETB, FTA, WVT, SHTA, SWT
e.	L2, E2, P5	Promote Green Audits kits and Integrated Quality Management;	Lo	All	LAs	AONB, CRT, HETB, FTA, WVT, SHTA
f.	L5, E3, E5, S1, P4, P8	Ensure that tourism strategies in the three counties adopt sustainable tourism principles and recognise the national importance of the AONB;	Hi	All	LAs	AONB, CRT, HETB, FTA, WVT, SHTA
g.	L7, S1, A1	Provide information and interpretation to increase visitors' awareness and appreciation of the AONB;	Hi	All	LAs	AONB, Cadw, EA, EN, EH, FC, WVT, visitors
h.	S3, R2	Review the Symonds Yat Management Plan.	Hi	2-4	AONB	All
i.	C3, E1, E2, E3, E4, S1, S3, R1, R3, A1, P5, P8	Encourage co-ordinated 'package' promotion of area's features and attractions	Med	All	LAs	AONB, CRT, HETB, FTA, WVT, SHTA, SWT
j.	T1, C1, C3, S1, R1, R3, A1	Encourage walking and cycling tourism, and other activities where they are compatible with the other objectives of the AONB and not harmful to the special qualities of the AONB	Lo	All	LAs	AONB, CRT, EA, HETB, FTA, WVT, SHTA, SWT, Sustrans
k.	L8, T1-5	Assess the sustainability of viewpoint lay-bys and make recommendations accordingly	Lo	1-3	LHA	AONB, P&CCs
l.	F1, F11, C2, C3, E1, S1	Promote use of local produce in local food outlets	Med	All	AONB	CFL, CRT, HETB, FTA, LAs, WVT, SHTA, SWT

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
R/A Recreation & Access Action:						
a.	L4, B5, P9	Monitor the impact of recreational activities in vulnerable parts of the valley; e.g. sites with high scenic value, those subject to very heavy use and abuse, sites of biodiversity interest or designated wildlife sites	Med	1-5	AONB	LAs, RUG, EA, FC
b.	L1, L5, G2, W1, T1, R1, R2, R3, P1, P5, P6	Prepare a Recreation and Access Strategy for the AONB	Med	3-5	AONB	EA, LAs, FC, P&CCs, RUG
c.	L5, G2, R1, R2, P1, P6	Establish an AONB User Group to co-ordinate an overall recreation strategy for the AONB;	Hi	1-5	AONB	LAs, RUG, FC, EA
d.	L1, B3, G2, H1, W1, M2, T1, C1, S1, R1, R2, P1, P7, L5,	Work in partnership to identify and promote the more robust sites for appropriate recreation activity and usage	Lo	2-5	AONB	EA, LAs, FC, P&CCs, RUG
e.	P1, P3, P7, P8	Actively participate in the Local Access Fora and Wye Navigation Advisory Committee and Wye Management Advisory Group to integrate AONB priorities	Hi	All	AONB	LAs, RUG, FC, P&CCs

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
R/A						
f.	L5, D1, T1, R1, P4, P3, P7, P8,	Ensure cross-border co-ordination of Rights of Way Improvements Plans within the AONB and the prioritisation of route improvements.	Med	All	LHA	AONB, RUG, FC, P&CCs
g.	L5, T1, R1, P4, P5, P7, P8, P10	Share best practice with other protected areas, highway authorities and others over recreational and access management issues	Med	All	AONB	LAs, RUG, FC, P&CCs
h.	S1, R1, R3, P4, P5, P8	Manage local authority owned sites in a sustainable manner;	Med	All	LAs	AONB, P&CCs
i.	S1, R1, R3, P4, P5, P8	Encourage other public agencies and private organisation and landowners to promote and manage sustainable access and recreation of their sites;	Med	All	AONB	EA, FC, WiT, EN, CCW, LAs, landowners, P&CCs, WT
j.	T1, C2, C3, S1, R1, A1, P1, P4, P5, P7, P8, P9, P10	Promote, manage and maintain the Offa's Dyke Path National Trail and Wye Valley Walk to a high standard;	Hi	All	LHAs	AONB, ODI, FC
k.	R1, R3	Maintain a Rights of Way network that is free of obstruction, legally defined and well promoted	Med	All	LHAs	FC, landowners, P&CCs
l.	T1, S1, R1, P5, P8, P10	Encourage the appropriate expansion of national, regional and local routes for walking, cycling, horse riding and carriage riding	Med	All	LHA	AONB, RUG, FC, P&CCs, Sustrans

