

Briefings

Briefing 1 – National Grid Visual Impact Provision – Introducing the Landscape Enhancement Initiative

Time 11.30 and 12.45 (double session)

Session A

Description

The Landscape Enhancement Initiative (LEI) is a grant scheme that National Grid is creating as part of its Visual Impact Provision project. Stakeholder driven and developed with the project's Stakeholder Advisory Group, LEI funding will be available for a range of local visual improvement schemes to reduce the impact of existing National Grid electricity transmission lines across English and Welsh AONBs and National Parks.

Awards up to £200,000 are available for the 30 AONBs and National Parks which are impacted by our infrastructure and were subject to the original landscape and visual impact assessment. Discover how to apply for a share of the £24 million allocation available over the next six years.

Summary of what participants might take away from the session

A clear idea of the projects eligible for funding under the LEI, the type of information assessors will require, levels of match funding necessary, how projects will be monitored and evaluated and the timescales for application in the first round of awards. Attendees will also have the opportunity to ask questions on the day, feedback their thoughts and ideas on the LEI and the application / award process and help to shape the final details of the scheme.

Who will deliver the briefing?

Hector Pearson, Planning Policy Manager, National Grid
Stuart Fox, Director, Camargue

The National Association for Areas of Outstanding Natural Beauty

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Briefing 2 - Refreshing Future Landscapes – revisiting how the AONB Family has collaborated and will collaborate in years to come

Time 11.30

Session B

Description

The briefing will

- I. Introduce what effective collaboration is and why, more than ever, it is important that the Protected Landscapes Family collaborates.
- II. What the Future Landscape Programme introduced to the participants from the AONB Family and what has been achieved.
- III. How Collaboration will be taken forward.

Summary of what participants might take away from the session

If participants were part of the original Future Landscapes programmes, they will be reminded of the critical importance of collaboration, of some of the techniques we developed to improve collaboration and some of the work they helped deliver.

For those new to Future Landscapes, there will be an insight into how collaboration can work in the AONB Family, see how the programme developed, the ability to collaborate, and see how they might get involved in the future.

All participants will be introduced to the approach that the NAAONB wishes to follow for collaborative working across all protected landscapes.

Who will deliver the briefing?

Richard Clarke, Policy and Development Manager

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National Association for AONBs

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Briefing 3 - Bringing home the Bacon – building relationships with the private sector

Time 11.30

Session C

Description

The Heritage Lottery Fund supported the National Association for AONBs to look at building relationships with the private sector to help secure resources. A peer mentoring programme was established that utilised success stories from AONBs along with guidance from a range of private sector companies, including hospitality trade, energy & water providers, food & drink providers and more. The programme produced a guide to help AONBs take the first steps into diversifying their funding streams through the private sector.

Summary of what participants might take away from the session

A deeper understanding of what the private sector is looking for in a relationship with an AONB and how to go about establishing this relationship.

Who will deliver the briefing?

Ian Rees, Dorset AONB Partnership

Cathy Smith, Dedham Vale and Suffolk Coast & Heaths AONB Partnership

David Blake, Cranborne Chase AONB Partnership

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Briefing 4 - Communicating Sustainable Transport and Tourism to Visitors

Time 12.15

Session B

Description

Lessons we have learnt on how to communicate effectively the notion of sustainable travel to potential visitors using traditional marketing channels as well as new media, including social media and video. The briefing will include case studies of where sustainability has been communicated effectively to drive behavioural change.

Summary of what participants might take away from the session

- How to (and how not to!) communicate sustainable travel to visitors.
- The language of sustainability in a visitor-facing context.
- The power of new media, especially social media and video to drive behavioural change.

Who will deliver the briefing?

Richard Hammond, Chief Executive, Greentraveller Media Group

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Greentraveller Media Group

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Briefing 5 - Broadly Engaging with Tranquillity (BETP)

Time 12.15

Session C

Description

Many, if not all Protected Landscapes refer to 'tranquillity' in *Special Qualities*. As a perceptual quality, views on tranquillity can prove nebulous and as a relative quality, people's perceptions tend to the subjective and vary according to their background, origin and outlook: adding to the complexity of defining and subsequently measuring tranquillity. Focussing on Purbeck (Dorset), researchers from the University of Winchester gathered almost 10,000 views on tranquillity from institutions, user groups, residents and visitors. These views were categorised, subsequently mapped and modelled in GIS. BETP sheds light on factors contributing to tranquillity (for its conservation and enhancement) and is replicable elsewhere.

