

Arnside & Silverdale AONB Management Plan 2019-24 – Summary Table

Outstanding landscape rich in natural and cultural heritage

Strategic objective and outcomes	Actions	Key partners
Landscape and seascape		
<p>Strategic objective 1: Conserve, enhance and improve understanding of the natural beauty, landscape and seascape character, and special qualities of Arnside & Silverdale AONB</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • A high quality landscape, seascape and undeveloped coastline where landscape and seascape character, natural beauty and the area’s special qualities are conserved and enhanced • A landscape and seascape that is resilient to climate change and other pressures 	<p>1a. apply the guiding principles of the European Landscape Convention and use landscape and seascape characterisation as the basis for policy- and decision-making to conserve and enhance landscape and seascape character and natural beauty</p> <p>1b. periodically review and update the AONB Landscape and Seascape Character Assessment and raise awareness of landscape and seascape character</p> <p>1c. seek to ensure public bodies take account of the AONB Management Plan and fulfil their statutory duty to have regard to the AONB purpose in their decision-making</p> <p>1d. take coordinated landscape-scale approaches to conserving and enhancing natural and cultural heritage, developing and facilitating collaboration, partnership projects and innovative approaches and solutions</p> <p>1e. protect undeveloped coastline and conserve and enhance coastal features and seascape character</p> <p>1f. manage the mosaic of landscape and seascape types to conserve and enhance the distinctive character of the AONB and create a resilient landscape</p> <p>1g. promote the importance of good soil management for carbon storage, water quality and flood regulation by establishing and implementing soil management plans</p> <p>1h. support and encourage appropriate and sensitive land and woodland management practices and approaches including uptake of environmental land management schemes or site/farm/woodland management plans</p> <p>1i. achieve appropriate grazing regimes on limestone grassland sites, including conservation grazing regimes where appropriate</p>	<p>Landowners, farmers, land managers, woodland managers</p> <p>Local planning authorities</p> <p>Highways authorities</p> <p>Natural England</p> <p>Environment Agency</p> <p>Forestry Commission</p> <p>Electricity Northwest</p> <p>Friends of the Lake District</p>

	<p>1j. conserve and restore distinctive landscape boundaries and features such as hedgerows, drystone walls, field barns and other features and assets</p> <p>1k. remove infrastructure that adversely affects the landscape, such as pylons and overhead cables wherever possible such as through the undergrounding for visual amenity project</p> <p>1l. conserve ancient, veteran, notable and parkland trees and ensure succession planting</p> <p>1m. carry out a programme of landscape monitoring and produce a State of the AONB report every 5 years</p> <p>1n. avoid increasing light and noise pollution which would cause adverse impacts on tranquillity or dark skies, including exploring the feasibility of developing an AONB dark skies project</p> <p>1o. deliver projects and initiatives to reinforce the AONB's distinctive sense of place</p> <p>1p. maintain open views from key view points by managing vegetation and tree growth as appropriate</p>	
Natural capital and ecosystem services		
<p>Strategic objective 2: Conserve, enhance and improve understanding of the natural capital of the AONB and the range and value of the public benefits and ecosystem services that it provides to society.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> The natural capital of the AONB and the ecosystem services and public benefits derived from these assets are understood, valued and promoted 	<p>2a. manage the area based on natural capital and ecosystems services approach to increase landscape resilience especially resilience to climate change</p> <p>2b. research and improve understanding of the natural capital and ecosystem services that the landscape provides in terms of public benefits and value to society</p> <p>2c. undertake further evidence gathering and research about the cultural ecosystem services provided by the AONB</p>	<p>AONB partners Natural England Universities and research institutions</p>

