



Cornwall

Area of Outstanding Natural Beauty

Safeguarding our landscape's beauty & benefits for future generations

Management Plan

2011 - 2016

Adopted by Cornwall Council 16 February 2011







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Vision



The Cornwall Area of Outstanding Natural Beauty Partnership's 20-year vision for the landscape is:

- For the Cornwall AONB to be recognised as nationally important, valued and protected for the long term and with equal status to a National Park
- For the Cornwall AONB to remain as diverse and distinctive landscapes, respected and protected so that future generations benefit from its natural beauty and unique character
- For the strategic economic and social benefits that these protected landscapes bring to be fully recognised so that the landscape's importance is always integrated into planning, policy and development decisions
- For all the characteristics that make up the AONB landscape – scenic beauty, biodiversity, geology, history and culture – to be fully understood and respected
- For our protected landscapes to be conserved and enhanced through only appropriate social and economic development
- For all sectors of society to be aware of the protected landscape's value and the AONB designation's national and local significance
- For communities within the AONB to be vibrant and sustainable, with a strong sense of identity, appreciating and championing their own local landscape
- For the AONB to encourage sensitive tourism, thriving farming, food and forestry, a low carbon economy, a bio-diverse landscape, the protection of historic landscapes, well-managed rivers, estuaries, coast & marine environments and well-connected green infrastructure & transport systems
- For the landscape and its natural resources to be sustainably and sensitively managed to respond to a rapidly changing world.

“Under pressure for change, much traditional countryside has already vanished. AONB status protects the finest examples which remain. AONBs’ work – with due care for the rural way of life – is to conserve the landscape’s outstanding natural beauty and ensure its survival for future generations.”

NATURAL ENGLAND

Foreword



by Julian German CC,
Cabinet Member for Waste Management, Climate Change and Historic Environment

Ranndiryow a Dekter Naturek a Vri Kernow yw agan park kenedhlek. Y tal bos res dh’agan tirwelyow gwithys, Ranndiryow a Dekter Naturek a Vri ha Tylerow Ertach an Bys, nivel an uhella a avis; kerthow Kernow an moyha a vri yns i.

Chanjys yn hin an bys a wra ledya dhe janjys yn plansow ha bestes omma yn Kernow, omsevel nivel an mor a wra chalenjys dhyn ni ynwedh. Mes ny yntendyir y fydh an Ranndiryow a Dekter Naturek a Vri tirwelyow heb chanj; tirwelyow dyghtys yns a wra mos ha bos moy ha moy posek rag askorrans boos ha nerth, rag an ekosystemow, keffrys ha gwara ha gonisyow yw ostys gansa. Yth yw rag an achesonyow ma bos res dhyn meurhe an prowyow erbysiethek ha kowethasek proviys gans an tirwelyow gwithys ma, ha rag posekter an tirwel dhe vos ynworrys yn pub lown a dowlenna, polyci ha displegyans.

Avel Esel Kabynet Konsel Kernow ha genev charj rag Ranndiryow a Dekter Naturek a Vri, my a gomend an Dowlen Dhyghtya dhywgh hwi, na saw avel skrif posek rag Ranndiryow a Dekter Naturek a Vri mes ynwedh dhe brovia gidyans a-dro dhe braktis da rag Kernow oll. My a wayt mayth oberyn pubonan ahanan ni gans an towl.

Cornwall’s Areas of Outstanding Natural Beauty are our National Park. Our protected landscapes, the Areas of Outstanding Natural Beauty and the World Heritage Sites deserve the highest level of consideration; they are Cornwall’s most important assets.

Changes in the world’s climate will lead to changes in flora and fauna here in Cornwall; sea level rise will present challenges too. However, the Areas of Outstanding Natural Beauty are not intended to be unchanging landscapes; they are managed landscapes that will become increasingly important for food and energy production, for the ecosystems goods and services they host. It is for these reasons that the economic and social benefits that these protected landscapes bring need to be fully appreciated and for the landscape’s importance to be integrated into all areas of planning, policy and development.

As Cornwall Council Cabinet Member with responsibility for the Areas of Outstanding Beauty I commend the Management Plan to you, not only is it an important document for the Areas of Outstanding Natural Beauty, it acts to provide guidance on best practice for the whole of Cornwall. It is my hope that, each and every one of us, will all act upon the Plan.



“Landscape is more than just scenery. Natural beauty includes flora, fauna and geological and physiographic features. The beauty of AONBs is partly due to nature and partly to centuries of human modification. Landscape is everything that makes an area distinctive.”