Summary of what participants might take away from the session

Participants will enhance their understanding of

- tranquillity as a quality of landscape,
- participatory research methods,
- outputs of partnerships between Universities and Protected Landscape bodies
 - The practical use of the BETP in for example
 - contributing to address goals of the NPPF and
 - creating opportunities to enhance the environmental wellbeing of the landscape, and social and economic wellbeing of its residents.

Who will deliver the briefing?

Dr Denise Hewlett, Principal Investigator (University of Winchester)

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University of Winchester

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Briefing 6 - The Duty of Regard – maximising the usefulness of Section 85 (and s.62)

Time 12.15

Session D

Description

The work has two principal aims

1. To increase understanding among both AONBs and Statutory Undertakers of the s.85/s.62 Duty of Regard, what legal intention lies behind it, what force it really has and therefore what it can actually do for us (both positive and negative).
2. In the light of governmental, institutional and commercial changes since 2000, to update ss.85 and 62 for the contemporary context (e.g. embracing Local Enterprise Partnerships, BT etc.).

Summary of what participants might take away from the session

- An understanding of why the Duty of Regard is now being examined afresh, what avenues are being explored and how they can contribute to this collective initiative by the AONB Family (and, we hope, National Park Family).
- Information on the legal challenge being brought in the Kent Downs AONB.
- Ideas about how we could make better use of the Duty of Regard in our own areas, perhaps giving it greater force than we have hitherto understood it to have.

And, depending on participants' contributions:

- An impression of others' experiences with s.85/s.62, especially frustrations with lack of awareness, non-fulfilment and/or claimed exemption (real or claimed), and from this a sense of the priority organisations/subjects for updating of the s.85/s.62 guidance and regulations (?).

Who will deliver the briefing?

Linda Bennett, Blackdown Hills AONB Partnership

Fiona Ellis, Isle of Wight AONB Partnership

Paul Jackson, Howardian Hills AONB Partnership

Nick Johanssen, Kent Downs AONB Partnership

Henry Oliver, North Wessex Downs AONB Partnership

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Briefing 7 - Natural Capital Investment Plans

Time 14.00

Session C

Description

The Northern Upland Chain LNP has been developing a pilot Natural Capital Investment Plan and a framework that other LNPs might use to develop plans of their own. This briefing will look at the concept of natural capital, why we need to invest in it now, and the benefits of taking a natural capital approach to conservation. It will also look at how investment cases are made and some of the mechanisms for turning opportunity into investment.

Summary of what participants might take away from the session

An understanding of the concept of natural capital; ideas on the benefits of this approach to supporting investment in conservation; the confidence to do their own natural capital investment planning and what it might entail.

Who will deliver the briefing?

Chris Woodley-Stewart, Director North Pennines AONB Partnership and Vice Chair of the Northern Upland Chain LNP.

Ian Dickie – economist, Eftec (Economics for the environment consultancy) Eftec also worked on the Natural Capital Committee's third State of Natural Capital Report.

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Briefing 8 - AONB Family Communications – looking at the AONB Communications Action Plan for the duration of the Business Plan

Time 14.00

Session B

Description

The briefing will feed back on the progress of the AONB Family Communications Strategy and Action Plan 2015-18 on which the NAAONB is taking the lead.

It will give the background to how the Action Plan was devised and agreed by the AONB Family and how we are taking it forward including planned events and campaigns.

We will discuss and develop the idea of “Outstanding Week” 19-27th September which will help raise the profile of the UK’s 46 AONBs to the general public with a planned series of events.

We will also be joined by National Parks England to discuss the recent work on the “So much more than the view...” publication that was jointly produced and published to demonstrate the value and relevance of England’s AONBs and National Parks, and look at ways we could work together in the future.

Summary of what participants might take away from the session

- Understanding of and enthusiasm for the events within the Action Plan
- Ideas on how they can get involved
- a commitment to get involved and take it forward with their partnerships

Who will deliver the briefing?

Jill Smith, Communications & Events Manager

Sarah Jackson, NAAONB Board Raising Profile Portfolio

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Briefing 9 - A proposed national consultancy arm for the NAAONB

Time 14.00

Session C

Description

A chance to hear about and discuss the proposal to establish a national consultancy arm for the NAAONB.

In March 2015, the National Association for AONBs' Board agreed to support the establishment of a national consultancy to work with and for the AONB Family. A six month set up phase began in April 2015 and this briefing session will form part of the national dialogue seeking to agree the form and function of the new consultancy.

In 2014/15 AONB Partnerships and Conservation Boards bought in some £750,000 of external services, primarily planning casework, research contracts and funding bid development. Is there a role for a national consultancy to 'add value' to the work of AONB partnerships by offering strategic, co-ordinated and cost effective solutions to the purchase of external services? What scope is there for AONB staff to deliver/contribute to internal and external commissions through the consultancy?