<ul style="list-style-type: none"> The natural capital of the AONB and the range and value of the public benefits and ecosystem services that it provides to society is conserved and enhanced as part of a resilient landscape 		
Geodiversity		
<p>Strategic objective 3: Conserve and improve understanding of the geodiversity of the AONB.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> Geodiversity is in favourable condition The area's geodiversity is well researched and understood 	<p>3a. develop a local Geodiversity Action Plan for the AONB to provide a framework for conserving, managing and raising awareness of the AONB's geodiversity</p> <p>3b. conserve and positively manage geodiversity, including both statutory (Special Areas of Conservation, Limestone Pavement Orders, SSSI) and non-statutory (Local Geological Sites) sites and also non-designated geological features and assets</p> <p>3c. raise awareness of the importance of geodiversity as part of the landscape character and cultural heritage of the AONB, its importance in providing ecosystem services and its key link to biodiversity</p> <p>3d. increase awareness and appreciation of geology and the conservation of geodiversity in a sustainable way at key sites, for example through the publication of geotrails and provision of interpretation etc.</p> <p>3e. carefully manage works to conserve or research historic assets or archaeological sites using a multi-objective approach so that they do not cause harm to geodiversity</p> <p>3f. build improved links with universities and local geological societies</p> <p>3g. facilitate geodiversity research projects in the area for example, to aid in understanding the potential complexities of the Silverdale Disturbance and the age and formation of Hale Moss Caves, and to raise awareness of the Quaternary geomorphological landforms e.g. drumlins, kames, kettleholes, eskers and ongoing coastal processes</p>	<p>Landowners and managers</p> <p>Local authorities</p> <p>Natural England</p> <p>Cumbria GeoConservation</p> <p>Westmorland Geological Society</p> <p>GeoLancashire</p> <p>Universities and research institutions</p>
Habitats and species		

