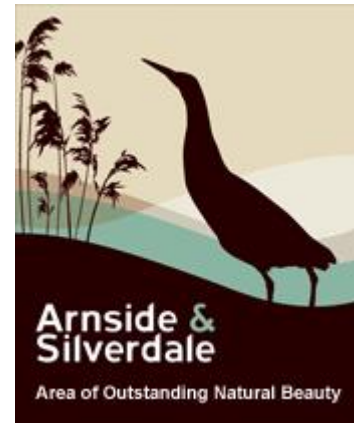


Arnside & Silverdale Area of Outstanding Natural Beauty (AONB) Partnership

Executive Committee meeting

2pm, 20th October 2021, via Microsoft Teams



AGENDA

1. Welcome, apologies and introductions
2. Presentation: Farming in Protected Landscapes programme
3. Annual re-endorsement of User Groups, Business and Farming representatives
4. Election of Chair and Vice Chairs
5. Minutes of meeting held on 28th April 2021
6. Matters arising
7. AONB Budget 2020/21 (outturn) and 2021/22 (revised) (report circulated)
8. AONB Team work programme update (report circulated)
9. Communications work programme update (report circulated)
10. Planning work programme update (report circulated)
11. Update on Glover Review and the National Association for AONBs
12. Brief updates from partners
13. Any Other Business
14. Dates for your diary and dates of future meetings

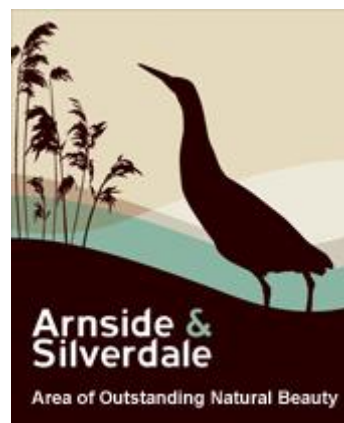
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Arnside & Silverdale Area of Outstanding Natural Beauty

Executive Committee Meeting

28/4/2021

Online (via Microsoft Teams)



MINUTES

Attendees

Members of the Executive Committee:

Cllr Brian Meakin	AONB Partnership Chair & Beetham Parish Council Chair (Meeting Chair)
Cllr June Greenwell	Silverdale Parish Councillor & Lancaster City Councillor
Andrew Tait	Friends of the Lake District & Campaign to Protect Rural England, Cumbria
Ann Kitchen	Bittern Community Interest Company Chair
Brian Jones	User Group Rep, Ramblers
Cllr Helen Chaffey	SLDC Councillor (Arnside & Milnthorpe Ward) & Arnside Parish Councillor
Craig Russell	Business Rep, Beetham Holiday Homes
Andrew Frankish	Environment Officer, Environment Agency
Jarred Sneyd	Senior Site Manager, RSPB Leighton Moss & Morecambe Bay
Cllr Jim Ferguson	Silverdale Parish Councillor
Cllr Pete McSweeney	Cumbria County Councillor (Kent Estuary)
Maggie Robinson	Team Leader South Cumbria Natural England (until 3pm)
Sam Stalker	Lead Ranger, South East Cumbria & Morecambe Bay, National Trust

In Attendance:

Richard Camp	Planning Policy Officer Lancaster City Council
Elizabeth Scott-Clarke	South Lakeland District Council Strategy Team
Elliott Lorimer	Lancashire County Council (until 3.15pm)
Lucy Barron LB	AONB Manager
Sue Hunter SH	AONB Officer
Belinda Barclay BB	AONB LNR Warden
Dougie Watson DW	AONB Countryside Officer
Caroline Howard CH	AONB Comms and Funding Officer (Minutes)

Apologies:

Fiona Allan	AONB Landscape Trust Chair
Damian Law	South Lakeland District Council (Represented by Elizabeth Scott-Clarke)
Sue Harrison	The Country Land and Business Association
Rachel Whaley	Cumbria County Council
Alison Gibson	User Group rep, North Lancashire Bridleway Association
Helen Rawlinson	AONB Countryside Officer
Cllr Phillipa Williamson	Lancashire County Councillor
Julian Oston	Dallam Tower Estate
Cllr Keith Halford	Arnside Parish Councillor

1. Welcome, apologies and introductions

- 1.1** The Chair welcomed everyone, and each person present introduced themselves. Apologies received are listed above.