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
R/A						
m.	L2, T1, S1, R1, R3, P5, P8	Support the provision, promotion and/or improvement of footpaths, bridleways and county roads that have both scenic and recreation value;	Med	All	LHA	AONB, RUG, FC, P&CCs, Sustrans
n.	L5, T1, S1, R1, R2, A1, P5, L5,	Produce best practice guidance for various recreational pursuits, through AONB Users group.	Med	2-4	AONB	LAs, RUG, EA
o.	T1, S1, R1, R2, P4	Encourage, support and promote lawful use of Public Rights of Way and follow government and Countryside Agency and Countryside Council for Wales advice where available	Med	All	LHA	AONB, RUG, FC, landowners, P&CCs, Sustrans
p.	L2, L5, L8, H1, H5, T1, S1, R1, R2, A1, P4	Develop opportunities to increase sustainable access to and awareness of the historic buildings, features and viewpoints in the Wye Valley.	Med	1-5	AONB	LAs, EA, EHT, FC, landowners, P&CCs, Sustrans, WVT
q.	R2, P5, P6, P8	Encourage understanding and respect for the responsibly exercised activities of others which conserve or enhance the special qualities of the AONB, particularly activities enjoyed by minorities	Lo	All	LHA	AONB, FC, landowners, P&CCs, RUG, Sustrans

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
A/A Appreciation and Understanding Action:						
a.	L7, A1, A2, P5	Develop high quality methods of improving the awareness of visitors and residents about the AONB designation;	Hi	1-5	AONB	Businesses, CA, CCW, CRT, EA, FTA, HETB, LAs, landowners, WVT, SHTA, SWT
b.	L7, A1, A2, P5	Update and expand existing countryside literature;	Med	All	AONB	LAs, WiT, FC, CA, CCW, CLA, EHT
c.	S2, A2, P9	Undertake resident and visitor surveys on a regular basis;	Med	1-5	AONB	LAs, CA, CCW, CRT, HETB, FTA, landowners, WVT, SHTA, SWT
d.	C2, A1, P1, P7	Investigate the possibility of further retail outlets becoming information points for the AONB;	Med	1-5	AONB	CC, businesses, LAs
e.	L7, A1, P7	Develop an Interpretation Strategy for the AONB;	Med	1-4	AONB	LAs, CA, CCW, CRT, EA, EN, FC, FTA, HETB, landowners, P&CCs, SHTA, SWT, WVT
f.	L7, A1, P4, P6, P7	Develop support for and implementation of AONB signage in villages, sites and gateways / entrance signs on all major routes into the AONB	Hi	3-5	AONB	CA, CCW, CRT, FC, FTA, landowners, LAs, LHA, LPA, HA, HETB, P&CCs, RDA, SHTA, SWT, WVT
g.	L7,A1, P7, P8	Encourage educational opportunities for schools and colleges;	Hi	All	AONB	LAs, schools, EHT
h.	L7,A1, A2, P6, P8	Continue to provide information through guided walks, talks and events.	Hi	All	AONB	LAs, WiT, EHT
i.	P1, P4, P5, P7,	Encourage all public bodies with facilities in the AONB to maintain their property to the highest possible standards.	Med	All	AONB	EA, FC, HA, LAs, LHA, P&CCs
j.	L7, A1, A2, P5, P7, P8	Encourage, support and promote the provision of better interpretation and information of and at local attractions, pubs, cafes, village shops etc.	Med	All	AONB	Businesses, CCW, CRT, EN, FC, FTA, HETB, LAs, landowners, P&CCs, SHTA, SWT, WVT

Ref	Links to Strategic Objective WV-	Proposed Actions	Priority	Year	Lead Partner	Other partners
P/A	Partnership, Management and Governance Actions:					
a.	L7, A1, P1, P5, P6, P7	Promote the work and role of the JAC and AONB Unit locally as an example of the value of an integrated approach to land and landscape management;	Hi	All	AONB	LAs, CA, CCW, CLA, CPRE, CPRW, EA, EN, EH, EHT, FC, GOWM, GOSW, LWVS, NFU, P&CCs, WiT, WT, WVT
b.	L5, P1, P2, P3, P4, P5, P6, P7, P8, P9, P10	Improve the quality of AONB management by closer co-operation in AONB partnerships;	Hi	All	AONB	All
c.	L4, L5 P1, P4, P9	Encourage Section 85 organisation to co-ordinate existing mechanisms to monitor changes affecting the AONB, and establish new mechanism where needed;	Hi	All	AONB	All public bodies
d.	L4, L5, D1, P1, P4, P9	Develop a framework to encourage Section 85 organisations to have co-ordinated policies and action that contribute to the aims of the AONB;	Hi	All	AONB	All public bodies
e.	L5, P1, P2, P3, P4, P5, P7, P8, P9, P10	Engage with regional assemblies, regional development agencies and other regionally based organisations and encourage consistency of approach across borders	Hi	All	AONB	CA, Cadw, CCW, DEFRA, EA, EN, EH, FC, GOWM, GOSW, RDA, WAG, WDA
f.	L4, B5, G1,H2, T2,S2, P9	Establish a comprehensive Geographical Information System (GIS) for the AONB;	Hi	All	AONB	CA, Cadw, CCW, DEFRA, EA, EN, EH, FC, LAs
g.	L7, A1, P6	Establish an AONB Forum for all interested parties in the AONB to hold open discussion and debate about the AONB;	Med	1-5	AONB	All
h.	P1, P5	Maintain the Wye Valley AONB in the forefront of national AONB policy and best practice;	Hi	All	AONB	LAs, CA, CCW
i.	P1, P4, P10	Review the effectiveness of the AONB partnerships and administrative arrangements	Med	1, 5	AONB	LAs, CA, CCW
j.	L5 P4, P7	Encourage public service bodies to give high priority to maintaining effective presence and enforcements in the AONB	Med	All	LAs	Cadw, CCW, DEFRA, EA, EN, EH, FC