COUNTRYSIDE AGENCY DEFINITION (abridged)



Chairman's Introduction



By Peter Mansfield
Chair, Cornwall AONB Partnership

The Cornwall AONB landscape comprises over 25% of Cornwall – its finest landscapes, first designated as of national importance in 1959. Yet it was only in 2002 that the Cornwall AONB Partnership first came together, triggered by 75% funding made available from Central Government to provide resources to begin to close the gap between the standards of care for the equally important National Park and AONB landscapes of Britain.

The Partnership's first task was to produce a single Management Plan for the AONB landscape to fulfill the seven local authorities' legal obligation to do so. The plan was approved in 2004 with the key theme that: *"This distinctive Cornish landscape faces many challenges which need to be met in ways which future generations will judge to have been far-sighted and unselfish of our generation... in other words promoting only genuinely sustainable development."*

That underlying theme carries through to this second plan as does the key challenge to provide more detailed focus on the 12 distinctive coastal and moorland areas: *"Effective involvement of local communities in the shaping of their local landscapes is crucial."*

That ambition is addressed in this new plan by individual chapters for each of the 12 areas, founded on extensive community consultations prior to writing the Plan and widespread public consultation on the draft.

How the land use planning system in Cornwall values our finest landscapes *in practice* is the key to whether this greatest of assets keeps its quality in the long term. Supporting the effective working of the planning system is the Partnership's greatest single priority, our best value contribution, given how thinly stretched we are by the size of this designated area compared with more compact AONB landscapes.

This second Management Plan has been created in a much changed – and still rapidly changing – world. Locally, we now have a single authority, Cornwall Council; it is significant that this Plan has an endorsing Foreword by Cabinet Member Julian German CC who lives within the AONB and understands the challenges very well; he sits on the Partnership with three colleagues from across Cornwall – all of whom who are involved with the planning process.

Cornwall is universally regarded as a world class visitor destination offering a beguiling combination of distinctive experiences, largely founded on the AONB landscape but benefiting the whole community, not least in the provision of 40,000 jobs – 25% of Cornwall's total.

Times of financial austerity can sometimes encourage short term expediency in pursuit of instant results; rarely do these prove sustainable in any sense and generally they come to be regretted.... The challenge is surely for those who most determine what happens to the face of Cornwall – politicians, policy makers and resource owners – to keep a clear understanding of what makes Cornwall special, and a vision for long term prosperity built on this, resisting the inevitable *'anywhere'* quick fix offers and only playing to Cornwall's timeless strengths and opportunities.

For the Partnership, reduced resources underlines the crucial importance of full blooded partnership working – surely in tune with the *'Big Society'* concept now seen as the way forward for managing in these harder times

I strongly believe this Plan provides a robust and well thought-out route map to achieve the Plan's 20 year Vision, navigating the challenges and opportunities of the next 5 years for this inspiring landscape which mean so much to all who live here – and to our millions of enthusiastic visitors.

AONBs of England

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“There are currently 47 AONBs in England, Wales and Northern Ireland which make up around 18% of the country. In the South West, 12 Areas of Outstanding Natural Beauty and parts of 2 others extend to 30% of the region – twice the proportion covered by AONBs in England as a whole.”

Introduction

What is an Area of Outstanding Natural Beauty?

Areas of Outstanding Natural Beauty (AONBs) are particularly special landscapes whose distinctive character and natural beauty are so outstanding that it is in the nation's interest to safeguard them.

The purpose of the AONB designation

The primary purpose of AONB designation is to conserve and enhance natural beauty. However, in pursuing this, account should be taken of the needs of agriculture, forestry, other rural industries and the economic and social needs of local communities. Particular regard should be paid to promoting sustainable forms of development that in themselves conserve and enhance the environment. The demand for recreation should be met so far as this is consistent with the conservation of natural beauty and the needs of agriculture, forestry and other uses.

The national picture

There are currently 47 AONBs in England, Wales and Northern Ireland which make up around 18% of the country. Natural England is the organisation currently responsible for designating AONBs. There are also 9 National Parks and one separate designation – Norfolk and Suffolk Broads. Scotland has a different system with 2 National Parks and 40 National Scenic Areas (NSAs).

Together, protected landscapes make up 24% of the land area of England.

National legislation

AONBs were brought into being by the same legislation as National Parks in 1949 and have the same status and level of protection.

The Countryside and Rights of Way (CROW) Act 2000 confirmed the significance of AONBs. Section 85 places a statutory (legal) duty on all relevant authorities to have regard to the purpose of conserving and enhancing natural beauty when discharging any function affecting land within an Area of Outstanding Natural Beauty. Section 89 places a statutory duty on Local Planning Authorities to produce a five yearly management plan for any AONB within its administrative area. This is the second such document.