2. Approval of Minutes of the Last Meeting (11/11/2020)

- 2.1** The minutes were accepted as a true record of the meeting held on the 11th November 2020. Ann Kitchen proposed, Cllr June Greenwell seconded.

3. Matters Arising

- 3.1** There were no matters arising from the previous minutes that are not covered elsewhere on the agenda.

4. Presentation on the Gateway to Warton Crag Project (BB)

- 4.1** Funded by the Lancashire Environment Fund, Lancashire County Council and the AONB Partnership, the project refreshed and upgraded Warton Crag Quarry car park and local nature reserve, and developed community engagement to create a sense of local ownership of the site.

The project included:

- Grassland protection, protecting the bee orchids and species-rich grassland area through the positioning of limestone boulders.
- Clearance and scrub management around the car park.
- Visitor interpretation, especially on arrival, helping visitors to plan their visit, understand the Crag and behave in a way that respects the landscape and other users.
- Waymarking routes (longer and shorter routes), helping orientation and encouraging people to keep to the waymarked routes.
- Development of Friends of Warton Crag group, carrying out volunteering in the area.
- Development of Warton Crag Quarry Local Nature Reserve Management Plan.
- Short film (<https://youtu.be/FFmwASG1cQQ>) to highlight the site and its importance to the local community (produced by Land & Sky Media).
- A community board is available onsite to offer information to users.

- 4.2** There was a discussion of the potential for signposting from and to other sites, and BB suggested that the community board could be used for this.

ACTION: AONB Team to Investigate options for signposting to/ from Warton Crag.

5. AONB Budget 2020/21 and 2021/22 (CH)

- 5.1** A report with explanatory notes detailing the 2020/21 budget anticipated outturn and 2021/22 proposed budget was circulated. The AONB Funding & Communications Officer gave a brief overview of the budget.
- 5.2** Cllr Helen Chaffey requested clarification on the Parish Councils & Vol. Days income line. LB clarified that this includes both parish council contributions and a nominal charge for volunteer workdays for external organisations, which helps cover costs (materials, transport, lead staff member time, tools etc.).

- 5.3 Approval of the 2021/22 budget was proposed by Cllr Pete McSweeney, and seconded by Ann Kitchen.

6. AONB Team Work Programme Update (LB)

- 6.1 Team update: Barbara Henneberry has retired and Caroline Howard has joined the team. Naomi Dalton (shared post with National Trust) left in February. The team have worked well with the coronavirus restrictions, and the work programme has been adapted accordingly.
- 6.2 LB discussed the Meadow Makers Project, funded by Green Recovery Challenge Fund. Plantlife are the lead partner, the AONB Team is a delivery partner. The project aims to contribute to the management of 10 grassland sites in the AONB and support a trainee, in our case hosted by Cumbria Wildlife Trust and working with the AONB Countryside Officers at least 1 day per week. There will be community engagement activity associated with this. Elliott Lorimer reported that the Bowland Meadow Makers project officer was very pleased to join others from the project at Arnside & Silverdale AONB Office for an outdoor meeting last week, and that they have also just taken on a trainee.
- 6.3 Funding was confirmed in December for the Environmental Land Management scheme Advocacy Project. This was to develop relationships with land managers and farmers in the AONB, and was delivered by Helen Rawlinson, who has set up the Farming & Land Management Group within the AONB and contractor Tonia Armer. Helen has also produced a newsletter called Land Matters. The work has included delivery of land management advice and development of countryside stewardship and boundary funding applications with these land managers. We hope that this will feed into the farming in protected landscapes scheme in due course. Jarrod Sneyd indicated he was keen to discuss the project further.

ACTION: AONB Manager to contact Jarrod Sneyd re: Farming and Land Management Group.

- 6.4 Visitor Management & Access Group established. The group will consider both visitor management following increased visitor numbers due to staycation boom (and concerns about the impact on the AONB), and the Glover Report which recommends work to diversify audiences as part of the 'Landscapes for Everyone' theme.
- 6.5 The AONB Team is preparing to move back into the office at Arnside – it is currently still closed to the public. The current plan is to re-open from the 17th May. This may be a phased return over a period of time. The return will be following a flexible approach, with additional safety measures.