11 MONITORING AND EVALUATION

11.1 Establishing mechanisms to monitor and evaluate the effectiveness of the Area of Outstanding Natural Beauty (AONB) is essential. However, the distinction needs to be made between

- a) what is required to evaluate the condition or state of the AONB,
- b) the effectiveness of the AONB Management Plan and its implementation and
- c) what might be required to evaluate the work of the AONB unit and Joint Advisory Committee as recipients and distributors of public funds. These require three separate approaches.

a) The state of the AONB

11.2 The State of the AONB Report establishes the basis for monitoring the effectiveness of the conservation and enhancement of the Wye Valley AONB. Table 4 identifies 100 Measurements of Change for the Special Qualities of the AONB. However, with the Wye Valley AONB straddling two countries, three government regions and four local authorities there is a considerable challenge to get reliable data for the whole AONB. Information is lacking and what is available is not always at a useful level of detail. For example data may be specific to parish or ward boundaries, whereas the AONB boundary cuts many parishes in half, or it may be collected in England but not in the same way in Wales. It is unlikely that the time or resources are available to collect and evaluate all the data to consistently measure the 100 different aspects in the State of the AONB Report. The important point is to make a start by bringing together what information is currently available and using it to answer, at least some of, the key questions, which are necessary to enable the rest of the process to continue.

11.3 Gathering information and undertaking additional research is therefore identified in the Strategic Objectives and part of the Action Plan. Information gathering and building up baseline data will be an ongoing part of the Management Plan process. This will feed into subsequent State of the AONB Reports and into the monitoring and review process.

11.4 It is anticipated that within two or three years meaningful and appropriate measures will be developed to collectively report on the

contribution AONBs make to environmental and economic well being at a local, regional and national level. The National Assembly for Wales already requires that the AONB units in Wales report annually to the Countryside Council for Wales on ten performance indicators. The Countryside Agency is likewise working to produce guidance on the reporting and evaluation of AONB team performance as part of the post CRoW Act responsibilities for AONBs. Generic indicators for AONBs in the South West of England have been developed. These are listed in Appendix V. Where appropriate these will be adopted in the Wye Valley AONB.

11.5 There is the need to identify specific indicators for key special qualities or features not covered by any generic set of national or regional indicators. Consequently an assessment will be undertaken

a) of what information is currently available and how that can be utilised to report on the State of the AONB

b) if further information is required that is not currently available, what the data requirements are and how that can be co-ordinated, who needs to be involved and how.

However care will be needed to ensure that only priority targets are set to avoid creating a huge reporting burden. For each identified measurement or indicator where baseline data already exists a target will be set with a specified timeframe. Targets will also be identified for collation where data does not exist. This framework of indicators will be adopted by the AONB partners as the basis for monitoring the state of the AONB.

11.6 The State of the AONB Report will be reviewed every five years as part of the Management Plan review process. Reviews will highlight trends and the information will be used to assess any important issues and areas that need attention. This will inform future AONB policies, guiding action and the efficient use of resources.

b) The Management Plan

11.7 The effectiveness of the AONB Management Plan will be measured through the progress or achievement of the Targets identified for each Strategic Objective. The AONB unit will report annually on the progress of the Management Plan. The 5 year Management Plan review process will require that a major assessment of progress will be undertaken in 2007, before work will need to start on the production of the next edition of the Management Plan.

c) The AONB unit & JAC

11.8 The AONB unit and Joint Advisory Committee will be evaluated through the implementation of the Action Plan. This will be monitored through the progress and achievements of identified actions and milestones agreed by the AONB partners through the annual 3 year rolling work programme. Progress will be reported through the AONB Annual Report.

11.9 All publicly funded projects and initiatives in the AONB are scrutinised under the normal procedures of the main funding partners and their appropriate auditing systems.



Photo: AONB Unit