<p>Strategic objective 4: Conserve, enhance and restore the AONB's characteristic mosaic of habitats and improve their connectivity, take targeted action to conserve key species and improve understanding of the biodiversity of the AONB.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • Increased area of priority habitats that are well connected and resilient • Priority habitat condition is favourable or improving • Key species are being conserved or are recovering • The area's biodiversity is well researched and monitored leading to a good understanding of the condition and status of habitats and species and appropriate management requirements to ensure resilience for the future 	<p>4a. establish a 'Nature Recovery Network' for the area: deliver net gains in biodiversity, developing robust ecological networks that are resilient to climate change through habitat enhancement, expansion, restoration and creation including improving habitat connectivity by establishing buffer zones, linear corridors and 'stepping stones', with a focus on priority habitats and enhancing landscape character</p> <p>4b. take a coordinated and landscape-scale approach to nature conservation within the AONB and across the Morecambe Bay area, including by establishing an AONB natural environment working group and supporting the work of the Morecambe Bay Local Nature Partnership</p> <p>4c. strive to ensure that statutory designated sites are adequately protected, prioritise achieving favourable condition status and carry out regular condition monitoring and ensure that any plans or projects do not have a significant adverse effect on the important features of Natura 2000 sites</p> <p>4d. improve understanding of the attributes of healthy, resilient landscapes and how this relates in detail to the AONB – for example, what habitat diversity, patch size and connectivity is needed to build resilience</p> <p>4e. increase the proportion of Local Wildlife Sites that are in positive management</p> <p>4f. encourage high nature-value farming and forestry/woodland management practices, providing bespoke advice and support to landowners, land managers and farmers and facilitate uptake of environment land management schemes or site/farm/woodland management plans</p> <p>4g. retain, improve and expand areas of species-rich calcareous grassland including by clearing scrub and ensuring appropriate grazing regimes, including conservation grazing schemes where appropriate</p> <p>4h. ensure appropriate seasonal cutting of hay meadows</p> <p>4i. facilitate species-rich green hay spreading using appropriate donor and receptor sites</p>	<p>Landowners, farmers, land and woodland managers Defra Natural England Forestry Commission Morecambe Bay Local Nature Partnership RSPB National Trust Landscape Trust Environment Agency Woodland Trust Wildlife Trusts Cumbria Biodiversity Records Centre Lancashire Environmental Records Network Arnside Natural History Society Universities and research institutions Parish Councils Highways authorities University of Cumbria</p>
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	<p>4j. create more transitional habitats, such as woodland edge, to blend habitats and form 'ecotones' to enhance the boundaries between high quality habitat and surrounding land</p> <p>4k. prioritise protection and enhancement of ancient semi-natural woodlands and plantations on ancient woodland sites</p> <p>4l. sustainably manage woodland through coppicing, selective thinning, creating rides and glades, freeing up veteran trees, retaining deadwood and felling within woodlands, ensuring the latest guidance on Ash dieback is followed, and encouraging sensitive low-impact woodland management techniques such as horse-logging, where appropriate</p> <p>4m. manage Grey Squirrels and monitor Red Squirrel sightings in a coordinated way according to an agreed local strategic approach consistent with approved national policy, working through the Arnside and Silverdale Red Squirrel Initiative, coordinated by Westmorland Red Squirrels</p> <p>4n. manage deer in a coordinated way through the Deer Initiative and the Arnside and Burton Deer Management Group</p> <p>4o. install and monitor wildlife boxes in appropriate locations</p> <p>4p. create, restore and enhance wetland habitats in appropriate locations including wet grassland, moss and fenland, and reedbed</p> <p>4q. ensure collaboration and joined-up habitat management at key sites such as Warton Crag</p> <p>4r. raise awareness of, monitor, control, manage, prevent spread and/or eradicate invasive non-native species and diseases including Giant Hogweed, Himalayan Balsam, Piri-piri Burr, Japanese Knotweed, Cotoneaster, dieback of Ash, Phytophthora spp. etc. (through Cumbria Freshwater Invasive Non-Native Species, Rapid Response Plans, Tree Health Group, volunteer work parties and focussed projects etc.)</p> <p>4s. take planned targeted action to conserve key species with a focus on S41 priority species including High Brown Fritillary, Lady's-slipper Orchid, Maidenhair Fern, Autumn Lady's Tresses, Teesdale Violet, Bittern etc.</p> <p>4t. implement appropriate species reintroduction working with appropriate bodies and according to IUCN and other appropriate guidelines</p>	
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	<p>e.g. floral restoration, dormouse etc. working through the Back on Our Map project</p> <p>4u. tackle wildlife crime in a coordinated way</p> <p>4v. support efforts to conserve swift populations and other species reliant on the built environment</p> <p>4w. conserve, enhance and improve the resilience of pollination as an ecosystem service supporting actions to create pollinator habitat and help pollinating insects</p> <p>4x. encourage sensitive management of roadside margins and verges to enhance their biodiversity value</p> <p>4y. coordinate a collaborative programme of biodiversity monitoring and research and data sharing to inform management decisions</p> <p>4z. carefully manage works to conserve or research historic assets or archaeological sites with a multi-objective approach so that they do not cause harm to biodiversity</p> <p>4aa. deliver a multi-objective partnership project at Warton Mires to restore wet grassland habitat with a primary focus on breeding lapwing alongside measures to alleviate flood risk in Warton village</p> <p>4bb. tackle recreational disturbance via education, appropriate signage and awareness raising</p>	
Water environment		
<p>Strategic objective 5: Improve water quality and condition of watercourses and waterbodies in the AONB and support natural flood management.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • High water quality and good condition of water courses and water bodies • Sensitive and sustainable flood risk management 	<p>5a. take a coordinated approach to catchment management through Catchment Partnerships, delivering projects to help increase flood resilience and improve the quality of the water environment, supporting delivery of the North West River Basin Management Plan and to meet Water Framework Directive objectives</p> <p>5b. support measures and local action to protect and enhance the water environment, both terrestrial and coastal/estuarine, and improve water quality, working with Environment Agency, South Cumbria Rivers Trust and Lune Rivers Trust</p> <p>5c. support effective delivery of the Leighton Moss and Hawes Water Diffuse Water Pollution Plan and successor schemes</p>	<p>South Cumbria Rivers Trust Lune Rivers Trust Catchment Partnerships Environment Agency Natural England Flood Authorities Local Authorities Landowners and managers Marine Management Organisation Morecambe Bay Partnership North West Coastal Forum</p>