7. Communications and funding work update (CH)

- 7.1 CH gave an update on communications and funding work:
- Staffing change (Barbara Henneberry retired March 2021, CH started March 2021).
 - The team are currently developing an Interpretation Plan for the AONB, to lead communications across various media.
 - Social media channels and current following were discussed.

- The events programme for 20/21 was cancelled due to Covid 19. The events programme for 21/22 is currently in development.
- Two ARETI Trust-funded projects have been rolled over into 2021/22 – one working with a Pupil Referral Unit in Lancaster, and one working with local schools on making AONB-inspired Light Up Lancaster displays.
- The Arnside Volunteer Group won the 2020 Bittern Award.

7.2 Cllr June Greenwell suggested that Safety on the Sands should be a key area for messages to visitors to the area. CH noted this for discussion in the team Interpretation Planning workshop (29/4/2021).

ACTION: CH to include Safety on the Sands messaging in AONB comms.

7.3 The AONB Team have been communicating the refreshed Countryside Code, via social media streams and the Visitor Management & Access Group.

8. Planning work programme update (SH)

8.1 175 applications in the AONB, 68 responses prepared and submitted by the AONB Team.

8.2 Contributions to Lancaster City Council Local Plan Review on Climate Change. Key issues we responded to included:

- Woodland management, including planting native trees
- Light pollution

8.3 Craig Russell asked about planting of non-native species. SH confirmed that in planning responses we do refer to the importance of planting native species. Elizabeth Scott-Clarke stated that planning decisions are checked and monitored. The AONB Development Plan Document does include elements about biodiversity and biodiversity gain, and covers native species in policy.

9. Farming in Protected Landscape Scheme

9.1 While formal approvals and confirmation have not yet been received, it is anticipated that this scheme will be launched in early summer. The scheme will provide financial support to farmers and land managers who are managing land to benefit nature. There is likely to be funding to the AONB Partnership for administration and advisory work. There is likely to be funding available for the farmers and land managers to deliver objectives to do with nature recovery, improving access and diversifying income. This funding will need to be administered by the AONB Team, and will probably require additional staffing or consultants.

9.2 This financial year will be the first year and will run for 3 years. The scale of the funding is completely unknown at present. We are hoping to hear more shortly about the nature of that funding & more detailed information about the criteria.

9.3 The AONB will be looking for volunteers to be part of the decision-making panel. If anyone is interested in being part of this, please let us know; we are particularly

interested in working with farmers. Jarrod Sneyd indicated he would be interested in being involved.

ACTION: ALL to contact AONB team if they are interested in being involved in the Farming in Protected Landscapes panel.

- 9.4** Sam Stalker asked if there were any projects already developed, due to the short window for delivery. LB stated that there are ideas, but as details are not yet confirmed firm plans cannot yet be fixed. We are anticipating an announcement about this in May/June 2021.

10. Brief Updates from Partners

10.1 Lancaster City Council Planning Dept.

Richard Camp gave an update on planning matters relevant to the Lancaster district. A climate emergency review is being undertaken on the district-wide Local Plan adopted last year. Initial consultation has been undertaken, particularly with regard to sustainability and new builds, flood alleviation and transport issues.

The Department is working towards developing a green infrastructure strategy for the district.

10.2 RSPB Leighton Moss

Jarrold Sneyd gave an update on Leighton Moss, which opened for visitors in late March – with visitor numbers varying from 150 – 800 per week. Café service is takeaway only and takings are significantly less than in normal circumstances. Retail is not suffering as badly.

The site is seeing the benefits of some of the recent habitat management. There are up to 6 booming males on the reserve. Up to 59 avocets have been recorded. Ospreys are doing well.

Wardens have been resurfacing the paths and improving the causeway. The team are looking at a new stewardship scheme, and the Management Plan runs out at the end of December, so a new one is in development. The team have had to do a lot of work on interpreting the management of ash dieback in the high risk visitor zones.

The team are currently recruiting a new estate worker, and 2 new staff have joined the team recently.

