

Forest of Bowland Area of Outstanding Natural Beauty Management Plan 2019 – 2024

(Consultation Draft)

Prepared by the Forest of Bowland AONB Unit, November 2018

CONTENTS

CONTENTS	2
INTRODUCTION	3
WHY IS THE FOREST OF BOWLAND AONB SPECIAL?	8
THE AONB PARTNERSHIP	14
DEVELOPMENT OF THE MANAGEMENT PLAN	17
POLICY CONTEXT FOR THE MANAGEMENT PLAN	19
DELIVERING THE MANAGEMENT PLAN.....	26
Vision for the Forest of Bowland AONB.....	26
Management Plan Themes and Outcomes.....	26
Action Plan	28
1. An Outstanding Landscape of Natural and Cultural Heritage	29
2. Resilient and Sustainable Communities.....	38
3. A Strong Connection between People and the Landscape	46
APPENDIX 1 - LITERATURE REVIEW.....	54
APPENDIX 2 – ECOSYSTEM SERVICES IN THE FOREST OF BOWLAND AONB	58
APPENDIX 3 - LIST OF ABBREVIATIONS.....	61
CONTACTS AND INFORMATION	63

INTRODUCTION

The Forest of Bowland Area of Outstanding Natural Beauty (AONB) is one of England's finest landscapes and is internationally important area for its heather moorland, blanket bog and rare upland birds.

The AONB is managed by a partnership of local councils, government agencies, landowners, farmers, local businesses and wildlife and recreation interest groups, who work to conserve and enhance the natural beauty of this special landscape. The purpose of the AONB Management Plan is to provide a positive and pro-active management framework for the area; highlighting the special qualities of the designated area, the importance of the relevant landscape features and identifying those features which are vulnerable to change. The Plan also seeks to outline an integrated vision for future of the AONB, based on a high level of shared aspirations for the area, taking into account local, national and international policy.

The Forest of Bowland AONB is situated in North West England, covering 803 square kilometres of countryside in the counties of Lancashire (730 sq.km) and North Yorkshire (73 sq.km). The area is bounded to the north and south by the Rivers Lune and Ribble respectively. To the west is the Fylde plain, while the eastern side of the AONB boundary matches the Yorkshire Dales National Park for a short distance, with Ribblesdale bordering the remainder. On its south-eastern edge, Pendle Hill (557m) forms a discrete landscape feature, which is geologically linked to the rest of the AONB, but separated from the main area by the Ribble valley. The Rivers Brock, Calder, Conder, Hindburn, Hodder, Loud, Roeburn, Wenning and Wyre all originate in the upland core of the Bowland Fells. The highest point of this upland core being Ward's Stone at 561m (or 1,841ft.), alongside other notable landmarks such as Fairsnape Fell at 510m and Hawthornthwaite Fell at 479m.

The AONB lacks large settlements and has an estimated population of approximately 16,000 people. Its boundaries include parts of six district council areas, namely: Craven, Lancaster, Pendle, Preston, Ribble Valley and Wyre. The urban centres of Preston, Lancaster, Blackburn, Blackpool and Burnley are in close proximity to the AONB, with over one million people living within a 30-minute journey of the area. Furthermore, the AONB is within a 90-minute journey from the major conurbations of Liverpool, Manchester and Leeds.

To discover more about the AONB visit: <https://forestofbowland.com/Understanding>

What is an AONB?

An Area of Outstanding Natural Beauty (AONB) is a special landscape whose distinctive character and natural beauty are so outstanding that it is in the nation's interest to safeguard them.

The 46 Areas of Outstanding Natural Beauty (AONBs) in England, Wales and Northern Ireland cover approximately 1/8th of the land surface.

The distinctive character and natural beauty of AONBs make them some of the most special and cherished places in England. AONBs are also living, working landscapes that contribute some £16bn every year to the national economy. Although home to less than half a million people (under 2% of England's population), over two thirds of England's population live within half an hour's drive of an AONB and around 150 million people visit English AONBs every year, spending in excess of £2bn.

Together with National Parks, AONBs represent our most outstanding landscapes; unique and irreplaceable national assets, each with such distinctive character and natural beauty that they are recognised internationally as part of the global Protected Areas Family (IUCN Category 5); to be managed in the interest of everyone – local residents, businesses, visitors, and the wider public - and protected for future generations.

The Legislative Framework for AONBs

AONBs exist within a legal framework which has been progressively strengthened since the first AONBs came into existence after the Second World War.

The National Parks and Access to the Countryside Act (1949) first established the AONB designation, provided AONBs with protection under planning law against inappropriate development and gave local authorities permissive powers to take action for '*preserving and enhancing natural beauty*' in them. Since the first AONBs came into existence in the 1950s, the legal framework has been progressively strengthened under the following Government legislation, including the Countryside Act (1968), the Environment Act (1995), the Countryside and Rights of Way Act (2000) and the Natural Environment and Communities Act (2006).

Perhaps paramount within this legislative framework is the Countryside and Rights of Way Act (2000). This subsumed and strengthened the AONB provisions of the 1949 Act. It confirmed the purpose and significance of AONBs, clarified the procedure for their designation, and created a firm legislative basis for their designation, protection and management. In particular

- Section 82 reaffirmed the primary purpose of AONBs: to conserve and enhance natural beauty;
- Section 83 established the procedure for designating or revising the boundaries of an AONB, including Natural England's duty to consult with local authorities and to facilitate public engagement;
- Section 84 confirmed the powers of a local authorities to take '*all such action as appears to them expedient*' to conserve and enhance the natural beauty of an AONB, and sets consultation and advice on development planning and on public access on the same basis as National Parks in the 1949 Act;
- Section 85 placed a statutory duty on all 'relevant authorities' to '*have regard to the purpose of conserving and enhancing the natural beauty*' of AONBs when coming to any decisions or carrying out activities relating to or affecting land within these areas. 'Relevant authorities' include all public bodies (including county, borough, district, parish and community councils, joint planning boards and other statutory committees); statutory undertakers (such as energy and water utilities, licensed telecommunications companies, nationalised companies such as Network Rail and other bodies established under statute responsible for railways, roads and canals); government ministers and civil servants. Activities and developments outside the boundaries of AONBs that have an impact within the designated area are also covered by the 'duty of regard';
- Sections 86 to 88 allows for the establishment in an AONB of a Conservation Board to which the AONB functions of the local authority (including development planning) can be transferred. Conservation Boards have the additional but secondary function of seeking to increase public understanding and enjoyment of the AONB's special qualities. They also have an obligation to '*seek to foster the economic and social well-being of local communities*' in co-operation with local authorities and other public bodies;
- Sections 89 and 90 create a statutory duty on all AONB partnerships (local authorities and Conservation Boards) to prepare a Management Plan '*which formulates their policy for the management of their area of outstanding natural beauty and for the carrying out of their functions in relation to*

it’, and thereafter to review adopted and published Plans at intervals of not more than five years. Where an AONB involves more than one local authority they are required to do this *‘acting jointly’*;

- Section 92 makes clear that the conservation of natural beauty includes the conservation of *‘flora, fauna and geological and physiographical features.’*

The International Context

IUCN Protected Areas

English AONBs are part of the international Protected Area Family. As cultural landscapes, produced through the interaction of humans with nature over time, they have a special significance (together with UK National Parks) as being recognised by the International Union for the Conservation of Nature (IUCN) as *‘Category V - Protected Landscapes’*.

Category V Protected Landscapes are defined by IUCN as: *‘A protected area where the interaction of people and nature over time has produced an area of distinct character with significant ecological, biological, cultural and scenic value: and where safeguarding the integrity of this interaction is vital to protecting and sustaining the area and its associated nature conservation and other values.’*

European Landscape Convention

The European Landscape Convention (ELC) is the first international convention to focus specifically on landscape. Created by the Council of Europe, the convention promotes landscape protection, management and planning, and European co-operation on landscape issues. The ELC came into force in the UK on 1 March 2007. It applies to all landscapes, towns and villages, as well as open countryside, the coast and inland areas, and ordinary or even degraded landscapes, as well as those that are afforded protection.

The ELC defines landscape as: *“An area as perceived by people, whose character is the result of the action and interaction of natural and/or human factors”* (Council of Europe 2000). It highlights the importance of developing landscape policies dedicated to the protection and management of landscapes and establishing procedures for the general public and other stakeholders to participate in policy creation and implementation.

Responsibility for AONBs

The formal legal responsibility for both planning and development and for management of AONBs (including the duty to prepare an AONB Management Plan) lies with the local authorities in whose area(s) the AONB exists. In addition, the duty, for all public bodies and statutory undertakers, to 'have regard' places an obligation on a wide range of organisations not just to consider any detrimental impacts of their policies and activities outside as well as within the boundaries of any AONB, but positively to consider how they might benefit the AONBs special qualities.

What is 'natural beauty'?

'Natural Beauty' is not just an aesthetic concept, and 'Landscape' means more than just 'scenery'. The natural beauty of AONBs is partly due to nature, and is partly the product of many centuries of human modification of 'natural' features. Landscape encompasses everything – 'natural' and human – that makes an area distinctive: geology, climate, soil, plants, animals, communities, archaeology, buildings, the people who live in it, past and present, and perceptions of those who visit it.

Landscapes are a product of constant change, including those designated due to their 'natural beauty'. The purposes of AONB designation reflect this process of change, encouraging activities that conserve and enhance the special qualities of the area and minimising activities that present a threat to the unique character of the landscape.

The term 'natural beauty' first gained currency in a legislative context in a 1907 Act, which gave legal status to the National Trust ('for Places of Historic Interest and Natural Beauty'). It has been the basis for the designation of both AONBs and National Parks since the National Parks and Access to the Countryside Act 1949.

Under the Countryside and Rights of Way Act 2000, the Government confirmed that AONBs and National Parks are of equal status with regard to landscape quality and that they share the same level of protection. In the same year, the CRoW Act formally stated that natural beauty includes conservation of *'flora, fauna and geological and physiographical features.'*

WHY IS THE FOREST OF BOWLAND AONB SPECIAL?

The Forest of Bowland was formally designated an Area of Outstanding Natural Beauty (AONB) by Government on 10th February 1964. The area was designated as a landscape of national significance, primarily, due to the following key characteristics:

- The grandeur and isolation of the upland core
- The steep escarpments of the moorland hills
- The undulating lowlands
- The serenity and tranquillity of the area
- The distinctive pattern of settlements
- The wildlife of the area
- The landscape's historic and cultural associations

Natural beauty is at the heart of what makes the Forest of Bowland AONB special: it is the reason the Bowland landscape is designated for its national and international importance; and of course, it's also a key factor in attracting visitors. This natural beauty is derived from the area's largely unspoilt countryside, combined with a number special qualities that contribute to the area's unique character or 'sense of place'. The special qualities of the Forest of Bowland AONB are numerous and varied, but in general terms they can be summarised as follows:

1. An Outstanding Landscape
2. Wild Open Spaces
3. A Special Place for Wildlife
4. A Landscape Rich in Heritage
5. A Living Landscape
6. Delicious Local Food and Drink
7. A Place to Enjoy and Keep Special

Most of these special qualities were identified as part of work undertaken in the mid-2000s exploring the AONB's 'sense of place' - that being the area's unique feel and appearance, or what constitutes the area's identity and makes it different from neighbouring areas. The headings are not intended to be exclusive or exhaustive - rather, they provide a framework by which the distinctive and special qualities of the AONB can be understood and communicated among relevant stakeholders, including visitors.

An Outstanding Landscape

The Forest of Bowland is an outstanding landscape and has been designated as an AONB due its national significance. The high quality and outstanding natural beauty of the landscape sets the AONB apart from the wider countryside and is the reason for its designation.

The area can be characterised as a complex interplay of many different landscape types, all intrinsic to its overall landscape character; from the dominant and wide open, moorland vistas of the high fells, to the more subtle, but no less important, lower-lying landscapes such as the rolling, pastoral farmland, woodlands, parkland, reservoirs, river valleys and floodplains. The area's distinctive character is determined not simply by the presence of particular natural elements or their rarity value, but also by the way in which they combine to form a mosaic of landscape types and reflect a rich history and cultural heritage.

