

Delivering the Plan

A series of actions designed to achieve the Management Plan objectives is presented in a separate Delivery Plan. The full Management Plan and the Delivery Plan are available at www.arnsidesilverdaleaonb.org.uk

Sustaining the exceptional landscape of the area is a major challenge and needs investment along with the support of many organisations and individuals. Dynamic partnership working is critical to enable successful delivery of the Plan and to maintain a strong resilient AONB Partnership into the future.

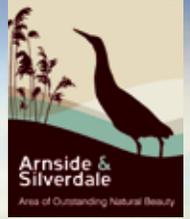
The AONB Team plays an essential role in this process: providing management and leadership, making things happen on the ground, translating vision and national policy into local action, stimulating collaboration and delivering results, and providing value for money by accessing funding and resources.



Arnside & Silverdale AONB
Old Station Building, Arnside,
Carnforth LA5 0HG
T: 01524 761034
E: info@arnsidesilverdaleaonb.org.uk
www.arnsidesilverdaleaonb.org.uk

Photos by: Adam Donaldson, RSPB images.com, David Morris, Marcus Pomfret / Art-image, Jon Barber, Wildlife Trust, Tony Riden, Rob Petley-Jones, Barry Stacey, Charlie Hedley
Design: Capra Design

Arnside & Silverdale Area of Outstanding Natural Beauty



Adam Donaldson

A Summary of the 2014 - 2019 Management Plan for Arnside & Silverdale Area of Outstanding Natural Beauty

Working together to conserve and enhance this special place





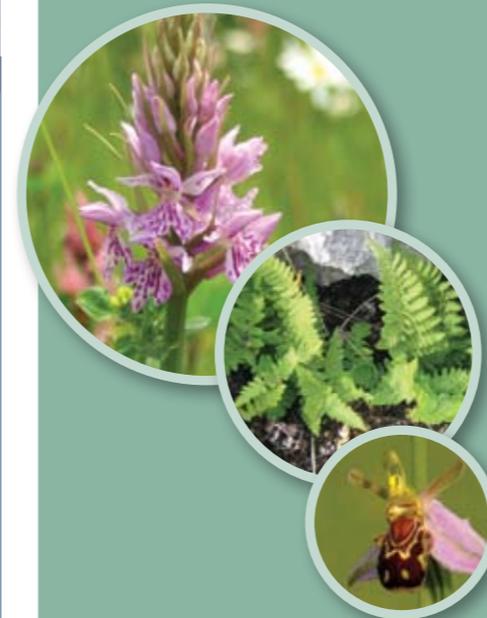
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Areas of Outstanding Natural Beauty (AONBs) are special landscapes whose distinctive character and natural beauty are nationally protected for the future. There are 46 AONBs throughout England, Wales and Northern Ireland.

Arnside & Silverdale AONB is an extraordinary place – from the simple beauty of the Lady’s-slipper Orchid to the shining sands of Morecambe Bay – just awe-inspiring.



The area’s special qualities make the landscape nationally important:



Outstanding landscape and spectacular views – a highly diverse mosaic of limestone hills, woodlands, wetlands, pastures and coast, with spectacular views and an impressive setting

Unique limestone geology – rare and distinctive Carboniferous limestone geology with extensive areas of limestone pavement, low coastal cliffs, extensive folding and faulting and notable fossil assemblages

Morecambe Bay – a stunning seascape – the largest intertidal area in the UK with extensive intertidal flats and saltmarshes, home to thousands of breeding waders and wildfowl

Rare and precious habitats – an outstanding number and mix of priority habitats within a small area

Internationally and nationally important species – an amazing diversity of species, many of which are uncommon in a national or international context



Rich sense of history – heritage reflecting thousands of years of human occupation and the agricultural and industrial past of the area

Distinctive settlement character – the characteristic design and detailing of stone buildings and the layout of settlements

Strong community and culture – vibrant rural communities strongly identified with the AONB and the local landscape

Opportunities to enjoy the countryside – a network of narrow lanes and paths offering wonderful opportunities to enjoy quiet recreation such as walking, cycling and wildlife watching

Sense of tranquillity, space and place – a place of inspiration, spiritual refreshment, clear and unpolluted air, peace and quiet and unique character

A highly designated area – a large number of local, national and international designations for biological, geological and historical interest



Sustaining this exceptional landscape is a major challenge and needs effective joint working by a range of organisations. The AONB Partnership provides coordination and the AONB Management Plan sets out how we will work together to conserve and enhance the natural beauty of the area.