10.3 South Lakeland District Council Planning Dept / Strategy Team

Elizabeth Scott-Clarke explained that SLDC are undertaking a review of their district-wide Local Plan. The next stage of the Plan review is the Issues and Options stage. The Council intend to publicly consult on an Issues and Options report and supporting documents this summer. The review will include district-wide policies relating to the AONB but will not review the AONB DPD itself. The review of the AONB Development Strategy and current allocations will take place through a future review of the AONB DPD.

10.4 Kendal Torchlight

Craig Russell is the Kendal Torchlight team leader – the event will be run on the 24th / 25th / 26th September this year. This year will be a big breakthrough year; the focus is on climate change and the parade is moving away from vehicles. This will likely be the

biggest community-based event in the area this year. The theme is 'Gardens of Delight'. Would be excellent to collaborate to highlight the Arnside & Silverdale AONB.

10.5 Cumbria County Council

Cllr Pete McSweeney updated that there is a current consultation for Arnside on traffic proposals – including a blanket 20mph speed limit in Arnside. Planting of non-native species is a common issue for the SLDC planning committee; laurel is commonly proposed. There has been a recent concern about felling of Ash dieback at Hazelslack Caravan Park; discussions following on from this has created native planting long term.

10.6 Environment Agency

Andrew Frankish discussed the Diffuse Water Pollution Plan – to improve water quality in SSSIs; this involves writing to 200 householders whose properties are within the catchment for Leighton Moss and Haweswater with guidance about septic tank maintenance.

10.7 Friends of the Lake District & Campaign to Protect Rural England

Andrew Tate discussed planning applications in gardens etc. There is enthusiasm for rewilding gardens and there might be an opportunity for educational messaging to contact people planting outside the planning process.

The planning for the Dark Skies Festival for Friends of the Lake District is underway, there is lots of enthusiasm around this topic, and opportunities for the AONB. They are also working with Keep Britain Tidy on visitor motivations – key findings so far suggest that it is important to get messages to people before they reach the site. CH asked if any findings could be circulated as they might help inform the Visitor Management & Access Group's work.

ACTION: Andrew Tate to circulate results of Keep Britain Tidy project.

10.8 National Trust

Sam Stalker gave an update, reporting that the Trust have had to fell a large number of ash trees due to ash dieback. The Trust now have countryside stewardship schemes on several sites, including putting in new fencing to allow grazing in a different way. The visitor management group is really appreciated by the team. They have established a wetland at Park End, and now have their first booming bittern. The Park End project was originally delivered through the Nature Improvement Area project, which the AONB Team led.

11. Update from the National Association for AONBS (inc. National Arts Strategy)

11.1 The National Association have an important role at a national level. They have been working with DEFRA on the response to the Glover Review. This work has gone on intensively during the pandemic. We are expecting the government to release a statement with the ministerial response to the Glover Review in May or June.

11.2 LB shared the national Arts Strategy initiative (circulated). The objective is to connect people to nature through the arts and culture. We have been asked to sign up to the national strategy.

ACTION: Committee members asked to indicate their support for the Arts Strategy.

11.3 Climate change is an enormous issue affecting us all and will have a profound effect on the biodiversity of our area – the NAAONB is pulling together a project looking at the role of National Landscapes in impacting climate change (particularly with COP26 this year), which we intend to contribute to. This will generate evidence base about what AONBs can do to tackle climate change and develop objectives which can be used in future management plans.

12. AOB

12.1 Cllr June Greenwell gave an update on progress on local government re-organisation. Consultations have gone out and results are expected shortly. It would be useful to contact parish councils in the AONB to suggest a briefing meeting to consider what issues may affect the AONB if we do get a Bay Unitary Authority. LB confirmed AONB happy to facilitate this if required.

12.2 Cllr Jim Ferguson raised that the AONB has a lot of traffic problems. Silverdale Parish Council has worked with Lancaster City Council and police on traffic management. LB has stated that this is an issue that needs to be tackled in partnership; it has been raised in the Visitor and Access Management Group and will be a topic for discussion for them. Cllr Jim Ferguson also raised the issue of the impact of a 20mph speed limit if there is no monitoring.