Wild Open Spaces

Over one third of the AONB is moorland, making up the wild open spaces and remoteness that are so characteristic of the Forest of Bowland; a truly unique quality of the area and core to the AONB's identity, as well as one of the principal reasons that the Forest of Bowland was designated.

Across much of the AONB the landscape appears largely treeless, yet historically the fells were once cloaked in woodland and through a combination of changes in climate and woodland clearances by Bronze Age farmers they have become largely treeless today. The resulting open views and fells give the impression that this is a wilderness, an untouched natural landscape, but it is in fact the result of many human influences. Today, the predominant land uses for these upland areas are sheep and beef farming enterprises, alongside management of moorland for grouse shooting.

The fells are largely intact and extensive in area, crossed by only a few minor, unfenced roads. The Trough of Bowland is perhaps the most famous, following a narrow valley that once carried melting ice from the glaciers covering the fell tops.

A Special Place for Wildlife

The Forest of Bowland AONB supports many important habitats and species, which contribute significantly to the area's landscape character and 'sense of place'.

The Bowland fells support rare and endangered species associated with a very rare mosaic of upland habitats. At lower levels the ancient woodlands contain an array of colourful flowers; whilst the few remaining traditionally managed pastures and meadows are an oasis for wildflowers and insects. A myriad of rivers and smaller watercourses provide habitats for salmon, brown and sea trout, as well as birds such as kingfisher, dipper, grey wagtail, common sandpiper and oystercatcher. Otters are also present along several of the rivers in Bowland.

Other attractive features are more unlikely such as roadside verges and more recently formed sites, such as reservoirs and old quarries, providing new refuges for wildlife. Similarly the quarries and rock exposures reveal important geodiversity.

Bowland is in fact an internationally important area for conservation. Nearly one fifth of the AONB is designated as the Bowland Fells Special Protection Area (under the European Birds Directive) for hen harrier, merlin and lesser black-backed gull. The Forest of Bowland also contains two Special Areas of Conservation (Calf Hill and Cragg Wood & North Pennine Dales Meadows) and 20% of the land area is designated as Sites of Special Scientific Interest (SSSI) under UK legislation.

In addition, there are 456 wildlife sites covering around 10% of the AONB, which form part of a national network of non-statutory sites that are recognised for their ecological value. In the Lancashire part of the AONB, they are called Biological Heritage Sites (BHS); whilst in the North Yorkshire part of the AONB they are known as Sites of Importance for Nature Conservation (SINC).

This flora and fauna of the area is a significant attraction for visitors to the AONB – wildlife enthusiasts visit Bowland just to a glimpse of the hen harrier, the area's iconic bird of prey, which breeds in only a few other places in England. Or to see the wading birds that arrive in spring to nest and rear their young on the open farmland and moors of Bowland, such as lapwing, snipe, curlew and redshank.

A Landscape Rich in Heritage

In the Forest of Bowland AONB, the past exists very much in the present. It is the subtle interplay between the fascinating physical remains of the past, often sublime landscape patterns, and the mysteries of the essentially unknowable, that gives the AONB's archaeological and historic landscapes their much appreciated and yet often intangible special qualities.

Visually the predominant historic patterns which are readily perceived in the Bowland landscape are medieval in date, demonstrating remarkably strong continuity in landownership, community and management over the centuries. This manifests in present day land uses such as expanses of open moorland or contrasting small stone walled pastures, as well as the distribution and form of settlement, local vernacular and place names. For example, the word 'Bu' (in 'Bolland' or Bowland) is Old Norse for cattle, and 'Pen' in Pendle means hill.

There is evident contrast in the villages in Bowland – some are typical estate villages while others are more haphazard farming settlements or industrial hamlets. The large country estates had a controlling and significant influence over the nature of building and development within the AONB in the past. For example the private estates were responsible for building the distinctive villages of Slaidburn, Downham and Abbeystead, which are valued for their intactness, strong physical form and characteristic vernacular architecture.

There are notable grand halls, parks and houses at Browsholme, Leagram and Quernmore. Remains of motte and bailey castles can be found in the Lune Valley and the ruins of a Cistercian abbey are preserved at Sawley.

Overall, the area holds almost 900 listed buildings and designated heritage assets (818 Listed Buildings, 48 Grade I and II* Listed Buildings, 20 Scheduled Monuments and one Registered Park and Garden). Collectively these historic and cultural elements of the environment serve to enrich the landscape's scenic quality, meaning and value.

A Living Landscape

The landscape of the Forest of Bowland has been managed by generations of farmers and landowners. Sheep and beef farming dominate the upland areas, while dairy farming remains a significant land use in the valleys.

In the past some land management practices have caused damage to important wildlife areas and/or landscape features – for example, the draining of moorland and meadows has caused a loss of species; and the fertilising and early harvesting of meadows has reduced the number of wildflowers. Today, however, stronger regulations are in place to help ensure that land management can improve habitats for wildlife, and management of features such as hedgerows and stone walls, rather than causing damage. Some farmers and land managers in Bowland have also become much more environmentally aware over the last 30 years and operate within agri-environment support schemes to conserve and enhance habitats for wildlife and manage important landscape features on their land. Some farmers have also adopted more sustainable and efficient farming practices, whilst remaining sympathetic to the environment; particularly through initiatives such as Natural England's Catchment Sensitive Farming.

Extensive areas of moorland are managed specifically for grouse shooting. Management can include predator control and annual heather burning to help maintain the heather moorland and red grouse populations. In recent years, moorland estates in Bowland have been working with the AONB Partnership and other conservation partners to help restore important blanket bog habitats across the fells.

Much of Bowland's upland core also provides water for thousands of homes and businesses in Lancashire and the North West of England. The water utility company, United Utilities owns and manages significant landholdings within the AONB as water catchment land.

Many village communities were once reliant on manufacturing (such as cheese making), as well as local industry associated with lead mining and lime production. Nowadays, however, communities rely on a greater diversity of activities, in particular employment within the tourism sector.

Delicious Local Food and Drink

Delicious local food and drink is a special quality of the Forest of Bowland AONB - not only because it supports the economy, but also because it is an important factor in the area's unique sense of place. The traditional farming methods have helped to shape the AONB's landscape over time, including areas of rough grazing and open moorland, patterns of pastoral fields enclosed by distinctive dry stone-walls and hedgerows, farmsteads, barns and working villages. The complexity of this landscape provides for a wide variety of farm production systems. This complexity is reflected in the local food offer.

As you would expect in a sheep and beef farming area, you can find delicious local lamb and beef, as well as pork and even wild boar. The area also offers classic and modern varieties of Lancashire cheeses, milk and ice cream and supports several organic farms and market gardens. There are also

several farmers' markets around Bowland where you can meet the producers and taste and buy their local produce. By supporting those farmers who choose high nature value farming, whilst continuing to produce food, the AONB aims to help protect the Bowland landscape for this and future generations.

A Place to Enjoy and Keep Special

The purpose of AONB designation is to conserve and enhance the natural beauty of the area, whilst having regard to the social and economic needs of the landowners, farmers and communities. The AONB also has a responsibility to meet the demands for recreation and tourism, but only if this is consistent with protecting the natural beauty of the area. It is for this reason that the AONB Partnership has promoted the concept of sustainable tourism within the Forest of Bowland: tourism that is dependent upon the area's environment, and which seeks to conserve and enhance that environment, not detract from it.

The AONB is a popular visitor destination for the surrounding urban settlements of Lancashire, Greater Manchester, Merseyside and West Yorkshire. Its relatively 'undiscovered' character is highly valued and generates loyalty amongst local people, day visitors and increasingly staying visitors. It is the combination of open moorland, and the ever-changing geography along the lower lying river valleys that not only gives the area its very own character, but also makes it a great destination for walkers, cyclists and wildlife enthusiasts. Although walking is the main activity pursued within the area, there are many opportunities to enjoy other activities such as mountain biking, horse riding, fishing, canoeing, gliding and paragliding.

Over recent years, the AONB Partnership has led the way in helping to develop sustainable tourism that takes account of its current and future economic, social and environmental impacts.

THE AONB PARTNERSHIP

Much of the land in the Forest of Bowland AONB is privately owned and primarily used for farming, game shooting and water supply. Nevertheless, the use of the area for recreation and tourism has become increasingly important over recent decades. The co-operation of those involved in land management, tourism and development management is therefore vital to the successful management of the AONB.

Joint Advisory Committee (JAC)

Delivery of the AONB Management Plan is encouraged through effective partnership working, rather than through enforcement. Since it was constituted in 1986, the Joint Advisory Committee (JAC) has been responsible for strategic liaison and decision-making between the wide range of partner organisations and interests within the AONB.

The AONB JAC objectives are to:

- Protect, conserve and enhance the natural and cultural heritage of the Forest of Bowland AONB
- Promote the sustainable social and economic development of the area, particularly where such activity conserves and enhances the environment
- Encourage enjoyment of the area where it is consistent with the first two objectives

The current JAC membership comprises the following organisations:

- Lancashire County Council
- North Yorkshire County Council
- Craven District Council
- Lancaster City Council
- Pendle Borough Council

- Preston City Council
- Ribble Valley Borough Council
- Wyre Council
- Lancashire Association of Local Councils (*representing Parish Councils*)
- Yorkshire Local Councils Association (*representing Parish Councils*)
- Natural England
- United Utilities plc
- Environment Agency
- Royal Society for the Protection of Birds
- Ramblers Association
- Moorland Association
- Bowland Land Managers Forum
- Bowland Sustainable Tourism Network
- Champion Bowland (*A registered charity, supporting the aims and objectives of the AONB*)
- Friends of Bowland (*A voluntary organisation dedicated to the conservation of the AONB*)

AONB Unit

The Forest of Bowland AONB benefits from dedicated staff, who are responsible for co-ordinating and delivering many AONB projects and activities which make a significant contribution to the delivery of the AONB Management Plan. This dedicated staff team is known collectively as the AONB Unit. The responsibility of the AONB Unit includes:

- Coordination and management of the AONB Partnership and the review of the AONB Management Plan
- Develop and manage key project and activities to support delivery of the AONB Management Plan
- Raise funds to support the delivery of the AONB Management Plan

- Raise awareness about the importance of the AONB
- Working closely with local communities and businesses to increase involvement in the work of the AONB Partnership

The AONB Unit produces a rolling three-year business plan (agreed by the AONB Joint Advisory Committee) with detailed objectives and actions to guide the Unit's day-to-day activities.

Partnership Funders Group (PFG)

A Partnership Funders Group (PFG) primarily comprises officers from the key funding partners (local authorities, United Utilities, Natural England and the Environment Agency), which meets quarterly to help guide the work of the AONB Unit. The PFG considers key Partnership policy and budget issues, and also provides technical and professional advice and assistance to the JAC in fulfilling its obligations.

Other Partnership support

The AONB also benefits from other, additional personnel who work in support of the AONB Partnership. These include:

- Staff and volunteer rangers from both Lancashire Countryside Service and Wyre Coast and Countryside Service working in the AONB. These services focus primarily on access and visitor management in the AONB's gateways, country parks and other "honeypot" sites
- Parish Lengthsman Schemes (supported by the AONB Partnership) operate within the parishes of Barley-w-Wheatley Booth, Blacko, Bolton-by-Bowland and Gisburn Forest, Downham, Goldshaw Booth, Higham-w-West Close Booth, Lawkland, Newton-in-Bowland, Pendleton, Roughlee Booth, Sabden, Sawley and Wiswell. The parish lengthsman carry out small-scale environmental improvement and maintenance tasks on behalf of, and working with, the local community
- Other key AONB partner organisations involved in the delivery of Management Plan actions including Natural England; the Environment Agency; United Utilities; the Wildlife Trust for Lancashire, Manchester & North Merseyside; RSPB; Rivers Trusts, landowners and farmers; tourism businesses; community and voluntary groups and parish councils

DEVELOPMENT OF THE MANAGEMENT PLAN

The purpose of the plan

As a nationally important landscape, the Forest of Bowland AONB experiences a variety of management pressures on its landscape, such as changing demands on agricultural land, telecommunication and energy infrastructure, tourism facilities and the need to develop a sustainable rural economy. The Forest of Bowland AONB Management Plan seeks to provide a strategic context within which the problems and opportunities that these pressures present are addressed and guided in a way that safeguards the national importance of this special landscape.