This is our long-term Vision for 2035:

Arnside & Silverdale Area of Outstanding Natural Beauty is a landscape of international importance, whose distinctive character is conserved and enhanced for future generations.

It is a place that is much loved and highly valued, for its strong sense of place, unique geology, rich wildlife and cultural heritage and the benefits it provides to society.

Its distinctive landscape character - an intimate mosaic of low limestone hills, woodland, wetland, pastures, limestone pavements, intertidal flats, coastal scenery and distinctive settlements - is enjoyed, cherished and conserved by those who live in, work in and visit the area.

The high quality landscape supports and is supported by the area's thriving rural economy and vibrant diverse local communities. There are many and varied opportunities for people to access, enjoy and understand the area's special qualities, and participate in their conservation, creating a strong connection with nature and the landscape.

Challenges and pressures are effectively and sensitively managed in an integrated way through a partnership approach. The area's natural and cultural assets are managed and used wisely for future generations.

To achieve the Vision, we are aiming for four key outcomes:

- an outstanding landscape, rich in wildlife and cultural heritage
- a thriving, sustainable economy and vibrant communities
- a strong connection between people and the landscape
- a dynamic and successful partnership

To achieve an outstanding landscape, rich in wildlife and cultural heritage, we will work towards the following objectives:

Landscape and seascape

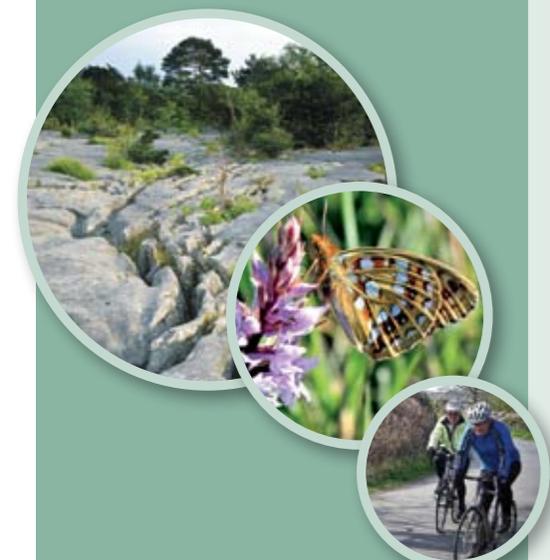
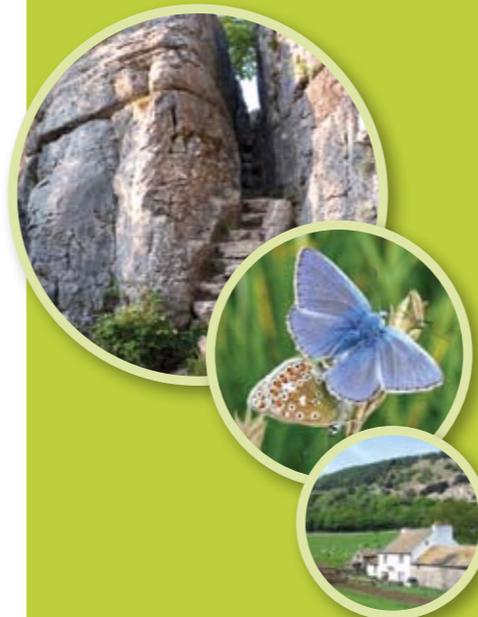
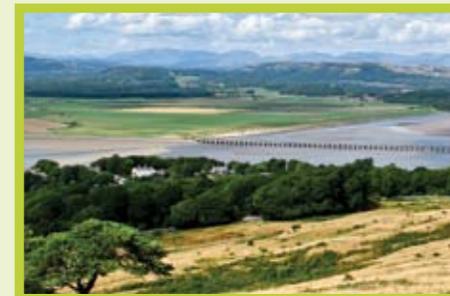
1. Conserve, enhance and improve understanding of landscape and seascape character and features which contribute to the special qualities and setting of the Arnside & Silverdale AONB
2. Deliver Integrated Coastal Zone Management within Morecambe Bay, ensuring conservation and enhancement of the natural beauty of the AONB coast
3. Understand and plan for the impacts of climate change on the special qualities of the AONB and deliver appropriate actions to mitigate and adapt to these impacts
6. Prevent introduction of, halt the spread of and where appropriate eradicate, invasive non-native species and plant diseases
7. Make a significant contribution to delivery of the Water Framework Directive by improving water quality in and around the AONB and Morecambe Bay
8. Conserve geodiversity and increase awareness and understanding of how it has led to the evolution of the AONB's distinctive landscape and biodiversity