12.3 Jarrod Sneyd raised that streetlamps are an issue for dark skies and energy usage. LB noted that the AONB Team are working with Lancaster University on several research projects including one looking at the effect of light pollution on bats, and also a project to develop design guidance to minimise light pollution.

13. Dates for your diary / dates of future meetings

13.1 Next Executive Committee Meeting will be at 2pm on the 20th October 2021. Depending on Covid 19 restrictions this may or may not be in person. Further dates will be circulated.

Table of Actions

Action	Assigned to	Deadline
Investigate options for signposting to/from Warton Crag.	AONB Team	October 2021
Contact Jarrod Sneyd re: Farming and Land Management Group.	LB	May 2021
Include Safety on the Sands messaging in AONB comms.	CH	June 2021
Contact AONB team if they are interested in being involved in the Farming in Protected Landscapes panel.	ALL	May 2021
Andrew Tate to circulate results of Keep Britain Tidy project.	Andrew Tate	When Available
Committee members asked to indicate their support for the Arts Strategy.	Committee Members	June 2021

**Arnside & Silverdale Area of Outstanding Natural Beauty
Executive Committee 20.10.21**

AGENDA ITEM 8

AONB Team work programme update

Report prepared by: Lucy Barron (AONB Manager)

PURPOSE OF THE REPORT:

To provide the Committee with an update on the delivery of the AONB work programme

RECOMMENDATION:

(1) that the Committee notes the report

AONB Staff changes

We are delighted that two new Farming in Protected Landscapes joined the team in August. Tonia Armer and Richard Park bring with them a wealth of experience and will both be working two days a week to deliver the Farming in Protected Landscape programme.

AONB Team work programme update

Since April 2021, key achievements of the AONB Team include:

Outstanding landscape rich in natural and cultural heritage

- We have worked, taking a landscape-scale approach, as a key or supporting partner in projects/steering groups including the Morecambe Bay Local Nature Partnership, Cumbria and Lancashire Local Nature Partnerships and the Back On Our Map (BOOM) project.
- Support for and participation in activities of National Association for AONBs
- As part of the Undergrounding for Visual Amenity scheme, which involves undergrounding of powerlines for landscape benefit, Electricity Northwest are making good progress with delivery of the 'Warton to Barrow Scout' scheme.
- Participation in the national 'Coastal Cluster' of AONBs, working across the national AONB network on nature recovery.
- The 'Meadow Makers' project funded by the Green Recovery Challenge Fund and led by Plantlife has made good progress with delivery:
 - 16 meadows surveyed (10 in the project and 5 outwith project)
 - 8 farm advice visits within the project
 - 7 farm advice visits - meadows and grasslands outside the project

- Supervising Meadow Makers trainee Shannon Horrocks 1 day a week (Tuesdays - practical volunteer tasks and meadow restoration)
- Brush-harvested seed from Coldwell Meadow (Landscape Trust reserve) and Brown Robin (Cumbria Wildlife Trust reserve)
- Vacuum harvested seed from Coldwell Parrock, Grubbins Wood and Dobshall Wood
- Hand harvested seed from later flowering species (field scabious, betony, ragged robin, knapweed, meadow cranesbill, devils bit scabious) for sowing and growing in to plug plants for future years
- Spread collected seed at Edkinsthwaite and Tenco
- Plug planted 470 plants at Teddy Heights and Coldwell Meadow
- Additional seed collected through the project has gone to Honeysuckle Hill, Oak Tree Barn, Silverdale, Harris meadow, Silverdale, AONB Bee on the Verge project and Lancaster City Council's Grassland Strategy verges.
- 7 volunteers on beginners scything training course
- 5 volunteers on scything improvers training course
- National Meadows Day event held at Warton Crag quarry in July
- Arnside Primary School Y6 class visit to Coldwell Meadow in Partnership with Landscape Trust
- Oaks and Waithmans meadow to receive brush harvested seed in October)
- A project led by Butterfly Conservation also successfully received funding from the Green Recovery Challenge Fund: Green Recovery in Morecambe Bay Woodlands. The AONB Team is working with Butterfly Conservation on delivery within the AONB.
- Ongoing conservation management of Trowbarrow and Warton Crag SSSIs via Countryside Stewardship agreements to maintain favourable condition status. Tree inspections undertaken on LNRs, held annual advisory meetings and delivered capital top-up contractor works.
- Provision of 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 responding to other consultations, as detailed under agenda item 10.
- We have continued to work with both Friends of the Lake District and Lancaster University to develop a Dark Skies project work. Lancaster University have successfully bid for funding to support Dark Skies monitoring work in the AONB.
- Delivery of AONB Volunteer Programme including practical conservation and enhancement works at key sites across the AONB.
- *Bee on the verge* project progressed with enhancement for pollinators on 6 sites in Arnside and Yealand - seed collection, fundraising, ground preparation, plug planting
- Native tree nursery developed
- Two Research projects have been undertaken by Lancaster Environment Centre MSc students: 'Sensitivity of bat species to light pollution' and 'Identification, descriptions and explanations of key geological features on Warton Crag and recommendations for their management'.
- Participation in National Tick Survey