The purpose of the Forest of Bowland AONB Management Plan is to provide a positive and pro-active management framework; highlighting the special qualities of the designated area, the importance of the relevant landscape features and identifying those features which are vulnerable to change.

The Management Plan outlines an integrated vision for future development of the AONB, based on a high level of shared aspirations for the area, taking into account relevant international, national, regional and local policies. It presents objectives specific to the AONB that will enable this vision to be pursued effectively and allocates responsibility for each objective and related actions to relevant partners.

All Management Plan objectives also have regard to the external context of the AONB - that is to say objectives are not solely 'inward looking' and wherever possible aim to take account of the relevant landscapes, communities and key issues outside of the AONB boundary.

How the draft plan was produced

The first Management Plan for the AONB was published in 1995 and the first statutory plan was published in 2004.

This draft revised Management Plan 2019 -2024 was published in November 2018. The draft revised Plan is the product of a series of targeted consultation exercises, together with a literature review.

Consultation

Whilst the Management Plan is being reviewed at a time of more limited resources, the AONB Partnership remains committed to offering community involvement and stakeholder engagement in the Review process.

Consultation during the Review process has been carried out both online (via public survey, emails, press releases and social media) and through face-to-face meetings and correspondence with key AONB partners. Formal consultation on the draft Revised Plan will also be complemented with drop-in sessions open to the public to come and speak with the AONB Unit regarding the draft Plan. Summary reports have been produced and published on the AONB website, documenting comments received during the various stages of consultation during the Review process so far.

Literature review

The current Management Plan incorporates the results of a literature review of relevant plans, strategies and policies, and has sought to integrate these where appropriate. The literature review and subsequent review of the Management Plan was undertaken by the AONB Manager. See Appendix 1 for a list of documents included in the literature review.

The important focus of the AONB Management Plan - and what differentiates it from these other plans and strategies - is its purpose of namely to conserving and enhancing the natural beauty of the Forest of Bowland. However, the AONB Partnership recognises that this can only be achieved by complementing other partners' plans and strategies within the context of the AONB as a whole.

POLICY CONTEXT FOR THE MANAGEMENT PLAN

The Government's 25 Year Environment Plan

In January 2018, the Government published 'A Green Future: Our 25 Year Environment Plan for the Future'. The Plan sets out the Government's goals for improving the environment, within a generation, and leaving it in a better state than we found it. The Plan forms the culmination of over two years of work and consultation with environmental bodies, including close work with AONB Partnerships via the National Association for AONBs.

The Plan refers specifically to AONBs in Chapter 2 under 'Recovering nature and enhancing the beauty of landscapes', in which it states:

"...the creation of designated landscapes – which also include Areas of Outstanding Natural Beauty AONBs – has been among the outstanding environmental achievements of the past 100 years. They provide a patchwork of stunning, and protected, landscapes. In England, a quarter of our landscape is designated in this way, around 10% as National Parks and 15% as AONBs. We will make sure they continue to be conserved and enhanced, while recognising that they are living landscapes that support rural communities."

Under Section 2 'Conserving and enhancing natural beauty', the Plan also states that:

"Over the next 25 years we want to make sure they [AONBs and National Parks] are not only conserved but enhanced. Many of the policies set out in the rest of the Plan will contribute to making all areas more beautiful..."

Furthermore, the Plan then outlines two specific actions the Government wishes to undertake in relation to AONBs and National Parks, firstly to commission a '21st Century Hobhouse' Review of AONBs and National Parks and secondly, to work with and AONB Partnerships and Conservation Boards and National Park Authorities to deliver environmental enhancement, including through demonstrator projects, and engaging with communities through their statutory management plans.

The UK's National Parks and AONBs were created by an Act of Parliament in 1949, following the government's 1947 Hobhouse Report, which remains the basis for most protected landscape designation in England today. Now, 70 years on, the Government has commissioned a review for the 21st Century. The Review, which will complete in autumn 2019, considers coverage of designations, how designated areas deliver their responsibilities, how designated areas are financed, and whether there is scope for expansion. It will also consider opportunities to enhance the environment in existing designations, and expand on the existing plans to connect more people with the natural environment.

Various other actions outlined in the Plan to improve the environment and people's connection with nature are also particularly relevant to AONBs, which include: designing and delivering a new Environmental Land Management Scheme; expanding the use of natural flood management solutions; developing a 'Nature Recovery Network' and connecting people with the environment to improve health and well-being. The objectives and actions outlined in the Management Plan will aim to contribute towards the delivery of these actions.

Natural Capital and Ecosystem Services

Natural capital assets are the elements of the natural world from which flow a series of services or benefits to society. For example, woodland, species rich grassland, wetlands, peatland and other soils are all aspects of natural capital, whilst carbon storage, clean air and water and opportunities for recreation are some of the ecosystem services which flow from them. These services are also influenced by financial and social capital, but at their root is the natural capital that makes their delivery possible.

The special qualities and natural capital assets of the Forest of Bowland AONB landscape provide a wide range of ecosystem services:

- AONB farmers produce predominantly extensive beef and sheep on the fells with more intensive beef, sheep and dairy farming within the valleys and lowland fringes. Hill farming systems concentrate on the production of suckler beef and store lambs. In addition, the western fringes of the AONB also support a number of other enterprises including pig, poultry and horticulture.
- Timber is produced from forestry operations and wood fuel and wood products through small-scale woodland management.
- Upland river catchments of the AONB provide water for thousands of homes and businesses in Lancashire and the North West of England. The sustainable management of catchment land by the water utility company helps to improve water quality; reducing the need for more costly 'end-of-pipe' water treatment.

- Healthy, functioning blanket bog on the tops of the fells acts as a carbon store and work to restore and re-wet areas of blanket bog will help boost carbon sequestration. In addition, these blanket bogs are also important in helping to mitigate downstream flood risk for communities, both inside and out of the AONB.
- The extensive rights of way network and access land areas within the AONB, offering access to important wildlife sites and places of historical interest, provides excellent recreational opportunities and supports the health and well-being of both residents and visitors.
- Other benefits provided by the AONB landscape include the dispersal and cycling of nutrients, pollination and, with the appropriate technology in the correct location, a source of renewable energy (such as micro-hydro, small-scale wind, solar and biomass). It is also a source of clean air, tranquillity and freedom from noise and light pollution.

Some products like timber have a known financial value, but in other cases, such as the role of bees in pollinating crops or the storage of carbon in woodland and wetlands, we are only just beginning to fully understand their role and value to society and the economy. A better understanding of the natural capital assets and wide range of public benefits provided by the special landscape such as the AONB; and also their value both in monetary and non-monetary terms, can help us design and plan appropriate management activity to ensure that our natural resources and systems are more effectively supported in the future.

Many of the objectives within the Management Plan will influence the management of land and ecosystems in the AONB, and ensure that effective management is helping to sustain and improve the range and quality of ecosystem services that are provided. A brief analysis of natural capital and ecosystem services provided by the AONB landscape can be found in Appendix 2 to the Plan.

Planning and development in AONBs

Development within and close to AONBs is expected to conform to a high standard of design, to be in keeping with local distinctiveness and, fundamentally, seeks to conserve and enhance the AONB's natural beauty.

AONBs enjoy the same levels of protection in planning terms as those of UK National Parks. Responsibility for planning policy and decision-making in AONBs lies with the relevant local authority (whereas in National Parks it lies with the Park Authority). This means that whilst AONB Management Plans themselves do not form part of any local development plan, they are, nevertheless, vitally important documents in the planning system. They are the

basis for identifying those aspects of the AONB which are critical in contributing to its natural beauty and potentially influential in the development of planning policy and a 'material consideration' in the determination of individual planning applications and appeals.

The AONB Partnership (and Unit) is not a statutory consultee for planning applications or the formulation of Local and Neighbourhood Plans. Nevertheless, the AONB Unit does provide advice and guidance for local planning authorities on landscape planning matters on behalf of the AONB Partnership. Natural England is the statutory consultee for landscape-related planning matters (alongside its broader land use planning remit for protection and conservation of the natural environment). The AONB Unit liaises with the Natural England's Land Use Planning team on these and other related matters.

National Planning Policy Framework

In 2018, the Ministry of Housing, Communities and Local Government published a revised National Planning Policy Framework (NPPF), which sets out the Government's current planning policies for England and how these are expected to be applied. The Framework states that:

'The purpose of the planning system is to contribute to the achievement of sustainable development. At a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs.' and

'...at the heart of the Framework is a presumption in favour of sustainable development

The Framework goes on to outline how this can be achieved, within the context of the planning system, through the application of three objectives, namely economic, social and environmental:

Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

a) an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

b) a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and

c) an environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

The Framework confirms that local planning authorities should set out the strategic priorities for their areas within Local Plans and accordingly deliver the conservation and enhancement of the natural environment, including landscape. It also provides specific planning guidance for development planning and decision-making in relation to AONBs, under Paragraph 172:

'Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to these issues. The conservation and enhancement of wildlife and cultural heritage are also important considerations in these areas, and should be given great weight in National Parks and the Broads. The scale and extent of development within these designated areas should be limited.'

The 'great weight test' is significant and it is one of the most stringent legal tests that can be applied under planning law. In specific relation to major development, the Framework goes to state that:

'Planning permission should be refused for major development other than in exceptional circumstances, and where it can be demonstrated that the development is in the public interest. Consideration of such applications should include an assessment of:

a) the need for the development, including in terms of any national considerations, and the impact of permitting it, or refusing it, upon the local economy;

b) the cost of, and scope for, developing outside the designated area, or meeting the need for it in some other way; and

c) any detrimental effect on the environment, the landscape and recreational opportunities, and the extent to which that could be moderated.'

The Framework also confirms that allocations of land for development should prefer land of lesser environmental value (counting the AONB as high value), that local planning authorities should set evidence and criteria based policies against which proposals for any development on or affecting

landscape areas will be judged (development affecting AONBs includes impact on their setting) and that planning should contribute to conserving and enhancing the natural environment.

Landscape Characterisation

Landscape character is defined as “a distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse” (Landscape Character Network). Put simply, landscape character is that which makes an area unique or different from neighbouring areas (in much the same way as we use the word “character” to describe differences between people).