	<p>5d. promote and implement a comprehensive programme of monitoring water quality in water courses and water bodies if feasible</p> <p>5e. implement catchment sensitive farming initiatives to tackle agricultural diffuse and point source pollution in target areas</p> <p>5f. raise awareness of issues and what action residents can take to improve condition and management of septic tanks through initiatives such as the Love My Beach campaign</p> <p>5g. ensure any new development implements high quality sewerage infrastructure</p> <p>5h. support the creation, restoration and enhancement of wetland habitats and the reinstatement of natural processes, in appropriate locations</p> <p>5i. support appropriate natural flood management schemes to help reduce inland and coastal flood risk wherever appropriate</p> <p>5j. implement sustainable and integrated coastal zone management supporting measures which protect and enhance the coastal and estuarine habitats of the area and protect bathing waters</p> <p>5k. ensure appropriate involvement in marine planning (e.g. Shoreline Management Plan, North West Marine Plan, Coastal Strategies etc.) regarding internationally and nationally important coastal and intertidal wildlife sites, water quality management, the seascape, the coastal historic environment, geodiversity, climate change adaptation and mitigation, coastal change, erosion and flooding, shell fisheries, tourism and recreation (particularly coastal access)</p> <p>5l. reduce marine and coastal litter</p> <p>5m. ensure engagement in the development of any coastal zone management and flood risk strategy for the Kent estuary or coastal defence strategy for outer Kent estuary, including Grange and Arnside or any realignment and habitat creation studies</p> <p>5n. encourage uptake of environmental land management schemes to help deliver multiple benefits including flood risk benefits, supporting restoration of natural floodplain wherever possible</p>	<p>Inshore Fisheries and Conservation Authority North West</p>
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	5o. sustainably manage Warton Sands shellfishery through flexible permitting byelaw for hand-gathering shellfish	
Historic and cultural heritage		
<p>Strategic Objective 6: Conserve, restore and improve understanding of the historic environment of the AONB including heritage assets, historic landscape character and cultural heritage.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> Historic landscape character is conserved Key heritage assets and features are retained and sensitively restored where appropriate The area's heritage, including cultural heritage, is well researched and understood 	<p>6a. establish an historic environment working group to ensure a coordinated AONB-wide approach to conserving, enhancing and improving understanding of historic and cultural heritage</p> <p>6b. take targeted action through projects or other mechanisms where feasible to reduce the number of scheduled monuments and other heritage assets that remain on the Historic England Heritage At Risk Register</p> <p>6c. conserve and enhance heritage assets and features and their settings including taking targeted action to research, record and protect heritage assets at risk of damage due to climate change or other factors, including the chimney at Jenny Brown's Point likely currently at risk due to erosion of saltmarsh and sea level rise</p> <p>6d. monitor condition of heritage assets and use this to inform future management and/or restoration</p> <p>6e. improve knowledge and understanding of heritage and culture through surveys, research and interpretation</p> <p>6f. maintain and improve the Historic Environment Record for the area</p> <p>6g. provide signposting, advice, guidance and support for owners</p> <p>6h. manage orchards in need of restoration work</p> <p>6i. undertake surveys to record historical interest before conversion of historic buildings such as farmsteads and barns to new uses</p> <p>6j. research and record oral history and cultural heritage</p> <p>6k. support local authorities in preparation of Local Heritage Lists as part of the protective framework for heritage assets through the planning system</p> <p>6l. support local organisations and projects to enhance local capacity, increase awareness of and public involvement in the management of the local historic environment</p>	<p>Site/property owners and managers</p> <p>Historic England</p> <p>Local authorities</p> <p>Museums services</p> <p>Mourholme Society</p> <p>Arnside Archive</p> <p>Morecambe Bay Partnership</p> <p>Universities and research agencies</p>

	<p>6m. encourage uptake of environment land management schemes to enhance the historic landscape</p> <p>6n. raise the profile of archaeology and support the delivery of archaeology-related projects</p> <p>6o. promote the historic environment so that people can appreciate and enjoy heritage assets</p> <p>6p. research and describe non-designated heritage assets and features</p> <p>6q. carefully manage works to conserve or restore biodiversity or geodiversity using a multi-objective approach so that they do not cause harm to heritage</p> <p>6r. conserve and restore historic designed landscapes and gardens where feasible</p> <p>6s. conserve and ensure positive management of historic springs, ponds and wells such as Bank Well and Wood Well in Silverdale</p> <p>6t. finalise a conservation management plan for Warton Crag scheduled monument to balance the needs of the archaeology of the site with its natural heritage importance and management and carry out further research such as targeted excavation and/or core sampling</p>	
Development management		
<p>Strategic Objective 7: Implement a landscape capacity-led approach to development planning and management, which conserves and enhances the natural beauty, landscape, seascape and special qualities of the AONB and its setting.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> Implementation of a landscape-capacity led approach to development policy and 	<p>7a. ensure all development conserves and enhances the AONB, and avoid major development, consistent with paragraph 172 of the NPPF</p> <p>7b. implement a landscape capacity-led approach to planning and development management as set out in the AONB Development Plan Document (AONB DPD) and the districts' Local Plans</p> <p>7c. ensure all development conserves and enhances the natural beauty, landscape character and visual amenity of the AONB and its setting and prevent development that would cause harm to the natural and cultural heritage and special qualities of the AONB</p> <p>7d. ensure that all development management decisions relating to proposals within the AONB or its setting have regard to the AONB Management Plan, AONB Landscape and Seascape Character Assessment and relevant county landscape character assessments</p>	<p>Local planning authorities</p> <p>Marine Management Organisation</p> <p>Owners</p> <p>Developers</p> <p>Parish Councils</p> <p>Planning Inspectorate</p> <p>Natural England</p> <p>Historic England</p> <p>Environment Agency</p> <p>Highways authorities</p> <p>CPRE</p>