Vibrant and sustainable communities

- Provision of 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.

- Developed the Farming and Land Management Group to strengthen relationships and provide support and information as we go through the agricultural transition period and prepare for the launch of ELM. A series of online events delivered, 1:1 support given and 1 Land Matters newsletter produced.
- Launched and started deliver new Farming in Protected Landscapes programme
 - Formal launch of programme in July
 - Recruitment of two Farming in Protected Landscapes officers
 - Set up of Local Assessment Panel
 - Work with interested land managers to develop projects
 - First application received
 - NW Protected Landscapes Farming officer regular meetings
- Supported social forestry initiative Silverdale District Wood Bank.
- Provided advice and support to partners and Parish Councils to assist with visitor management.
- Development work carried out to plan a Visitor Welcome volunteer programme to launch in 2022.
- The Friends of Warton Crag volunteer group restarted in the summer and has continued to meet monthly. Activities included: plant surveys, grassland and woodland management, general maintenance.
- Delivered the AONB Grants Fund - run jointly by the Arnside & Silverdale AONB Partnership and the Arnside/Silverdale Landscape Trust, working together to support projects which conserve and enhance the AONB or connect people with the landscape. 2 grants approved and a further 2 applications currently under consideration.
- Ongoing and continued support for the AONB Landscape Trust and Bittern CIC including early development of an organisational resilience project.
- Delivered the practical AONB Volunteer Programme with Covid safety measures in place
 - 24 Tuesday practical volunteer tasks - 1203 hours of volunteer time.
 - 6 litter picks covering all parishes in the AONB - 50 hours of volunteer time
 - 25 new volunteers inducted
 - 2 AONB tree nursery activities
 - 8 volunteers trained in Emergency First Aid
 - Volunteer outing to Gaitbarrows NNR attended by 16
 - 10 refurbished or new finger posts installed, including 6 sponsored through the Countryside access project.
 - 17m of dry stone wall repaired
 - Attended Northern AONB volunteer manager bi-monthly meetings

A strong connection between people and the landscape

- Reopened AONB Office to the public in May following a period of closure due to the pandemic. Covid measures are in place and staff are continuing to work both at the office and at home in rotation, as well as out on site.
- Implemented the AONB Communications Strategy – provided and distributed a range of online, social media and printed communication and information materials. More details under agenda item 9.
- Used social media to promote the Countryside Code and ‘safety on the sands’ messages to promote responsible tourism
- Led discussions between landowners and local climbers with regard to management of climbing activity at Silverdale Shore.
- 4 Educational visits delivered by the LNR Warden on LNRs: Storth Primary, Silverdale Primary, Warton Archbishops Hutton Primary and Hornby St Margaret's School.