National Character Areas (NCAs) divide England into 159 distinct natural areas. Each is defined by a unique combination of landscape, biodiversity, geodiversity and cultural and economic activity. Their boundaries follow natural lines in the landscape rather than administrative boundaries, making them a good decision making framework for the natural environment. The AONB is largely contained within two NCAs, 'Bowland Fringe and Pendle Hill' (NCA 33) and 'Bowland Fells' (NCA 34). A small area of Pendle Hill also falls within 'Lancashire Valleys' (NCA35). For more useful information on National Character Areas, including Area Profiles and Statements of Environmental Opportunity visit:

<https://www.gov.uk/government/publications/national-character-area-profiles-data-for-local-decision-making/national-character-area-profiles>

In addition national landscape character assessment, a number of local landscape character studies have been undertaken to better understand and describe the character of the Forest of Bowland landscape. The most recent and comprehensive of these is the Forest of Bowland AONB Landscape Character Assessment:

Forest of Bowland AONB Landscape Character Assessment

In 2009, the AONB commissioned a detailed landscape character assessment of the AONB. The overall study consists of two principal sections dealing with landscape classification and managing landscape change respectively. In general, the key characteristics of the AONB landscape, as identified by this landscape character assessment, are as follows:

- Grandeur and isolation of the upland core
- Open expanses of moorland

- Cultural landscape of upland farming
- Historic landscape management as royal hunting forest and more recently as sporting estates
- Rural landscape of dry stone-wall enclosed pastures, stone built farms and villages
- Wooded pastoral scenery and parkland
- Steep scarps, deeply incised cloughs and wooded valleys
- Broad river valleys
- Contrasting gritstone/limestone geology

The landscape character assessment also provides analysis on the landscape sensitivity and its capacity to accommodate change, alongside guidelines for planners, developers, land managers and others on managing landscape change, within each of the landscape character types of the AONB. A copy of the AONB Landscape Character Assessment (2009) is available at: <https://forestofbowland.com/Landscape-Character-Assessment>

DELIVERING THE MANAGEMENT PLAN

Vision for the Forest of Bowland AONB

The delivery of the AONB Management Plan should be guided by a long-term goal or vision of how the AONB should be into the future. The vision for the AONB is as follows:

'The Forest of Bowland landscape retains its sense of local distinctiveness, notably the wide open moorland character of the Bowland Fells, undulating lowland farmland, clough woodland, traditional buildings and settlement patterns of its villages, hamlets and farmsteads. A landscape rich in natural and cultural heritage is well managed and helps to support a resilient and sustainable local economy. The management of the AONB has enhanced the quality and the enjoyment of the landscape for all.'

Management Plan Themes and Outcomes

The following action plan section of the Management Plan is organised under three themes, each with four outcomes the AONB Partnership is seeking to achieve:

1. An Outstanding Landscape for Natural and Cultural Heritage

- The landscape is conserved and enhanced, whilst ensuring essential development takes place
- More and bigger areas of habitat are connected and better managed, with key species conserved
- Built and other cultural heritage assets are better understood, conserved and managed
- The natural capital of the AONB and the public goods derived from these assets are better understood, valued and promoted

2. Resilient and Sustainable Communities

- **The farmed landscape delivers more for nature, farmers, and the public**
- **The local economy benefits from the promotion and development of sustainable tourism in the AONB**
- **The AONB is not disadvantaged due to its rurality, in particular access to services and utilities, business support, training and skills**
- **Local communities and businesses are supported to become involved in activities and projects to conserve, enhance and celebrate nature, culture and landscape**

3. A Strong Connection between People and the Landscape

- **Access to the countryside is maintained and improved for more- and a wider range of people**
- **Visitor information and interpretation engages a wide audience and supports the visitor economy**
- **More and a wider range of people benefit from opportunities to discover and learn about the natural and cultural heritage of the AONB and the work of those who look after it**
- **The natural and cultural heritage of the AONB provides opportunities to improve people's health and well-being**

Action Plan

The action plan outlines information on:

- Key issues and forces for change affecting the AONB
- AONB Partnership 'ways of working'
- AONB Partnership objectives and actions to be delivered during the plan period

Key issues and forces for change

The key issues affecting the AONB are driven by a number of factors including the profound implications of climate change, uncertainty over the impact of Brexit, development pressure, pursuit of economic growth, demands for recreation and changes in agriculture and the broader economy. These key issues or 'forces for change' outlined are likely to continue to affect the AONB throughout the next plan period. Sections detailing these precede each themed set of objectives and actions. It should be emphasised that they do not discuss these issues at length, but seek to provide an overview and a context within which the Plan will need to operate. Please note: key issues have been identified as part of the literature review and through consultation. While all of the issues listed have potential to impact on the AONB, not all of those listed are the responsibility of the AONB Partnership – i.e. they may be beyond the scope of the AONB's purpose of designation.

'Ways of working'

The concept of collaboration and working together with others to achieve success underscores all AONB Partnership work. Most AONB Management Plan delivery needs to be done by encouragement through effective partnership working and not enforcement. Under each outcome, AONB 'ways of working' are detailed; outlining how the AONB Partnership and Unit aims to carry out its day-to-day work.

Objectives and actions

The following action plan details AONB Partnership objectives and actions to be delivered during the Plan period, outlines key partners and the AONB Partnership/Unit role in these actions. The AONB Joint Advisory Committee, Partnership Funders Group and AONB Unit will seek to prioritise future partnership activity through regular meetings and an annual delivery planning process.

1. An Outstanding Landscape of Natural and Cultural Heritage

1.1 Landscape

Apply the guiding principles of the European Landscape Convention and use landscape characterisation as the basis for policy- and decision-making to manage landscape change which conserves and enhances natural beauty.

1.2 Habitats and Species

Conserve, enhance and restore the AONB's characteristic mosaic of habitats by improving their connectivity, taking targeted action to conserve key species and improving understanding of the biodiversity of the AONB.

1.3 Historic Environment

Support the conservation, restoration and management of the historic environment and wider cultural landscape.

1.4 Natural Capital and Ecosystem Services

Seek to better understand and promote the value of the natural capital of the AONB landscape and the public benefits derived from these assets; helping to manage landscape change which conserves and enhances natural beauty.

Key Issues and forces for change

- International conventions and obligations such as the European Landscape Convention, the Convention on Biodiversity and Climate Change Agreements
- New agricultural policy and support (e.g. 'public money for public goods'), as a result of the UK's exit from the European Union
- New environmental policy and regulatory structures, as a result of the UK's exit from the European Union

- Government ambitions to improve the environment, expressed in 'A Green Future: Our 25 Year Environment Plan for the Future', including the development of a 'Nature Recovery Network'
- Increased awareness and recognition of the value of natural capital and the associated ecosystem services that flow from these assets, such as carbon storage and sequestration, water quality, flood alleviation, recreation and people's health and well-being
- Continued persecution and disturbance affecting birds of prey populations
- Limited breeding success of the Hen harrier within the Bowland Fells Special Protection Area
- Continued declines in key species within UK and Ireland (e.g. Curlew)
- Invasive alien species damaging ecosystems (e.g. Signal crayfish in rivers; Himalayan balsam threatening bluebell woodland)
- Lack of woodland management affecting biodiversity, particularly semi-natural clough woodland
- Woodland cover still below national average, with continued low levels of new woodland creation
- Small, fragmented patches of habitat are vulnerable to loss of biodiversity due isolation and climate changes
- Roadside verge management regimes adversely affecting verges with special biodiversity interest
- Agricultural specialisation, intensification and farm amalgamation is resulting in a loss of semi-natural habitats and cultural features
- Diffuse and point-source pollution of watercourses from both agricultural and non-agricultural sources
- Intensive fertiliser use and diffuse pollution continues in some areas leading to loss of biodiversity both on and off agricultural land (e.g. roadside verges), as well as affecting water quality
- Potential change to cropping patterns and types of crops, in response to climate change, altering the character of the landscape
- Potential for more hot, dry summers leading to reduced ground water and drying out of moorland habitats, which can increase fire risk and release carbon into the atmosphere
- Potential for more intense rainfall events causing flooding within- and downstream of the AONB
- Changes to the planning system, following the publication of the revised National Planning Policy Framework e.g. more major development proposals in the AONB
- Pressure for new development and building conversion in open, exposed landscapes, which can be visually intrusive
- Increased demand for locally, affordable homes
- Traditional agricultural buildings becoming redundant and replaced with large, modern buildings
- Potential development of unconventional gas exploitation (i.e. hydraulic fracturing or 'fracking') infrastructure within the AONB

- Small-scale cumulative development (e.g. building extensions, residential boundary treatment, roadside concrete curbing and signage) resulting in erosion of integrity and quality
- Increasing role of neighbourhood planning
- Development, traffic and lighting beyond the boundary of the area increasingly intruding on the AONB and affecting its tranquillity
- Lack of awareness of geodiversity value of the AONB
- Loss of traditional skills reducing the ability to effectively manage the traditional landscape features and buildings of the AONB

'Ways of Working'

Landscape

- Participate in a range of fora and networks to represent landscape interests and encourage the conservation and enhancement of the natural beauty of the AONB

Habitats and Species

- Encourage habitat creation and the buffering of existing habitats in line with 25 Year Environment Plan objectives (and appropriate to landscape character), aiming to create more, bigger and more connected habitats
- Commitment to applying a 'Natural Capital and Ecosystems Approach' to management of the AONB landscape
- Collaborate with Natural England, Environment Agency, Forestry Commission and other national, sub-regional and local environmental organisations and interests through a range of fora, to co-ordinate actions for the conservation and enhancement of biodiversity within the AONB
- Promote, encourage and facilitate 'High Nature Value' farming through provision of advice and guidance to land managers -on new Environmental Land Management Schemes, post-Brexit
- Maintain regular communications with Defra and Natural England regarding development of the new Environment Land Management Schemes

AN OUTSTANDING LANDSCAPE OF NATURAL AND CULTURAL HERITAGE			
OBJECTIVES	ACTIONS	KEY PARTNER(S)	AONB Role
[1.1] Landscape Apply the guiding principles of the European Landscape Convention and use landscape characterisation as the basis for policy- and decision-making to manage landscape change which conserves and enhances natural beauty	[1.1A] Provide landscape planning advice and guidance for local planning authorities, highway authorities, government agencies, local communities and developers based on the Forest of Bowland AONB Landscape Character Assessment 2009.	Local planning authorities Highway authorities Natural England Environment Agency Forestry Commission Utility companies	Lead & Advise
	[1.1B] Influence planning and development policy-making at a local, county and national level by responding to consultations for relevant plans and strategies, e.g. neighbourhood plans, local plans and national planning policy guidance.	Local planning authorities Parish Councils Neighbourhood planning groups Natural England Environment Agency	Lead & Encourage
	[1.1C] Carry out a 'refresh' of the AONB Landscape Character Assessment, focusing on new and emerging forces for change affecting the AONB.	Natural England Local planning authorities	Lead
	[1.1D] Develop bespoke policy statements and guidance on current landscape planning issues affecting the AONB landscape, including statements on AONB development principles and design guidance notes.	Natural England Local planning authorities	Lead & Support
	[1.1E] Develop an AONB Woodland Strategy to conserve and enhance existing woodlands, promote the creation of new native and mixed woodlands and address the impact of tree health issues.	Woodland owners Forestry Commission Woodland Trust Rivers Trusts YDMT	Lead
	[1.1F] Continue to deliver 'Traditional Boundaries' programmes (via both the AONB and Pendle Hill Landscape Partnership), supporting training and competitions to help manage traditional boundaries and promote traditional rural skills.	Lancashire and Westmorland Hedgelaying Association Drystone Walling Association Farmers and landowners	Lead & Support

	[1.1G] Continue to work with Electricity North West Limited (ENWL) on the 'Undergrounding for Visual Amenity' programme to remove overhead powerlines in 'landscape-sensitive' locations within and close to the AONB.	ENWL OFGEM RII0-ED1 Parish Councils	Support & Advise
	[1.1H] Develop a 'landscape enhancement' project to address the impacts of National Grid's high-voltage, overhead power lines in the AONB, with a view to submitting a bid to National Grid's Landscape Enhancement Initiative.	Local authorities Rivers Trusts Parish Councils Farmers and landowners Local flood forums Lancashire and Westmorland Hedgelaying Association Drystone Walling Association	Lead & Support
	[1.1I] Work with geodiversity partnerships to increase awareness and understanding of importance of geodiversity in the AONB landscape, seeking to build it into AONB Partnership activity or projects, wherever relevant.	GeoLancashire North Yorkshire Geodiversity Partnerships Quarrying companies	Support & Encourage
[1.2] Habitats and Species Conserve, enhance and restore the AONB's characteristic mosaic of habitats by improving their connectivity, taking targeted action to conserve key species and improving understanding of the biodiversity of the AONB	[1.2A] Support farmers and landowners to conserve, enhance and restore land in nationally and internationally important wildlife sites, ensuring that at least 95% of SSSIs in the AONB are in favourable or recovering condition and at least 50% in favourable condition by 2024.	Farmers and landowners Natural England	Support, Advise & Encourage
	[1.2B] Support farmers and landowners to conserve, enhance and restore priority habitats outside SSSIs, focusing on local wildlife sites.	Farmers and landowners LERN NEYEDC Rivers Trusts	Support, Advise & Encourage
	[1.2C] Develop a pilot nature recovery area within the AONB, as part of the Government's proposals for 'Nature Recovery Network', outlined in its '25 Year Environment Plan'.	Defra Natural England Environment Agency Forestry Commission Rivers Trusts NUC LNP	Lead & Support

