

STATE OF THE AONB REPORT: 2014 SUMMARY

Indicator	Description	2014 data
An Outstanding Landscape		
CG	Condition of registered geological sites	100% in favourable condition
CH	Condition of heritage assets	0.12% of sites 'at risk'
CS	Condition of SSSIs	85.5% in favourable and unfavourable/recovering condition
LD	Number of Neighbourhood Plans	0
LM1	Land management: number of agri-environment agreements	529 agreements, of which 135 are at Higher Level (HLS)
LM2	Land management: area of land in agri-environment agreements	84% in Environmental Stewardship, 50% at Higher Level (HLS)
VA	Visual amenity	3303m of electricity cable was buried underground in 2013
WC1	Woodland creation and management since 2006	120 woodland creation grants covering 397.6 hectares
WC2	Woodland creation and management since 2006	237 woodland management and woodland improvement grants covering 432.01 hectares
WM	Woodlands in positive management	60% of woodland is in a managed condition
WQ	Water quality in rivers	49% of rivers are in good ecological condition, 46% are in moderate condition
Resilient and Sustainable Rural Communities		
AH1	Affordable homes: new affordable homes	12 new affordable homes built in 2013
AH2	Affordable homes: affordability index	Ratio of income to house sale prices is 1:12
AS	Access to basic services	45% of settlements have access to basic services
BA1	Business activity: number of businesses in production in 2013	66
BA2	Business activity: number of registered companies in 2013	492
FS1	Farm size in 2010	27% of farms are under 20ha, 27% are over 100ha
FS2	Farm type in 2010	14.6% of farms are in dairying, 68% are hill farms
PP1	Population patterns: age distribution	23% under 19 yrs, 16% 20-39, 33% 40-59, 24% 60-79, and 5% over 80 yrs
PP2	Population patterns: employment type	5.7% unemployed, 9% in forestry, farming & fishing, 9.7% manufacturing, 13% wholesale & retail, 25% in education, health & social care employment
ST1	Strength of sustainable tourism: no. of sustainable tourism partners	30 partners
ST2	Strength of sustainable tourism: businesses demonstrating commitment	94% promote AONB qualities 88% feel AONB is important to business

Indicator	Description	2014 data
A Strong Connection between People and the Landscape		
AC1	Access to the countryside: promoted routes	65 promoted routes on AONB website
AC2	Access to the countryside: routes easy to use	56% of routes classified as 'easy to use'
EC1	Effective communications: website visits	7000 unique visits to website per month
EC2	Effective communications: social media	1195 Twitter followers 201 Facebook 'likes'
VL1	Volunteering & skills: volunteer days	Friends of Bowland: 50 volunteer days
VL2	Volunteering & skills: no. people trained	124 people trained by AONB Unit
Working in Partnership		
PA1	Partnership action: partner activity	Not collected
PA2	Partnership action: membership	Friends of Bowland: 47 members Bowland Experience Ltd: 108 members
VM	Value for money	34% of AONB funds raised externally, leverage ratio is 2:1