- Continued essential maintenance and warden duties at Warton Crag and Trowbarrow Local Nature Reserves.
- Continued access sponsorship programme to assist with upgrades of waymarker posts. This has resulted in installation of a further 6 new high quality oak footpath waymarker posts.
- Preparation of an Arnside & Silverdale Geological Story booklet which will outline the geology of the area, telling a story of time, including photographs showing a range of geological features and highlighting some interesting places to visit.
- Warton Crag Past and Present community display - AONB had a display as part of this highlighting the habitat management being undertaken on the Crag and promoting the AONB as a special place to visit and live.
- Warton Crag community talk: 'Caring for your Local Nature Reserve'
- Warton Crag events: Butterfly and Moth Brunch and Bat Walk
- Led guided walk with Arnside Natural History Society
- Extension of Warden role to the Lancashire County Council site at Warton Crag. Role is to monitor and maintain the quarry and car park on a local level with the assistance of the Friends of Warton Crag volunteer group.
- Developed and started delivery of two projects funded by Areti Trust: working with schools to create artworks inspired by the AONB landscape for Light Up Lancaster event, and working with Pupil Referral Unit in Lancaster to deliver arts, forest school and outdoor education activities – more info under agenda item 9.
- Restarted Walks for All programme (supported walks suitable for people living with dementia and their carers, and anyone else who needs support to access the countryside) in August, with weekly walk on Tuesdays.
- AONB stand at Westmorland Show
- Bittern Award presentation and celebration event 2nd October, Arnside WI Hall. Award presented to the Arnside Volunteer Group.

AGENDA ITEM 9

Title of report: Communications work programme update

Report prepared by: Caroline Howard, AONB Communications and Funding Officer

PURPOSE OF THE REPORT:

To provide and update for the Executive Committee on communications and funding work carried out by the AONB Team since the last meeting

RECOMMENDATION:

That the Executive Committee notes the report.

Communications update

Social Media & Website

Current Social Media following is as follows:

Twitter: 4,066 followers

Facebook: 2,639 page likes, 2,984 page followers

Instagram: 606 followers

The following streams are set up but not yet in regular use:

YouTube: 14 subscribers

TikTok: 12 followers

Pinterest: 2 followers

Social Media posting has become more regular and structured through the use of Hootsuite, which has increased posting to Facebook and Instagram.

Our e-news mailing list now has 1,366 subscribers and we have sent out 3 newsletters since April 2021. Our open rate remains high (>60%), with a click rate of 7-14%.

The website had a reach of a total of 26,806 users in the past 6 months (1/4/21 – 31/9/21), with 157,466 page views. This is a 19% increase in users and 26% increase in page views compared with the same period in 2020.

The 'Discovery' pages are currently being updates are continuing with several reserves pages updated, some de-bugging of the walks pages and the first 'villages' page update for Silverdale village.

The newly established Communications Volunteers group have been working on researching high quality content to support social media programming and researching to update website pages with more in depth and user focused content.

Events

Events programme for 21/22 has been understated as we have been slowly resuming the programme, whilst making allowance for Covid-19 restrictions.

The following events have been delivered:

- National Meadows Day Schools Event
- National Meadows Day Online Event
- National Meadows Day Public Event
- Brunch with Butterflies at Warton Crag
- Bat Walk at Warton Crag
- AONB Stand at the Westmorland Show

An evaluation report of the National Meadows Day event has been produced, and online feedback surveys were sent out for the Butterfly and Bat Walks at Warton Crag.

Planning is underway for the 2022 events programme, and a working group has been formed by members from the AONB Team, Landscape Trust and Bittern Countryside CIC to work on a joint events programme, streamlining efforts.

Projects

The two Areti Trust funded projects are now underway:

Light Up Lancaster with the AONB

Working with local artists Shane Johnstone and Anna Read, this project involves bringing 120 children from four different schools (two within the AONB, and two outside the AONB) to the Trowbarrow Local Nature Reserve, to set them the challenge of creating a mythical creature to live in the reserve. Inspired by a hands-on workshop from the team at Lakeland Wildlife Oasis, the children are working with the artists in school to create sections of a giant serpent; 'The Wyrms of Trowbarrow'. We're attending Light Up Lancaster in November with the children, who will be parading the Wyrms around the pedestrianised zone at the centre of the city during the event.

Into the Woods with Stomping Ground

This project is bringing 10 young people from Chadwick Pupil Referral Unit into the AONB for a series of sessions in Silverdale, helping them develop their confidence exploring outdoors. They are putting up shelters and hammocks, creating rope swings, lighting and cooking over a campfire, making land art sculptures and learning about the wildlife of the area. This pilot project is working with Stomping Ground to create a model for a long-term programme of engagement with young people.