	[1.2D] Work with moorland owners to develop long-term moorland management plans in the AONB, with a focus on features of the Bowland Fells SSSI being on a path to favourable condition.	Moorland owners Natural England	Support, Advise & Encourage
	[1.2E] Work with moorland owners to deliver landscape-scale projects that restore and re-wet blanket bog habitats identified in the AONB 'Priority Peat' report, including: Pennine Peat LIFE; Northern England Peat Project, Ribble Life and United Utilities PR19.	Moorland owners Defra Lancashire Peat Partnership Natural England Environment Agency United Utilities Rivers Trusts LWT	Lead & Support
	[1.2F] Work with farmers, landowners and local communities to deliver projects that conserve, enhance and restore species-rich grassland habitats; including Bowland Haytime & Bee Together.	Farmers and landowners Local community groups Smallholders YDMT	Support, Advise & Encourage
	[1.2G] Support the creation and establishment of 150 hectares of new native and mixed woodland that enhances the AONB landscape, with priority given to projects that strengthen habitat networks, increase carbon storage, keep rivers cool and help reduce flooding.	Farmers and landowners Woodland agents Forestry Commission Woodland Trust YDMT Rivers Trusts	Support, Advise & Encourage
	[1.2H] Support woodland owners to actively manage existing woodlands to conserve, enhance and restore biodiversity, whilst identifying opportunities for sustainable timber production and woodland products.	Woodland owners & agents Forestry Commission	Support, Advise & Encourage
	[1.2I] Influence the development of the Government's proposed 'Environmental Land Management Scheme' to offer support for farmers and landowners to conserve, enhance and restore priority habitats in the AONB, including species-rich grassland, wet grassland, peatland and woodland.	Defra Natural England Environment Agency RSPB Rivers Trusts LWT	Support & Advise
	[1.2J] Support a catchment-based approach to the delivery of projects to conserve, enhance and restore riparian habitat; including Ribble Life Together, Pendle WINNS.	Catchment Partnerships Rivers Trusts Environment Agency Natural England	Support & Advise
	[1.2K] Work with farmers and landowners to improve the condition of the Lune, Ribble and Wyre, so that at least 90% of all rivers achieve 'good ecological status' by 2027.	Farmers and landowners Catchment Partnerships Rivers Trusts	Support & Encourage

		Environment Agency Natural England	
	[1.2L] Devise and deliver local species recovery plans for threatened species either locally or nationally; ensuring synergy with national species recovery plans, where these exist or are under development; including curlew, hen harrier and black grouse.	Farmers and landowners Natural England RSPB GWCT NUC LNP	Lead, Advise, Encourage
	[1.2M] Work with moorland managers and other key partners to devise and implement a local approach to combat illegal persecution of raptors, including survey work, satellite tagging and monitoring, co-ordinated hen harrier nest protection and winter roost site monitoring.	Moorland Managers Defra Natural England Raptor Persecution Priority Deliver Group Police RSPB Moorland Association	Lead, Support & Encourage
	[1.2O] Support key partners to address invasive non-native species (INNS) where these impact on the AONB, including coordination of surveying, volunteer tasks days and specialist work via contractors	Local authorities LWT Rivers Trusts EA Forestry Commission Friends of Bowland Pendle Hill Volunteer Group	Lead, Support & Encourage
	[1.2P] Support research and monitoring of habitat extent/condition and priority or indicator species of the AONB, e.g. blanket bog, species-rich grassland, waders, aquatic species, and pollinators.	Natural England LWT Rivers Trusts YDMT LERN NEYEDC NUC LNP	Lead, Support & Advise
[1.3] Historic Environment Support the conservation, restoration and management of the historic environment and wider cultural landscape	[1.3A] Work with statutory agencies to monitor designated heritage assets, identify any 'at risk' and develop management plans to remove assets from the 'Heritage at Risk' register.	Historic England Natural England Lancashire Archaeological Advisory Service	Support & Advise
	[1.3B] Develop and deliver landscape-scale projects and activity which celebrate, conserve and enhance the distinctive landscape, cultural heritage and special qualities of the AONB; including Pendle Hill Landscape Partnership and Ribble Life Together.	Local authorities Parish Councils Pendle Hill LP Local history groups Friends of Bowland Ribble Rivers Trust	Lead, Support & Encourage

		Tourism businesses UCLan Archaeology Champion Bowland Heritage Lottery Fund Arts organisations	
	[1.3C] Support community-based projects to conserve, enhance and restore historic features in the landscape, to help increase access to- and understanding of the historic environment and cultural heritage.	Pendle Hill LP Historic England Friends of Bowland Local history groups Slaidburn Archive Champion Bowland Heritage Lottery Fund UCLan Archaeology Arts organisations	Support & Advise
	[1.3D] Develop and improve information to raise awareness and understanding of the wider historic environment of the AONB, using print and digital media and appropriate on-site interpretation.	Pendle Hill LP English Heritage Local history groups Slaidburn Archive Champion Bowland Ribble Rivers Trust Historic Houses Association Tourism businesses	Lead, Support & Advise
[1.4] Natural Capital and Ecosystems Services Seek to better understand and promote the value of the natural capital of the AONB landscape and the public benefits derived from these assets; helping to manage landscape change which	[1.4A] Carry out research into the value of natural capital and ecosystems services provided by the natural environment of the AONB and disseminate to a wider audience; including Pendle Hill LP's 'What's A Hill Worth' and Upper River Wyre Natural Flood Management scoping research.	Natural England Environment Agency Pendle Hill LP Rivers Trusts Ecosystems Knowledge Network	Lead & Support
	[1.4B] Develop a more detailed local evidence base on the natural capital assets and ecosystem services for the AONB; using GIS to map these assets and services.	Environment Agency Natural England Rivers Trusts LWT LERN NEYEDC NUC LNP	Lead & Support

conserves and enhances natural beauty	[1.4C] Work with Natural England to carry out a more in-depth 'Ecosystems Approach' self-assessment of the AONB Partnership and its activities, helping to deliver 'Outcome 1C' in Biodiversity 2020 Strategy ¹ .	Natural England NAAONB	Lead
	[1.4D] Use the developing evidence base on natural capital and ecosystems services to influence and shape local delivery of the Government's proposed 'Environmental Land Management Scheme', which prioritises support for the supply of public goods such as carbon, natural flood management, water quality and access to the countryside.	Defra Environment Agency Natural England Farmer and landowners Rivers Trusts LWT LERN NEYEDC NUC LNP	Lead & Support
	[1.4E] Investigate and pilot potential mechanisms for investment in natural capital, such as Peatland Code, Woodland Carbon Code and Net Gain for Nature.	Local planning authorities NUC LNP Rivers Trusts IUCN Peatland Programme Forestry Commission	Lead, Support & Encourage

¹ Biodiversity 2020: A Strategy for England's Wildlife and Ecosystem Services Outcome 1C – At least 17% of land and inland water, especially areas of particular importance for biodiversity and ecosystem services, conserved through effective, integrated and joined up approaches to safeguard biodiversity and ecosystem services, including through management of our existing systems of protected areas and the establishment of nature improvement areas.

2. Resilient and Sustainable Communities

2.1 Farming and Land Management

Encourage, promote and support farming and land management practices that help to conserve and enhance natural beauty.

2.2 Sustainable Tourism

Develop, co-ordinate and promote sustainable tourism activity within and close to the AONB.

2.3 Local Economy and Rural Services

Promote and support rural services and the socio-economic development of the area, particularly where such activity helps to conserve and enhance natural beauty.

2.4 Community Engagement and Volunteering

Support local communities and businesses to become more involved in activities and projects to conserve, enhance and celebrate the natural and cultural heritage of the AONB.

Key Issues and forces for change

- New trade agreements, agricultural policy and support for farmers due to the UK leaving the EU, creating uncertainty and increased pressures on livestock farming.
- Centralisation of processing facilities has reduced the ability of producers to supply local markets
- Potential impact on the rural economy of the UK leaving the EU, including uncertainty around future of rural development funding from Government
- Increasing competition from other countryside destinations and the need to retain tourism market share

- Lack of public transport and reliance on the private car
- Loss of services in rural settlements due to economies of scale, changes in Government policy and reduced funding for public services, and changing purchasing habits leading to reduction in rural sustainability and negative impacts on those without a car
- Limited access to full time jobs locally
- Lack of affordable housing for people working in the AONB
- Roll-out of superfast broadband is patchy and has still not reached the more remote areas of the AONB
- Reduced opportunities for rural businesses to capitalise on latest information and communication technology (ICT) due to inconsistent broadband coverage
- Increased risk and frequency of flooding in lowland areas/river valleys where most settlements are situated
- Ageing farm workforce with fewer younger farmers to replace those that are retiring. This can lead to: i) fewer people to look after the land; ii) conversion of farm units into small gentrified hamlets; iii) increased commuting into neighbouring towns, resulting in more traffic on minor roads
- Ageing population in general, leading to fewer young families and younger people living in the AONB, this in turn could result in a loss of skills, knowledge and engagement with the AONB landscape

AONB 'Ways of Working'

Farming and Land Management

- Work closely with farmers, landowners and land managers (via farmer networks and groups) to liaise with- and involve the land management sector in AONB projects and activity
- Work closely with farmers, landowners and land managers to ensure effective communications within the AONB Partnership and with government agencies relating to land management decisions affecting the area
- AONB partners and government agencies to engage, consult and respond to the reasonable concerns of land owners, managers and farmers prior to making decisions which affect their interests, rights and responsibilities

Sustainable Tourism

- Actively recruit and support sustainable tourism partners and green tourism accredited businesses to the Bowland Sustainable Tourism Network

- Encourage businesses and partners to support and promote AONB publications and leaflets
- Collaborate with Marketing Lancashire, Welcome to Yorkshire and local authority tourism officers to promote the AONB as a sustainable tourism destination
- Ensure consistent use of AONB and Pendle Hill LP branding on website, print, communications, mobile apps and social media

Local Economy and Rural Services

- Support housing and workspace proposals within the area, where the development meets local housing, employment and business needs and where it will also conserve and enhance the natural beauty of the AONB landscape
- Review and remain up-to-date with current rural growth and development funding mechanisms, raising awareness as appropriate
- Wherever possible, support and promote local businesses, products and services in the delivery of AONB projects and activity

Community Engagement and Volunteering

- Work with local communities throughout the AONB
- Ensure local communities are fully informed, consulted and involved with regard to AONB planning and activities, wherever possible seeking to include a diverse range of people (e.g. age, ethnicity, ability and interests)
- Support communities in identifying and celebrating their local distinctiveness
- Continue to work alongside Champion Bowland, as a local registered charity with its aim to support the conservation and enhancement of the natural beauty of the AONB
- Incorporate volunteering into the delivery of AONB projects, wherever possible.
- Seek to remove barriers to participation when developing AONB projects and activities