<p>management consistent with the approach set out in the National Planning Policy Framework and AONB DPD</p> <ul style="list-style-type: none"> • All development is appropriate and sensitive, conserves and enhances the natural beauty, landscape and seascape character, historic environment, settlement character and special qualities of the AONB, and helps meet identified local needs 	<p>7e. ensure that the national importance of the AONB landscape is recognised and that policies to ensure the conservation and enhancement of the area are included in new and reviewed plans and policies relevant to the area</p> <p>7f. enable the AONB Partnership to provide independent landscape-related planning and policy advice to local authorities, including reviewing and making formal responses to planning applications, according to an agreed Planning Protocol and developing bespoke policy statements and guidance on current landscape planning issues affecting the AONB landscape, including design guidance to encourage sensitive design appropriate to the AONB</p> <p>7g. conserve and enhance the landscape and natural beauty of the area, in particular its characteristic features, rural nature, historic character, local distinctiveness, coastal landscape and seascape, visual amenity and views, tranquillity, dark skies and sense of place and space</p> <p>7h. respect local traditional settlement character including pattern, layout, scale, design, vernacular tradition and materials</p> <p>7i. encourage robust landscape and visual amenity impact assessments which take full account of cumulative and incremental impacts to be undertaken</p> <p>7j. deliver housing which closely reflects identified local needs (with affordable housing a high priority) in appropriate and sustainable locations</p> <p>7k. protect and enhance the natural environment in particular biodiversity (including priority habitats, species, local and statutory designated sites), trees and woodland, geodiversity and the robustness, function and value of ecological networks and ecosystem services</p> <p>7l. ensure new development delivers appropriate enhancements to the landscape, biodiversity and settlement character wherever possible, including 'net gains' in biodiversity</p> <p>7m. protect public open space and recreational networks</p> <p>7n. support the designation and protection of areas of open space within settlements that make a key contribution to landscape and settlement character as Key Settlement Landscapes</p>	
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	<p>7o. protect and enhance the historic environment, including historic buildings, heritage assets and their settings and historic landscape features such as drystone walls, field barns, hedgerows, veteran trees etc.</p> <p>7p. encourage the highest standards of design, construction and landscaping that respond to the character of the landscape and local built environment and reinforce what is special and locally distinctive about the area</p> <p>7q. retain and improve rural services and community facilities in a way that conserves and enhances the special qualities of the AONB</p> <p>7r. ensure economic development is appropriate and environmentally sustainable and does not harm the natural beauty or special qualities of the AONB</p> <p>7s. require new development to meet the infrastructure needs arising from it and contribute towards new infrastructure in a way that reflects the AONB purpose with high priority being given to green infrastructure and benefiting walking, cycling and public transport</p> <p>7t. restrict new caravan, chalet cabin or lodge style development and ensure tourism development is appropriate and environmentally sustainable and does not harm the natural beauty or special qualities of the AONB</p> <p>7u. improve and deliver new high quality sewerage infrastructure and sustainable drainage systems</p> <p>7v. ensure advertising and signage is appropriate to the AONB implementing restrictions as required</p> <p>7w. ensure sensitive location, design and management of highway and public realm schemes, including provision of street furniture e.g. benches, to retain distinctive rural character</p> <p>7x. ensure that any new development is directed away from areas at highest flood risk, is safe both now and in the future, and does not increase flood risk elsewhere</p>	
Vibrant and sustainable communities		
Land management and rural livelihoods		