Bittern Award

The Bittern Award was given to the Arnside Volunteer Group; a handover ceremony was held on the 2nd October 2021 at the WI Hall in Arnside where the award was presented to Simon Whorral and certificates were presented to Arnside Volunteer Group Members.

Communications Volunteer Programme

We have established a new Communications Volunteers programme, which is now meeting monthly. The mailing list is currently circulated to 10 volunteers.

AONB Interpretation Plan

Development work on the Interpretation Plan has continued, and we hope to be able to share a first draft shortly.

**Arnsdale & Silverdale Area of Outstanding Natural Beauty
Executive Committee 20.10.2021**

AGENDA ITEM 10

Planning work update

Report prepared by: Sue Hunter, AONB Officer

PURPOSE OF THE REPORT:

To provide the Committee with an update on planning and development management work carried out by the AONB Team on behalf of the AONB Partnership

RECOMMENDATION:

(1) that the Committee notes the report on planning work

Introduction

The primary purpose of AONB designation is to conserve and enhance the natural beauty of the area and development management and planning are a key element in achieving this.

Background

The AONB Executive Committee is a consultee on planning matters, both planning policy and planning applications; it is not a decision maker. Planning decisions are made by the relevant local planning authority.

Planning policies for AONBs are contained in the National Planning Policy Framework (NPPF) and Local Plans. Of particular relevance is the joint Arnsdale & Silverdale AONB Development Plan Document (DPD), adopted jointly by South Lakeland District and Lancaster City Councils. AONB designation and the AONB Management Plan are material considerations in the planning process. Management Plans are adopted statutory policy of the local authority.

Planning applications

All planning applications within the AONB are reviewed and also any applications outside, but potentially impacting on, the AONB. Records are kept of all applications reviewed by the AONB Team and the responses made.

A summary is given below of the total number of applications reviewed in 2021/22 to date; the number of applications per individual parish is given. The number of formal responses submitted to the planning authorities is also given.

Planning applications reviewed so far in 2021/22 (to 30/09/2021)

Arnside	25
Silverdale	19
Beetham	33
Yealand Conyers	3
Yealand Redmayne	2
Warton	8
Total within AONB	90
Outside AONB	7
Total no. applications	97
Responses submitted	31

The majority of responses involve no formal objections and/or constructive comments on how to improve proposals so that they more effectively support the AONB purpose.

Of the responses submitted since the last Executive Committee meeting, 5 included formal objections to the proposed development. These applications are listed below, with the final planning decisions noted (where available):

- 21/00412/FUL – Application for erection of a two-storey detached dwelling and a detached garage with associated access and hardstanding and installation of package treatment plant at 25 Townsfield, Silverdale -**awaiting decision**
- 21/00694/REM – Reserved matters application requesting consideration of scale and appearance for 213 dwellings at Land East of Scotland Road, Carnforth - **awaiting decision**
- 21/00552/FUL – Application for erection of dwelling (C3) with associated access and landscaping, re-grading of land and installation of package treatment plant at Land Adjacent, 27A Coach Road, Warton - **awaiting decision**
- 21/00927/PAM - Prior approval for the installation of 22.5m lattice style telecommunications tower, antennas, ground-based equipment cabinets and associated development at Land at Cinderbarrow Farm, Cinderbarrow Lane, Yealand Redmayne - **refused**
- SL/2021/0777 – Outline application for one dwelling at Land east of Leighton Beck Road, Slack Head – **refused**

Formal objections made to applications reported at the last Executive meeting but where a planning decision had not been made at the time include:

- 20/01349/FUL – Application for erection of a detached dwelling (C3) and creation of a new vehicular access at Land North of 13 Main Street, Warton - **awaiting decision**
- SL/2020/0933 – Application for formation of manege for personal use only (Resubmission SL/2019/0924) at Land near Fell End, Hale Moss - **awaiting decision**
- 20/01428/FUL – Application for construction of a manege and creation of temporary storage area at Land adjacent to Fell View Barn, Moss Lane, Yealand Redmayne - **awaiting decision**

Planning policy consultations responded to on behalf of the AONB Partnership

- Lancaster City Council Climate Emergency Review of the Local Plan
- Lancaster District Green and Blue Infrastructure Strategy
- South Lakeland Local Plan Review – Issues and Options