RESILIENT AND SUSTAINABLE COMMUNITIES			
OBJECTIVES	ACTIONS	KEY PARTNER(S)	AONB Role
[2.1] Farming and Land Management Encourage, promote and support farming and land management practices that help to conserve and enhance natural beauty.	[2.1A] Promote and provide advice on land management practices which to help conserve and enhance the landscape, based on within the Forest of Bowland AONB Landscape Character Assessment, e.g. woodland management plans, felling licence applications, agri-environment scheme agreements.	Farmers and landowners Natural England Environment Agency Forestry Commission Rivers Trusts Moorland Association	Advise & Encourage
	[2.1B] Develop and support farmer networks and forums within the AONB, to help advocate for- and support 'high nature value' (HNV) farming in the uplands, at both a local and national level.	Pendle Hill Farmers Network Loud Catchment Farmers Group Long Preston Floodplain Farmers Group Abbeystead Farmers Group Bowland Land Managers Forum Northern Hill Farmers Panel NUC LNP	Lead, Support & Advise
	[2.1C] Co-ordinate and provide training and knowledge transfer opportunities to promote good practice in HNV farming, e.g. catchment sensitive farming, rush management, natural flood management measures, catchment soil health and farming for waders.	Pendle Hill Farmers Network Loud Catchment Farmers Group Long Preston Floodplain Farmers Group Abbeystead Farmers Group Rivers Trusts YDMT RSPB Yorkshire Dales National Park	Lead, Support & Advise
	[2.1D] Influence, test and trial new approaches to the Government's proposed Environmental Land Management Schemes, using the AONB Management Plan as the basis for the priorities of new schemes in the AONB and proposing the area as a testbed, where appropriate and when opportunity arises.	Pendle Hill Farmers Network Loud Catchment Farmers Group Long Preston Floodplain Farmers Group Abbeystead Farmers Group Bowland Land Managers Forum Northern Hill Farmers Panel NUC LNP	Lead, Support & Advise

		Yorkshire Dales National Park Authority	
	[2.1E] Pilot the Foundation for Common Land's 'Hill Farmer Training Scheme' in the AONB, to allow environmental and countryside advisors and practitioners the opportunity to gain an understanding of the unique challenges, benefits and opportunities of farming in the uplands.	Farmers and landowners Foundation for Common Land NUC LNP Northern Hill Farmers Panel Northumberland National Park Authority	Support, Advise & Encourage
	[2.1F] Provide opportunities for both employers and trainees to benefit from apprenticeships in countryside and land management and traditional rural skills; including Upskilling Lancashire, Pendle Hill LP and Green Futures.	Myerscough College Other FE Colleges Ribble Rivers Trust YDMT Young Farmers Groups	Lead & Support
	[2.1G] Support the development of a local woodland economy linked to more active woodland management, identifying opportunities for sustainable timber production and woodland products.	Woodland owners and agents Forestry Commission Woodland Trust Arnsdale and Silverdale AONB	Lead, Advise & Encourage
[2.2] Sustainable Tourism Develop, co-ordinate and promote sustainable tourism activity within and close to the AONB.	[2.2A] Continue to support the Bowland Sustainable Tourism Network (BSTN), working with a network steering group drawn from the business members to lead new sustainable tourism activity in the AONB.	BSTN members BSTN steering group Local authority tourism officers Marketing Lancashire Welcome to Yorkshire	Lead, Support & Encourage
	[2.2B] Provide advice, support, networking and business mentoring opportunities for sustainable tourism businesses in the AONB	BSTN members BSTN steering group	Lead & support
	[2.2C] Work with BSTN steering group to establish new 'Sustainable Tourism Partner' criteria linked to positive actions by the participating businesses.	BSTN members BSTN steering group	Lead, Support & Advise
	[2.2D] Develop and promote an AONB 'Sustainable Tourism Partner' branding similar to the Pendle LP locator logos.	BSTN steering group Pendle Hill LP Local authority tourism officers Marketing Lancashire	Lead & Encourage

		Welcome to Yorkshire	
	[2.2E] Support and advise tourism businesses, helping to identify and promote 'year-round', sustainable tourism opportunities in the AONB e.g. seasonal activities, local produce, environmental activity-based breaks, car-free itineraries and an electric car charging network.	BSTN members New tourism businesses	Lead & Support
	[2.2F] Co-ordinate and promote training opportunities for tourism businesses to help conserve, enhance and celebrate the AONB landscape, e.g. 'Know Your AONB' and Sense of Place, green accreditation and dark skies tourism.	BSTN members BSTN steering group Local authority tourism officers	Lead & Support
	[2.2G] Refresh the AONB Sense of Place Toolkit for use by businesses to promote the special qualities of the AONB, alongside the development of a new 'Discover Pendle Hill' Toolkit.	BSTN members BSTN steering group Pendle Hill LP Local authority tourism officers Marketing Lancashire Welcome to Yorkshire	Lead & Support
	[2.2H] Develop opportunities for 'visitor-giving' linked with tourism businesses e.g. the 'Landmark Trees' scheme supporting establishment of new trees outside woodlands	Champion Bowland BSTN members BSTN steering group Tourism businesses	Lead, Support & Advise
[2.3] Local Economy and Rural Services Promote and support rural services and the socio-economic development of the area, particularly where such activity helps to conserve and enhance natural beauty.	[2.3A] Work with local authorities and service providers to retain access to services (e.g. health centres, post offices, schools, shops, public transport, public toilets and parking) within local communities of the AONB and resist developments which would result in their loss	Local authorities Parish Councils NHS service providers	Support & Advise
	[2.3B] Work with key partners and service providers to support the delivery of 'landscape-sensitive' delivery of super and hyper-fast broadband and mobile telecommunication networks throughout the AONB.	Local authorities Parish Councils Telecommunications service providers Broadband UK	Advise & Encourage
	[2.3C] Support and liaise with key partners seeking to develop initiatives to address issues of rural crime, e.g. theft of livestock and plant machinery, wildlife crime, sheep worrying and fly-tipping.	Police Local authorities Lancashire Partners Against Crime Farmers and landowners	Support & Encourage

		Pendle Hill Farmers Network	
	[2.3D] Continue to support parish lengthsman schemes within the AONB to assist in conserving and enhancing the local environment of AONB parishes.	Parish Councils	Support & Advise
	[2.3E] Advise and encourage local communities and businesses to engage with- and access future rural growth and development funding programmes	Local authorities Lancashire Enterprise Partnership Defra Bowland Sustainable Tourism Network Bowland Land Managers Forum	Advise & Encourage
	[2.3F] Provide opportunities for both employers and trainees to benefit from apprenticeships in the wider rural economy (e.g. tourism sector and creative industries)	FE Colleges and Universities Bowland Sustainable Tourism Network Tourism businesses Arts organisations	Lead & Support
	[2.3G] Work with estate landowners and local planning authorities to pilot the development of estate-wide masterplans, to address local housing needs and maintain or enhance the vitality of the local community.	Local planning authorities Landowners Parish Councils	Encourage & Advise
[2.4] Community Engagement and Volunteering Support local communities and businesses to become more involved in activities and projects to conserve, enhance and celebrate the natural and cultural heritage of the AONB.	[2.4A] Coordinate activities to raise awareness of the AONB designation and the work of the AONB Partnership within local communities.	AONB Joint Advisory Committee Members AONB partner organisations	Lead & Encourage
	[2.4B] Provide support and advice for community-based projects and activities, which help to conserve, enhance and celebrate the nature, culture and landscape of the AONB.	AONB partner organisations	Lead & Advise
	[2.4C] Support Champion Bowland to continue to offer small grants for community-based projects and activities which conserve, enhance and celebrate the nature, culture and landscape of the AONB.	Champion Bowland	Support

	[2.4D] Deliver and support community engagement through the arts and other creative industries, particularly via Pendle Hill Landscape Partnership, which includes the Gatherings, Pendle Radicals and Pendlefolk.	Pendle Hill LP In Situ Mid Pennine Arts Pendlefolk volunteer group	Lead & Support
	[2.4E] Support volunteering activities which help deliver the AONB Management Plan objectives and conserve, enhance and celebrate the nature, culture and landscape of the AONB.	Friends of Bowland Other site-based 'Friends' Groups Pendle Hill Volunteers Wyre Coast and Countryside Service Ribble Rivers Trust	Lead, Support & Encourage
	[2.4F] Support volunteer groups involved in the management of countryside sites, recreational facilities in and around the AONB, e.g. Bowland Visitor Centre at Beacon Fell, Spring Wood, Crook o' Lune & Hermitage Field and Gisburn Forest and Stocks.	Lancashire County Council Countryside Service Wyre Council Coast and Countryside Service Other local authority countryside staff Friends of Bowland United Utilities Forestry Commission	Lead, Support & Advise

3. A Strong Connection between People and the Landscape

3.1 Countryside Access

Maintain and improve access to the countryside in a sustainable way for a diverse range of people and that promotes responsible, safe and quiet enjoyment.

3.2 Visitor Management and Information

Provide high quality visitor facilities, information, events and activities to enable people to enjoy, understand and celebrate the AONB's special qualities.

3.3 Discovering and Learning

Provide opportunities to discover and learn about the special qualities of the AONB by connecting people with nature, culture and the landscape

3.4 Health and Well-being

Provide opportunities for people to improve their health and wellbeing by connecting with nature, culture and the landscape

Key Issues and forces for change

- Pressure on popular 'honeypot' destinations resulting in erosion and potential loss of habitat, tranquillity, damage to archaeological sites and diminished visitor experience
- Management and maintenance of Public Rights of Way (and AONB 'Promoted Routes') when public services remain under significant budgetary pressure

- Significant reductions in countryside service staff 'on the ground' at key countryside sites (e.g. Bowland Visitor Centre and Beacon Fell Country Park)
- Existing bridleway network remains fragmented
- Use of rights of way both legally and illegally by motorcycles and 4x4 vehicles causes conflict with other recreational users and local communities
- Rising visitor numbers increasing the use of private cars to popular visitor sites, thus detracting from the visitor experience
- Increased incidence of inconsiderate, road-side parking, particularly at and adjacent to popular visitor sites
- Localised problems of litter and fly-tipping
- Increased risk of moorland fires in upland areas
- Lower public awareness and understanding of the AONB designation (in comparison to National Parks)
- Increased demand for organised recreational events within the AONB (including through SSSI land) which have the potential to damage habitats or disturb wildlife
- Increased awareness of the benefits accessing the natural environment to improve people's health and well-being
- Low participation in AONB and Festival Bowland events by younger people, low-income families and BAME communities
- Managing the competing demand for both traditional print media and on-line, digital media when creating interpretation and publicity

AONB 'Ways of Working'

Countryside Access

- Consider and address the landscape impacts of access improvements, particularly on moorland and fells
- Consider opportunities to facilitate discussions with landowners about dedication of land for public access, where appropriate
- Promote and encourage the use of high quality materials for PRoW 'furniture' that are in keeping with the local landscape (e.g. wooden footpath signs), wherever possible
- Continue to work closely with Natural England, Local Access Forums and landowners in relation to management of access land, particularly to assist with any planned review of Access Land maps

Visitor Management and Information

- Promote attractions away from 'honeypot' sites in order to attract visitors to less visited parts of the AONB
- Continue to work closely with local authority countryside services to help maintain effective management of countryside sites (e.g. country parks, picnic sites, car parks and lay-bys) in the AONB
- Encourage sustainable development and management of new visitor destinations in the AONB (e.g. Stephen Park in Gisburn Forest)
- Regularly review AONB print media to update and reprint where cost effective.
- Continue to work with and support tourism businesses to promote the area's recreational, wildlife and cultural heritage offer in a sustainable way
- Maintain the AONB and Pendle Hill LP websites as hubs for visitor information and resources for partner organisations
- Make regular use of social media to communicate with AONB partners, visitors and communities

Health and Well-being

- Share research and best practice in the role of landscape and the natural environment to improve people's health and well-being at a local and national level

A STRONG CONNECTION BETWEEN PEOPLE AND THE LANDSCAPE			
OBJECTIVES	ACTIONS	KEY PARTNER(S)	AONB Role
[3.1] Countryside Access Maintain and improve access to the countryside in a sustainable way for a diverse range of people and that promotes responsible, safe and quiet enjoyment.	[3.1A] Maintain and improve the Public Rights of Way network and signage, making necessary repairs and improvements to AONB 'Promoted Routes' and strategic routes/links in and around the AONB.	Lancashire County Council PRow North Yorkshire County Council PRow Farmers and landowners Promoted Routes Volunteers Lancashire Local Access Forum Ramblers Association British Horse Society Bridleways Groups	Lead & Support
	[3.1B] Develop and promote countryside access opportunities for all, seeking to meet the needs of a diverse range of users; considering use of least restrictive access furniture, appropriate surfacing and special signage.	Pendle Hill LP Farmers and landowners Forestry Commission Disabled Ramblers	Lead & Support