<p>Strategic Objective 8: Support landowners and managers to sustainably manage the landscape in ways that conserve and enhance the special qualities of the AONB and deliver a range of environmental, community and local economic benefits, in particular by encouraging farming, land- and woodland management practices that enhance natural beauty and landscape character.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • Viable high nature-value farming and forestry delivering a wide range of public benefits including conservation and enhancement of natural beauty • Sustainable land management producing high quality products with short supply chains • Rural skills supported and promoted 	<p>8a. develop an AONB Land Management Network to liaise with and involve the land management sector, and provide information, knowledge sharing, training and events to support a viable sustainable approach to 'high nature-value' farming and forestry which conserves and enhances natural beauty</p> <p>8b. promote and provide bespoke advice and support to landowners and managers on land management practices which help conserve and enhance the landscape and natural and cultural heritage of the area through a range of mechanisms e.g. woodland/site management plans, felling licences, environmental land management scheme agreements etc.</p> <p>8c. support and implement the Morecambe Bay Countryside Stewardship Facilitation Scheme</p> <p>8d. influence, test and trial new approaches to environmental land management schemes and encourage uptake of any new environmental land management scheme once it is launched</p> <p>8e. develop and support a network of woodland management and woodfuel businesses to make greater use of under-managed woodlands and add value to locally produced wood products</p> <p>8f. support social forestry initiatives including Silverdale District Wood Bank</p> <p>8g. deliver an AONB rural skills programme (competitions, demonstrations and training events)</p> <p>8h. provide apprenticeships / graduate traineeships / internships/ training contracts where possible</p>	<p>Landowners, farmers, land- and woodland managers and agents Local businesses Defra Morecambe Bay Local Nature Partnership Natural England Forestry Commission Butterfly Conservation NFU CLA Schools and colleges Silverdale District Wood Bank</p>
<p>Sustainable visitor economy</p>		
<p>Strategic objective 9: Ensure that the visitor economy is environmentally sustainable and contributes to the conservation and enhancement of the area's special qualities, and enable visitors to have high quality experiences of nature, culture and quiet recreation.</p>	<p>9a. ensure tourism development is consistent with the AONB purpose of designation and does not cause harm to the AONB's special qualities including encouraging an environmentally responsible tourism industry (e.g. by encouraging steps to improve environmental performance of a business) and managing impacts of tourism growth</p> <p>9b. establish an AONB Business Network providing information, advice, knowledge sharing, familiarisation visits, training and networking events and actively recruit tourism businesses to become sustainable tourism</p>	<p>Local businesses and accommodation providers Local authorities Marketing Lancashire Cumbria Tourism Bay Tourism Association Morecambe Bay destination branding partners</p>

<p>Outcomes:</p> <ul style="list-style-type: none"> • A high quality sustainable tourism offer – quiet recreation, nature, culture, local food/ products, arts and crafts – benefitting the environment and local economy and conserving and enhancing the special qualities of the AONB • A strong collaborative network of local businesses 	<p>partners to work together to promote the wildlife, cultural and quiet recreational experiences the area has to offer and the AONB Visitor Charter</p> <p>9c. encourage businesses to support, promote and distribute AONB publications and leaflets</p> <p>9d. promote and support Silverdale and Arnside Arts and Crafts Trail</p> <p>9e. improve understanding of visitor numbers, perceptions and spend within the area by carrying out a business and visitor survey</p> <p>9f. effectively market and promote the area using Morecambe Bay destination branding – a collective approach by local authorities, Cumbria Tourism and Marketing Lancashire and a range of other organisations</p> <p>9g. develop a sustainable ‘visitor giving’ scheme if feasible</p> <p>9h. manage key visitor sites and gateways and monitor impacts including recreational disturbance, including delivering a project to enhance visitor infrastructure and interpretation at Warton Crag Quarry</p> <p>9i. deliver local food and products initiatives - support development of short supply chains which link land management, local products and tourism, and promote local food and products</p> <p>9j. engage with Eden Project North to maximise opportunities for environmental benefits, and to enable people to learn about, enjoy and understand the special qualities of the AONB in a responsible and sustainable way</p>	<p>Eden Project North</p>
<p>Affordable housing, rural services and local economy</p>		
<p>Strategic Objective 10: Support delivery of affordable housing and services to help meet local community needs and environmentally sustainable local economic activity that conserves and enhances the special qualities of the AONB.</p> <p>Outcomes:</p>	<p>10a. prioritise delivery of affordable housing in appropriate locations, which do not harm natural beauty or landscape character, and retention of local services and facilities in policy and decision-making</p> <p>10b. ensure any new infrastructure and/or facilities are delivered in a way that conserves and enhances the special qualities of the AONB</p> <p>10c. ensure any local economic activity is consistent with the AONB purpose of designation and does not cause harm to the AONB’s special qualities</p> <p>10d. promote use of and improvements in sustainable transport particularly bus/train travel, cycling and walking for both residents and</p>	<p>Local authorities Local businesses Service providers Parish Councils Local enterprise partnerships Morecambe Bay Partnership B4RN Furness Line Community Rail Partnership</p>