This briefing will present 'work in progress' and invite discussion and response from participants to help build a national consultancy arm fit for purpose.

Summary of what participants might take away from the session

- An understanding of the opportunities and constraints involved in establishing a national consultancy arm
- An outline of the next steps to be taken in developing a national consultancy arm.

Who will deliver the briefing?

David Dixon – Dave has been awarded a 6 month contract call off contract to undertake research into the viability, form and function of a consultancy arm for the NAAONB.

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Briefing 10 - Big Chalk

Time 14.45

Session A

Description

This briefing will present the progress that has been made to develop an EU LIFE Integrated Project proposal, present the outcomes of the Logical Framework sessions and create clarity around the opportunities for protected landscapes in forming an innovative, high quality delivery mechanism that is replicable across Member States.

Summary of what participants might take away from the session

- The opportunities for participant AONB partnerships in the Big Chalk IP
- The learning gained from initiating a national-scale proposal.

Who will deliver the briefing?

David Blake, Cranborne Chase AONB Partnership
Chris Fairbrother, South Downs National Park Authority

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Briefing 11 - Volunteering and Tourism

Time 14.45

Session B

Description

Suffolk Coast & Heaths AONB Partnership is working with the local tourism DMO to deliver improvements to the volunteering offer in a key tourism area and help improve the local economy by increasing the 'off' season opportunities for visitors to get more involved in volunteering. The project has been funded by the Coastal Communities Fund to autumn 2016, and will enable us to establish a volunteer 'Greeters' scheme; explore the opportunities to establish the area as a place to come to for a conservation/volunteering holiday; establish the USP; run trial holidays; and understand the training needs of local people to support the project.

Summary of what participants might take away from the session

Of interest to the other AONBs are these activities:

- Getting funding for projects, including staff support
- Training and delivery of an AONB/area 'Greeters'/ambassadors/welcome project, to welcome people to a destination and at hotspot sites
- Understanding of the need to coordinate local volunteer organisations for an assessment of volunteering opportunities throughout the area
- Working with holiday accommodation companies to increase the offer of things to do in the area to visitors
- Experience of establishing a 'working'/volunteering holiday business scheme

Who will deliver the briefing?

Cathy Smith – AONB Communications Officer and Project lead for the Suffolk Coast Volunteer Tourism Project

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Dedham Vale AONB/Suffolk Coast & Heaths AONB Partnerships

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Briefing 12 - Social Forestry – learning from the social forestry pilot work and future funding opportunities

Time 14.45

Session C

Description

A chance to hear about the evaluation of phase II of the National Association for AONBs social forestry pilot projects – funded by Cabinet Office/ DECC. The 12 month pilot took a peer to peer mentoring approach to support new woodland groups interested in re connecting people to the multiple benefits of active woodland management.

The second part of the briefing will look ahead and explore ways in which AONB partnerships might become active participants in a 3 year Big Lottery funded programme to scale up the range of support on offer to new woodland social enterprises.

Summary of what participants might take away from the session

- An understanding of the range of approaches being taken to support woodland social action and enterprise,
- An appreciation of the learning that emerged from phase II of the NAAONB Social Forestry Pilots and
- An outline of how to become involved in the Big Lottery Programme.

Who will deliver the briefing?

David Dixon who led the NAAONB Social Forestry Pilot Projects and is a member of the Woodland Social Enterprise Network Management Group. He will be joined by AONB teams involved in the woodland pilot projects.

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Briefing 13 - Professional qualification for Protected Landscapes staff

Time 14.45

Session D

Description

There is no professional recognition/qualification for the holistic work Protected Landscapes (AONB/NP) staff do. We will report back on a survey of AONB staff to identify who gains recognition through current professional organisations and how applicable they are to our profession / expertise. We will discuss whether we should encourage membership of currently available professional organisations or pursue developing our own, using bespoke criteria.

Summary of what participants might take away from the session

- A greater understanding of which professional organisations offer recognition/qualification for particular areas of work that Protected Landscapes (AONB/NP) staff do.
- Engagement in the debate about whether currently available professional organisations provide sufficient / appropriate recognition &/or qualification or whether bespoke criteria is needed.

Who will deliver the briefing?

Andrew Blake, Wye Valley AONB Partnership

Paul Esrich, Malvern Hills AONB Partnership

Chris Lindley, Gower AONB Partnership

Howard Sutcliffe, Clwydian range and Dee Valley AONB partnership

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