		Bentham Community Rail Partnership British Horse Society Bridleways Groups	
	[3.1C] Support the development and delivery of new strategic routes, particularly those linking visitor gateways and communities to the wider PRoW network in and around the AONB, e.g. Pendle Hill LP 'Access for All' and Settle to Gisburn Forest off-road link..	Lancashire County Council North Yorkshire County Council Farmers and landowners YDMT Lancashire Local Access Forum Ramblers Association British Horse Society Bridleways Groups	Lead & Support
	[3.1D] Support volunteers to help survey and maintain the PRoW network, particularly focusing on AONB 'Promoted Routes'.	'Promoted Routes' volunteers Wyre Council Coast and Countryside Service	Lead & Support
	[3.1E] Work with landowners to assist with management of 'Access Land', in particular dissemination of information on restrictions or closures for land management purposes or wildfire risk.	Farmers and landowners Commons Associations & Graziers Groups Lancashire County Council North Yorkshire County Council Lancashire Fire Operations Group	Support & Advise
	[3.1F] Review and renew signage at important and well-used access points to 'Access Land' in the AONB, using the Pendle Hill LP 'Access for All' project to pilot this review and renewal.	Farmers and landowners Commons Associations & Graziers Groups Lancashire County Council North Yorkshire County Council Pendle Hill LP Ramblers Association Lancashire Local Access Forum	Lead

	[3.1C] Seek to maintain concessionary routes and countryside access created via agri-environment schemes, where these are important or valued links in the wider countryside access network.	Farmers and landowners Lancashire County Council North Yorkshire County Council Ramblers Association Lancashire Local Access Forum	Support & Advise
	[3.1G] Investigate the potential for creation of new countryside access via the Government's proposed new Environmental Land Management Schemes	Defra Natural England	Lead
[3.2] Visitor Management and Information Provide high quality visitor facilities and information to enable people to understand and enjoy the special qualities of the AONB	[3.2A] Facilitate meetings/fora between key partners on access and visitor management issues for popular visitor sites and hubs e.g. Pendle Hill, Gisburn Forest and Stocks and Beacon Fell Country Park.	Lancashire County Council Countryside Service Wyre Council Coast and Countryside Service Local authorities United Utilities Forestry Commission Pendle Hill Advisory Group	Lead & Support
	[3.2B] Promote responsible and safe access for visitors to the countryside (e.g. Countryside Code and advice on walking with dogs) via all media channels and on-site information and signage.	Farmers and landowners Local authorities Pendle Hill LP	Lead & Encourage
	[3.2C] Work with Lancashire County Council Countryside Service to develop plans for sustainable, future management arrangements for key LCC countryside sites in the AONB, e.g. Beacon Fell Country Park & Bowland Visitor Centre, Carwags Picnic Site, Spring Wood and Crook o' Lune.	Lancashire County Council Friends Groups	Support & Advise
	[3.2D] Play an active role in the Lancashire Fire Operations Group (FOG), helping to maintain up-to-date fire plans for moorland areas and raise awareness of the risk and impacts of wildfire in the AONB.	Moorland owners Moorland Association Lancashire Fire Service Natural England Local authorities	Support, Advise & Encourage
	[3.2E] Manage, improve and, where appropriate, create new visitor interpretation to raise awareness of the special qualities of the AONB landscape, e.g. Pendle Hill LP 'Access for All' project.	Pendle Hill LP AONB partner organisations	Lead, Support & Advise

	[3.2F] Produce an annual AONB Discovery Guide, including event listings for Festival Bowland.	AONB partner organisations Tourism businesses Festival Bowland steering group	Lead
	[3.2G] Review and rationalise AONB visitor leaflets, and where resources allow, re-print existing- and produce new leaflets.	Tourism businesses Local authority tourism officers Marketing Lancashire	Lead
	[3.2H] Work with Community Rail Partnerships to promote the AONB to rail users via station information, promotions and other AONB-related project activity	Community Rail Partnerships Northern Rail Tourism businesses	Support & Encourage
	[3.2I] Re-instate, replace or renovate AONB boundary signs on key routes into the AONB, as required and where funding allows.	Parish Councils	Lead
[3.3] Discovering and Learning Provide opportunities to discover and learn about the special qualities of the AONB by connecting people with nature, culture and the landscape	[3.3A] Organise, support and promote an annual Festival Bowland programme of AONB and partner-led events for both visitors and local communities	AONB partner organisations Festival Bowland steering group Marketing Lancashire	Lead & Support
	[3.3B] Support and promote other externally-organised events that raise awareness of the special qualities of the AONB	Communities and businesses Marketing Lancashire	Support
	[3.3C] Work with Ernest Cook Trust to develop and deliver outdoor learning opportunities alongside the Pendle Hill LP for the LP area and surrounding communities, e.g. 'Little Saplings' pre-school groups, family activities, school visits.	Ernest Cook Trust Pendle Hill LP LWT Ribble Rivers Trust Schools Colleges Pre-school groups Youth groups Scouts Young farmers	Lead & Support
	[3.3D] Investigate and develop opportunities to extend outdoor learning to other areas of the AONB	Ernest Cook Trust LWT Rivers Trusts	Lead & Support

		Burnley FC in the Community (Whitehough Education Centre) Schools Colleges Pre-school groups Youth groups Scouts Young farmers	
	[3.3E] Work with Champion Bowland to support the 'AONB Farm Visit Transport Fund' for farms with educational access in the AONB, whilst investigating the opportunities to extend the scope of the Fund to include other countryside and outdoor learning venues.	Champion Bowland Ernest Cook Trust Schools Colleges Pre-school groups Youth groups Scouts Young farmers	Lead & Support
	[3.3F] Deliver 'outreach' activities to encourage a more diverse range of people to learn about, engage with- and visit the AONB, particularly through Pendle Hill LP projects and activity.	Pendle Hill LP In Situ Mid Pennine Arts Burnley FC in the Community (Whitehough Education Centre) YDMT	Lead & Support
[3.4] Health and Well-being Provide opportunities for people to improve their health and wellbeing by connecting with nature, culture and the landscape	[3.4A] Develop and strengthen links within the health sector to promote the importance of landscape and the natural environment in improving people's health and well-being.	Lancashire County Council Lancashire Health and Well-being Board Lancashire Care NHS Foundation Trust Clinical Commissioning Groups	Lead & Encourage
	[3.4B] Deliver projects and activities in the AONB that deliver health and well-being outcomes, including the 'People Enjoying Nature' project, easy access trails, dementia-friendly trails and activities, active volunteering and inclusive events.	Pendle Hill LP Lancashire Care NHS Foundation Trust Burnley FC in the Community (Whitehough Education Centre) Bentham Community Rail Partnership Disabled Ramblers	Lead & Support

		AONB partner organisations	
	[3.4C] Carry out research to assess the importance and value of landscape and the natural environment in improving people's health and wellbeing, via the Pendle Hill LP project 'What's A Hill Worth'.	Pendle Hill LP Natural England Lancashire Care NHS Foundation Trust	Lead

APPENDIX 1 - LITERATURE REVIEW

Directive, plan, strategy
INTERNATIONAL
Agenda 21 (1992)
Convention on Biodiversity (1993)
The Paris Agreement on Climate Change (2016)
Convention on Biodiversity, Aichi Targets (2010)
UNESCO World Heritage Convention (1972)
EUROPEAN
European Landscape Convention (2000, with UK adoption 2007)
The Birds Directive (79/409/EEC), (1979)
The Habitats Directive (92/43/EEC), (1992)
Our life insurance, our natural capital: an EU biodiversity strategy to 2020, European Commission, 2011
The Water Framework Directive (2000/60/EC)
The Waste Framework Directive, (2008/98/EC)
The Strategic Environmental Assessment Directive (2001/42/EC)
EC Directive 2003/4/EC on public access to environmental information, (2003)
The European Convention on the Protection of Archaeological Heritage (Valletta Convention)
The Convention for the Protection of the Architectural Heritage of Europe (Granada Convention)
The Renewable Energy Directive (2009/28/EC)
NATIONAL
Wildlife and Countryside Act (as amended), (1981)
Countryside and Rights of Way Act (CRoW), (2000)
Natural Environment and Rural Communities (NERC) Act (2006)
Conservation of Habitats and Species Regulations 2010 (as amended)
Sustainable Energy Act (2003)
Secure and Sustainable Buildings Act (2004)
Ancient Monuments and Archaeological Areas Act, (1979)

Planning (Listed Buildings and Conservation Area) Act, (1990)
Climate Change Act (2008)
Localism Act (2011)
Growth and Infrastructure Act (2013)
Water Act (2014)
Energy Act (2016)
Neighbourhood Planning Act (2017)
'The Natural Choice', the Natural Environment White Paper (Defra, 2012)
A Green Future: Our 25 Year Plan to Improve the Environment (HM Government 2018)
Water for Life, the Water White Paper (Defra, 2011)
Local Transport White Paper 2011
Revised National Planning Policy Framework (MHCLG 2018)
The Agriculture Bill (2018)
Biodiversity 2020: A strategy for England's wildlife and ecosystem services (Defra 2011)
Natural England Designations Strategy, July 2012
The Great Britain Invasive Non Native Species Strategy, Defra, Scottish & Welsh Governments (2015)
Natural Capital Committee's State of Natural Capital Report (2017)
State of the Nature Report (2016)
UK Geodiversity Action Plan (2009)
Historic England Corporate Plan 2018 -2021
Conservation Principle, Policy and Guidance, English Heritage (2008)
The UK Industrial Strategy (2016)
UK Renewable Energy Strategy (2009)
Securing the Future – Delivering the UK Sustainable Development Strategy (Defra, 2011)
Safeguarding our Soils – A Strategy for England (Defra 2011)
Draft Clean Air Strategy (HM Government 2018)
Government Forestry and Woodlands Policy Statement (Forestry Commission 2013)
A Tourism Action Plan (DCMS 2016)
Public Health England Strategic Plan (2016)
A Sporting Future – A New Strategy for a Sporting Nation (DCMS 2015)

LOCAL
Craven District Council Local Plan (adopted 1999)
Craven Local Plan (Submission Draft, 2018)
Lancaster District Local Plan (adopted 2004)
Lancaster District Core Strategy (adopted 2008)
Replacement Pendle Local Plan 2001 – 2016 (adopted 2001)
Pendle Local Plan Part 1: Core Strategy (adopted 2015)
Preston Local Plan 2012 – 2026 (adopted 2015)
Central Lancashire Core Strategy for Preston, South Ribble and Chorley (adopted 2012)
Central Lancashire Rural Development Supplementary Planning Document (adopted 2012)
Central Lancashire Design Supplementary Planning Document (adopted 2012)
Ribble Valley Districtwide Local Plan (adopted 1998)
Ribble Valley Core Strategy (adopted 2014)
Wyre Local Plan (Submission Draft 2018)
Joint Lancashire Minerals and Waste Development Framework (2009)
Joint Minerals and Waste Plan for North Yorkshire, North York Moors National Park and City of York (Submission Draft, 2017)
A Landscape Strategy for Lancashire, Lancashire County Council Environment Directorate, 2000
Bowland Fringe and Pendle Hill National Character Area 33 Profile (2012)
Bowland Fells National Character Area 34 Profile (2012)
Lancashire GAP 2010, GeoLancashire
Lancashire Historic Landscape Characterisation Programme (2000)
Planning guidance for renewable energy – Lancashire (2011)
Lancashire Rights of Way Improvement Plan 2015 - 2025
North Yorkshire Rights of Way Improvement Plan 2015 - 2025
Lancashire Health and Wellbeing Strategy (Lancashire County Council/NHS)
Lancashire Visitor Economy Strategy and Destination Management Plan 2016 - 2020
Welcome to Yorkshire, Our five year strategy for the Yorkshire Brand 2012 - 2017
Lancashire's Strategic Economic Plan 2015 -2025
York, North Yorkshire and the East Riding Strategic Economic Plan 2015 - 2021
North West River Basin Management Plan 2015