<ul style="list-style-type: none"> Retention/enhancement of rural services and facilities, and delivery of appropriate affordable housing schemes and local economic activity, to meet local needs and in a way that conserves and enhances the special qualities of the AONB 	<p>visitors to help retain usage of local services and mitigate against climate change</p> <p>10e. promote the Furness train line as a key transport link supporting improvements and appropriate developments through the activities of the Furness Line Community Rail Partnership including improving station facilities and information so that Arnside and Silverdale stations act as arrival hubs for visitors, and promoting the train journey as part of the experience of visiting the AONB</p> <p>10f. support Broadband 4 the Rural North (B4RN) and other bodies to achieve enhanced super/hyperfast broadband connections and mobile phone signal coverage in a way that does not harm the special qualities of the AONB and avoids new vertical infrastructure in sensitive locations</p> <p>10g. advise and encourage local communities and businesses to engage with- and access future relevant rural development funding programmes</p> <p>10h. contribute to wider economic development initiatives where appropriate to the AONB purpose</p>	
<p>Community engagement and volunteering</p>		
<p>Strategic objective 11: Engage local communities in conserving and enhancing the AONB and encourage active involvement through volunteering.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> Communities are actively engaged and involved with caring for the AONB resulting in a range of public benefits Volunteering plays an integral role in delivering conservation and enhancement of the AONB 	<p>11a. ensure effective inclusive consultation and participation with local communities regarding AONB policy and projects - seek people’s views, experiences and ambitions for their environment, in order to understand what environmental features and services people value and how people wish to access the natural environment</p> <p>11b. maintain Parish Council representation on AONB Executive Committee</p> <p>11c. deliver the AONB Grants Fund – a small grants scheme managed by the AONB Partnership and Landscape Trust working together, to enable projects which support AONB Management Plan delivery</p> <p>11d. support and build the capacity of community-led organisations which directly support the conservation of the AONB in particular the AONB Landscape Trust, Bittern Countryside Community Interest Company and Silverdale District Wood Bank</p>	<p>Parish Councils Landscape Trust Bittern Countryside Community Interest Company Silverdale District Wood Bank Local clubs and societies Volunteers National Trust Natural England RSPB Butterfly Conservation</p>

	<p>11e. support and promote practical volunteering programmes via the AONB Partnership, Landscape Trust, National Trust, RSPB, Butterfly Conservation, Natural England etc.</p> <p>11f. support and encourage community initiatives and groups which help to conserve and enhance the area including Friends groups, Arnside District Natural History Society, John Barnes Memorial Trust, Mourholme Society, Arnside Archive etc.</p> <p>11g. run a successful AONB Volunteer Programme providing opportunities to engage in practical conservation management tasks, monitoring, administration and event support</p> <p>11h. work alongside communities, helping them to identify local issues and develop sustainable innovative solutions, while conserving and enhancing the special qualities of the local natural and built environment</p> <p>11i. deliver a programme of litter picks and beach cleans</p>	
A strong connection between people and the landscape		
Enjoyment and understanding		
<p>Strategic objective 12: Provide high quality information, events and activities to enable people to enjoy, learn about and celebrate the AONB's special qualities in a sustainable way.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • High awareness and understanding of the AONB designation and the special qualities of the AONB • More and wider range of people connecting deeply to nature and the landscape through opportunities to enjoy and 	<p>12a. take a strategic approach to communications, providing a variety of high quality online and printed communication, information and interpretation materials with a recognisable and consistent 'AONB identity'</p> <p>12b. provide high quality visitor information and interpretation and promote a range of forms of quiet recreation as ways of enjoying the AONB</p> <p>12c. offer an integrated and coordinated annual AONB programme of events, guided walks, festivals, talks and conferences - including a flagship biennial AONB event (Apple Day or similar) and Annual Conference</p> <p>12d. run and support education programmes for primary and secondary schools (e.g. Forest Schools, John Muir Award, links with urban areas) in particular offering structured educational visits to key sites such as the Local Nature Reserves and RSPB Leighton Moss</p> <p>12e. connect with and work in partnership with Universities to encourage research projects and field studies</p> <p>12f. operate the AONB Information Centre at Arnside Station</p>	<p>Local authorities</p> <p>Local schools and community groups</p> <p>Arts organisations</p> <p>RSPB</p> <p>National Trust</p> <p>Universities and research institutions</p>