Biodiversity and geodiversity

4. Enhance, restore and improve understanding of ecological networks at a landscape scale within the AONB and across the wider Morecambe Bay area
5. Make a significant contribution to Biodiversity 2020 outcomes by delivering conservation, enhancement, restoration and connectivity of the AONB's characteristic mosaic of habitats including woodlands, grasslands, and coastal and freshwater wetlands and taking targeted action for key priority species

Historic landscape

9. Enhance, restore and improve understanding of historic landscape character and features and the area's cultural heritage without a significant adverse impact on natural beauty



To achieve a thriving, sustainable economy and vibrant communities, we will work towards the following objectives:

Development management

10. Implement a development planning approach that delivers services, infrastructure and affordable housing to meet local community need while conserving and enhancing landscape character and the special qualities of the AONB

Supporting rural growth and livelihoods

11. Maximise opportunities for the AONB's designation, special qualities and management to both drive and support sustainable rural economic growth
12. Support and encourage sustainable production and use of local products, especially those linked to natural beauty
13. Provide opportunities to access training and employment and build the skills base in sectors related to the purposes of designation such as land management and sustainable tourism
14. Actively support landowners and managers to sustainably manage the landscape, delivering environmental and economic benefits for themselves and the wider community

15. Encourage infrastructure improvements to achieve superfast Broadband and mobile phone signal coverage for the whole of the AONB without a significant adverse impact on natural beauty

Sustainable visitor economy

16. Develop the AONB and Morecambe Bay area as a sustainable tourism destination where visitors can have high quality experiences of nature, culture and quiet recreation, and tourism contributes to the conservation of the area's special qualities
17. Coordinate action to minimise both terrestrial and marine litter
18. Monitor and manage recreational pressure to avoid and/or reduce detrimental impacts on the special qualities of the AONB

Sustainable communities

19. Support local communities in moving towards sustainable low carbon living
20. Increase opportunities for visitors and local people to maximise their use of sustainable and integrated transport
21. Foster community vibrancy and culture linked to the AONB's strong sense of place

To achieve a strong connection between people and the landscape, we will work towards the following objectives:

Enjoying and understanding

22. Provide high quality information and communications to enable people to enjoy and understand the special qualities of the AONB and the work of the AONB Partnership
23. Provide a series of opportunities for people to enjoy, learn about and celebrate the AONB's special qualities in a sustainable way
24. Maintain, improve and promote access and quiet recreational opportunities in a sustainable way for a diverse range of people
25. Encourage and promote responsible and safe enjoyment of the coast and countryside

Taking action

26. Support and build the capacity of community-led organisations which directly support the conservation of the AONB
27. Provide a series of opportunities for people to volunteer and get actively involved in looking after and supporting the conservation of the AONB's special qualities



The full Management Plan is available to view and/or download at www.arnsidesilverdaleaonb.org.uk