North West River Basin District Flood Risk Management Plan 2015 - 2021
Lune & Wyre catchment abstraction management strategy (2013)
Ribble, Douglas & Crossens catchment abstraction management strategy (2013)
Local Transport Plan 2011 - 2021 - A Strategy for Lancashire
North Yorkshire Local Transport Plan, 2016 - 2045
Lune Catchment Flood Management Plan, Summary Report December 2009
Ribble Catchment Flood Management Plan, Summary Report December 2009
Wyre Catchment Flood Management Plan, Summary Report December 2009
Lancashire Climate Change Strategy 2009-2020,

APPENDIX 2 – ECOSYSTEM SERVICES IN THE FOREST OF BOWLAND AONB

Ecosystem Services are the benefits which the environment provides to society. In the Forest of Bowland the obvious benefits are the natural resources such as food, fuel and water; however there are many others too, see the table below. The aim behind identifying ecosystem services is to attempt to attach a value to these services provided by the landscape, in order to assess its importance to society. Services are divided into four categories:

Provisioning Services: natural resources provided by the landscape, for example via farming and forestry: food, wood, water and fuel are included

Regulating Services: systems within the landscape which regulate the wider environment, for example via the water cycle and pollination: these include clean air and water, fertile and stable soils and climate regulation

Cultural Services: non-material opportunities created by the landscape to enable people to enjoy and benefit from the environment: these include recreation, a sense of place and heritage, tranquillity, education and tourism

Supporting Services: these are the basic services which make up the infrastructure of the environment, the wildlife and habitats, geodiversity, soil development, and water and nutrient cycling

ECOSYSTEM SERVICES IN THE FOREST OF BOWLAND AONB		
Provisioning Services	RELEVANT OBJECTIVES	MP
Food: farmers produce predominantly extensive beef and sheep on the fells with more intensive beef, sheep and dairy farming within the valleys and lowland fringes. Hill farming systems concentrate on the production of suckler beef and store lambs. In addition, the western fringes of the AONB also support a number of other enterprises including pig, poultry and horticulture. Locally produced meat and dairy products contribute to the area's economy and this also contributes to the attraction of tourists to the area. The area also produces game (red grouse, pheasant and partridge) and is a rich fishing ground (notably for salmon and trout) on both still-waters and on the rivers	1.4, 2.1, 2.2, 2.3	
Water: Bowland is a water gathering area and United Utilities own a large proportion of the fells, extracting water from the headwaters of the main rivers (Ribble, Wyre and Lune) and via key reservoirs at Stocks, Barley and Barnacre. The area traditionally supplied large parts of East Lancashire, Blackpool and Fylde with drinking water and water for industry, plus topping up Lancaster Canal	1.1, 1.2, 1.4, 2.1	

Timber: there are a number of coniferous plantations in the AONB which are managed sustainably for timber production, notably at Gisburn Forest. There are also good opportunities for increased extraction of timber from broadleaved woodlands: providing fuel and timber for local use	1.1, 1.2, 1.4, 2.1
Energy: the AONB offers a significant resource for the production of renewable energy generation, particularly wind, small-scale solar and hydro, wood fuel and biomass	1.1, 1.4, 2.1
Rock and minerals: Historically, the AONB has seen lime extraction industries up until late 19 th century and lead mining operations also in the 19 th century. Today, there are a number of active quarries within the AONB providing various stone, aggregate and clay brick products	1.1, 1.4, 2.1, 2.3
Supporting Services	
Wildlife habitats and species: The AONB contains over 16,000 ha of nationally important Sites of Special Scientific Interest (covering 20% of the AONB), much of it being blanket bog and heather moorland, covering the high fells – but also notable upland hay meadows and ancient woodlands. The complex mosaic of habitats including grasslands, woodland, hedgerows and moor provide a rich ecological network. The area is important for breeding birds especially raptors including hen harrier, peregrine and merlin; and waders such as lapwing, curlew, redshank and snipe. This international importance for birds is recognised by the designation of the Bowland Fells (approx.16,000 ha) as a Special Protection Area (SPA). In addition, numerous rivers and watercourses provide habitats for salmon, brown and sea trout, as well as birds such as kingfisher, dipper, grey wagtail, common sandpiper and oystercatcher. Otters are also present along rivers on the northern side of the Bowland Fells. This biodiversity is vital to sustaining the ecosystems and to providing an attractive natural environment for people to enjoy	1.1, 1.2, 1.4, 2.1, 2.2, 3.1, 3.3, 3.4
Geodiversity: underlying limestones, gritstones and shales create the AONB's basic landforms. These were modified by glaciations and the resulting wide river valleys, meltwater troughs and moraines add to the area's character. River erosion and deposition also create important features such as fans and channel erosion; and a number of quarries exist for small and large scale extraction of building stone and aggregates, and for cement production. There are both nationally and locally important sites designated for their geological importance within the AONB	1.1, 1.4, 2.1, 2.2, 3.3, 3.4
Nutrient cycling: plants and animals are responsible for cycling and re-cycling nutrients within natural systems, e.g. for breaking down of decayed matter and for enabling natural fertilisers to enrich the farmland. If inputs are increased artificially to this system then it can be thrown off balance and result in over enriched soils and eutrophication of water bodies	1.2, 1.4, 2.1
Cultural Services	
Sense of place: the Forest of Bowland AONB has a distinctive sense of place drawn from its contrasting and complementary landscapes: with a mixture of pastures, parkland and hedgerows in the lowlands and large expanses of moorland used for sheep grazing and grouse shooting on the higher fells. Settlements are small and dotted around the foothills, river valleys are often steep and wooded. This distinctive character lends a feeling of 'a step back in time' to the area and adds to its attraction for visitors	1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 3.1
Heritage: the area holds almost 900 listed buildings and designated heritage assets (818 Listed Buildings, 48 Grade I and II* Listed Buildings, 20 Scheduled Monuments and one Registered Park and Garden), ranging from Bronze Age and Roman through medieval and Tudor. The area's distinctive dry stone walls reflect the parliamentary enclosure acts of the 18 th and 19 th centuries, and the former hunting Forests date from Norman times. Village and farm settlements illustrate the influence of Norse invaders right through to small scale 18 th and 19 th century industries. The area's history adds to its tourism and education offer	1.1, 1.2, 1.3, 2.1

Tranquillity: whilst over 99% of the Bowland Fells can be classed as undisturbed, this falls to 76% in the fringe area due to the impact of traffic noise in the M6/A6 corridor and along other main roads and around the larger settlements outside the AONB boundaries. The Bowland Fells also offer some of the darkest skies in England with low levels of pollution. Tranquillity and 'dark skies' can add to the tourism offer of the area as well as to residents' health and well-being.	1.1, 2.2, 2.3, 3.1, 3.2
Recreation: the Forest of Bowland has an excellent network of public rights of way and over 25,000 ha of open access land. This attracts a large number of walkers and increasing participation by horse riders and cyclists, both on and off-road. There are also good opportunities for less mobile country-lovers with a network of easy access trails; and for birdwatchers, anglers and shooting parties. The area's food and drink offer is of a very high quality and attractive pubs and teashops provide a clear link between locally produced food and drink and the visiting public. Beacon Fell country park is managed by Lancashire County Council and attracts approximately 200,000 visits a year	2.1, 2.2, 2.4, 3.1, 3.2, 3.3, 3.4
Tourism: The AONB was awarded the European Charter for sustainable tourism in protected areas in both 2005 and 2010. It co-ordinates and encourages tourism businesses in the area to trade in a sustainable and sympathetic manner, promoting the AONB as a 'green tourism' destination. The landscape and natural beauty of the area, together with its wildlife and history, is seen as the key draw for visitors: and therefore contributes directly to the local economy	1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2
Knowledge and education: The AONB partnership offers a large number of opportunities for both formal and informal education – including school visits to farms, arts workshops and performances, bird watching safari's, field studies for students; and opportunities for volunteering in traditional countryside skills. The Festival Bowland programme regularly offers over 120 events and attracts in excess of 1200 participants	2.1, 2.4, 3.1, 3.2, 3.3, 3.4
Health & wellbeing: Visits to the countryside provide excellent opportunities for gentle walking and relaxing days out. These can contribute to individual's health and wellbeing, at a minimal cost	2.3, 3.4
Regulating Services	
Regulating climate change: carbon dioxide is absorbed by farmland and woodland and perhaps most importantly by blanket bog. Restoring blanket bog and eroding peat so that it can become an active carbon store is a vital contribution to mitigating against climate change. Adapting to climate change can also be achieved through the AONB environment, especially when considering flood management (see below)	1.1, 1.2, 1.4, 2.1, 2.2, 2.3
Regulating soil erosion: the risk of soil erosion in the AONB is high; due to the high peat content, steep slopes and high rainfall of the area. Increasing drought may also lead to soil erosion. Improving vegetation cover, reducing over grazing, and controlling burning and recreational pressures can all help to reduce soil erosion in a sustainable manner	1.1, 1.2, 2.1, 3.1, 3.2
Regulating soil quality: soil compaction and loss of organic matter can be reduced if soil is managed sustainably by reducing stock and human pressure; and by reducing the impact of flash flooding	1.1, 1.2, 1.4, 2.1
Regulating water quality: reducing water colouration by managing the uplands in a sustainable manner has already shown, via the United Utilities SCaMP programme in Bowland, that land management can have economic benefits. Likewise water quality can be improved using natural processes, such as filtering and decomposition. Water quality tends to be good in the headwaters of the AONB, often falling to moderate further downstream	1.1, 1.2, 1.4, 2.1
Flood control: re-wetting of the moorlands to store carbon also helps the blanket bog habitat to retain heavy rain downpours and to reduce flash flooding, run off, erosion and the flooding of downstream communities, particularly larger urban populations outside the AONB. Additional works such as enabling floodplains to absorb high river levels and floodwater (as at Long Preston on the Ribble), can also help to reduce flood risk in downstream areas	1.1, 1.2, 1.4, 2.1

APPENDIX 3 - LIST OF ABBREVIATIONS

BD2020	Biodiversity 2020: A Strategy for England's Wildlife and Ecosystem Services
BHS	Biological Heritage Site
BLMF	Bowland Land Managers Forum
CPRE	Campaign for the Protection of Rural England
CRoW	Countryside and Rights of Way Act 2000
CSF	Catchment Sensitive Farming
Defra	Department for Environment Farming and Rural Affairs
EA	Environment Agency
ELC	European Landscape Convention
ENWL	Electricity North West Limited
FOG	Fire Operations Group
IUCN	International Union for Conservation of Nature
AONB JAC	AONB Joint Advisory Committee
LAF	Local Access Forum
LCC	Lancashire County Council
LEP	Local Enterprise Partnership
LERN	Lancashire Environmental Records Network
NUC LNP	Northern Upland Chain Local Nature Partnership
LPA	Local Planning Authority
LWT	The Wildlife Trust for Lancashire, Greater Manchester and North Merseyside
NAAONB	National Association for AONBs
NE	Natural England
NERC	Natural Environment and Rural Communities Act 2006
NEYEDC	North and East Yorkshire Ecological Data Centre
NPPF	National Planning Policy Framework

Forest of Bowland AONB Management Plan 2019 - 2024 (Consultation Draft)

NYCC	North Yorkshire County Council
Ofgem	Office of Gas and Electricity Markets
PFG	AONB Partnership Funders Group
PRoW	Public Rights of Way
RIIO-ED1	Revenue = Incentive + Innovations + Outputs Electricity Distribution Round 1
RSPB	Royal Society for the Protection of Birds
SINC	Site of Interest for Nature Conservation
SSSI	Site of Special Scientific Interest
TIC	Tourist Information Centre
UCLan	University of Central Lancashire
UVA	Undergrounding for Visual Amenity
YDMT	Yorkshire Dales Millennium Trust

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