<p>appreciate the special qualities of the AONB</p>	<p>12g. deliver projects to interpret and celebrate the special qualities of the AONB, in particular by developing arts based activities and projects</p> <p>12h. use AONB events and educational visits to encourage participation and engagement by young people, helping develop their voice in setting future policy for conserving and enhancing the AONB</p> <p>12i. deliver and develop the AONB Go WILD! Project, a series of events and activities for families</p>	
<p>Access and recreation</p>		
<p>Strategic objective 13: Maintain and improve access to the coast and countryside in a sustainable way for a diverse range of people and promote responsible, safe and quiet recreation.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> • A high quality and well managed access network facilitates enjoyment of the AONB for a diverse range of people • People are enjoying the coast and countryside safely and responsibly 	<p>13a. maintain the Public Rights of Way network to a high standard</p> <p>13b. identify opportunities to improve and/or expand public access, engage partners and deliver appropriate schemes, in particular seek to encourage access for all and multi user routes in appropriate locations</p> <p>13c. work in partnership to adopt the section of the England Coast Path through the AONB. Habitats Regulations Assessments will aim to ensure no adverse impact on the interest features of Natura 2000 sites</p> <p>13d. continue to make the AONB Tramper available for use at RSPB Leighton Moss and develop the network of Tramper routes through the More to Explore project, with the priority being to provide a new Tramper route linking RSPB Leighton Moss, Trowbarrow Local Nature Reserve, Gait Barrows National Nature Reserve, Challan Hall woodlands and Coldwell reserves</p> <p>13e. improve network and connectivity of bridleways for horses where possible</p> <p>13f. secure agreements for permissive paths at appropriate strategic locations</p> <p>13g. provide high quality and consistent style of path waymarker signposts throughout the area</p> <p>13h. encourage and promote responsible behaviour in the countryside, particularly in relation to dogs, and increase awareness of potential impacts</p> <p>13i. actively promote The Countryside Code</p> <p>13j. work with landowners and managers to address site specific access issues where appropriate</p>	<p>Lancashire County Council Cumbria County Council Landowners and managers Ramblers North Lancashire Bridleways Association Morecambe Bay Partnership Natural England RSPB Local businesses and information outlets</p>

	<p>13k. widely promote public safety on the sands and the coast and raise awareness of issues around recreational disturbance of wildlife including by promoting a new Coastal Code</p> <p>13l. work towards securing a new footpath/cycleway link to Grange over Sands across Arnside viaduct to provide a key strategic access link and a significant new visitor attraction, with the potential to bring significant economic and health and wellbeing benefits to the area</p> <p>13m. provide a variety of downloadable self-guided routes on the AONB website</p> <p>13n. promote sustainable forms of travel including public transport, walking and cycling (including electric bikes) to contribute to people's wellbeing and mitigate climate change</p> <p>13o. minimise recreational disturbance of sensitive sites wherever possible, restricting access if required, for example at Warton and Kent Estuary saltmarshes</p>	
Health and wellbeing		
<p>Strategic objective 14: Provide opportunities for people to improve their health and wellbeing by connecting with nature, culture and the landscape.</p> <p>Outcomes: a wide range of opportunities to improve people's health and wellbeing by accessing and engaging with the natural and cultural heritage of the AONB</p>	<p>14a. offer a programme of therapeutic walks / outdoor experiences for people living with dementia and their carers and other 'walking for health'-style initiatives</p> <p>14b. promote the network of footpaths and public rights of way, quiet recreational activities and regular and meaningful physical activity to help to increase participation, improve mental health and wellbeing and tackle social exclusion</p> <p>14c. offer opportunities for schools from nearby urban areas to access and discover the AONB</p> <p>14d. build new partnerships between the environmental and health and wellbeing sectors and develop new initiatives and project</p>	<p>Local authorities Health and wellbeing organisations Service providers</p>