International and regional context

The International Union for Conservation of Nature (IUCN) designates the UK's AONBs as Category V – Protected Landscape/seascape – ‘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’. The Cornwall AONB is also recognised by the EUROPARC Federation.

In the South West, 12 Areas of Outstanding Natural Beauty and parts of 2 others extend to 30% of the region – twice the proportion covered by AONBs in England as a whole. There are two National Parks, Dartmoor and Exmoor, covering some 7% of the region.

The Cornwall Area of Outstanding Natural Beauty

The Cornwall Area of Outstanding Natural Beauty is unique in that it is made up of 12 separate geographical areas but is still one single AONB. It covers approximately 27% of Cornwall - an area of 958 sq km (370 sq miles).

The Cornwall Area of Outstanding Natural Beauty was designated in 1959 with the Camel Estuary section being added in 1981.

A part of the Tamar Valley AONB is also in Cornwall.
There is a close relationship with this AONB and with our other near neighbours, the Isles of Scilly, North and South Devon AONBs.



Why is the Cornwall AONB so special?

The qualities of the Area of Outstanding Natural Beauty are represented by its landscape character, natural heritage, historic environment, natural and built features and cultural associations, all of which are of great significance and value to the people of Cornwall and Cornwall's visitors. The AONB is a major asset for Cornwall and contributes substantially to the economy, as well as offering enjoyment, health and lifestyle benefits to half a million local people and up to five million visitors.

The landscape is diverse and ever-changing, cherished by those whose families have worked in it for generations and loved by those who are seeing its beauty and mystery for the first time. It is the essence of Cornwall.

The role of these traditional industries is much reduced but they have created much of the landscape setting for Cornwall's dominant industry – tourism. 4.4 million staying visitors were recorded in 2008 and most holiday trips to Cornwall are motivated wholly or partly by our conserved landscape. Scenery, landscape and views were cited by the largest proportion of visitors in 2008/9 as their favourite aspect of Cornwall.

Other sectors of the economy beside tourism also benefit from the quality of the landscape, notably the creative industries, knowledge based sectors, horticulture, local produce and marine businesses. Cornwall is an attractive place for entrepreneurs to establish and/or expand many types of business.

The AONB's economic significance

“Landscape is worth millions to the Cornish economy. Policies to protect it make good economic sense.”

Professor Robert Tregay, Cornwall Lecture 2008

Exploitation of natural resources has been the historical source of Cornwall's wealth. Agriculture, fishing and mining were the dominant forces in an economy that shaped the Cornish landscape and these industries provided a common link between many of the communities within the county. Agriculture and fishing are still significant industries and there is a renewed interest in metalliferous mining in Cornwall, including the proposed redevelopment and extension of South Crofty Mine.

The economic value of the environment is not only relevant in terms of jobs and businesses in the tourism, recreation or agricultural sectors. In recent years Cornwall has been actively promoted to businesses, with marketing focusing on the environment and quality of life.

“The area's attractiveness as a place to live and as a leisure destination is likely to remain as key features of future economic progress.”
Cornwall Council –
Local Economic Assessment 2010.

Changing landscapes

The natural beauty of the AONB is sensitive to a range of factors which generate landscape change. While the AONB designation has guarded against major intrusive development, pressures on the



landscape are likely to come from a number of areas as the economy and social structures of Cornwall continue to evolve.

There are many forces for change acting directly or indirectly upon the AONB landscape. Most of the forces for change are man-made but differ greatly in the scale upon which they act, from a local landowner changing his cropping scheme, to climate change requiring a global solution. Some forces for change are driven by political decisions, made increasingly at an international level and others are brought about by local decision making and changes in management.

However large or small and whatever scale they operate, forces for change have the potential to alter landscapes in a positive or negative way. The challenge for the Cornwall AONB Partnership, via the Management Plan, is to communicate what aspects of landscape and seascape within the AONB are particularly special and distinctive, worthy

of conservation and enhancement. There needs to be a comprehensive understanding of how these special qualities may change under certain pressures and then there needs to be a clear direction for the positive management, retention and enhancement of these special qualities.

Headline forces for change

- Climate change, energy generation and fossil fuel depletion
- Changes in land management practices
- Economic and development pressures
- Population change and housing
- Lifestyles changes
- Visitor and recreational pressures
- Legislative and policy change

Further information on predicted trends and forces for change can be found in the web-based appendices to the Management Plan's strategic chapters.

Managing the AONB



The Cornwall AONB Partnership and Unit

The Cornwall AONB is managed by a Partnership of 15 organisations:

CORNWALL AGRI-FOOD COUNCIL

CORNWALL ASSOCIATION
OF LOCAL COUNCILS

CORNWALL COUNCIL

CORNWALL RURAL COMMUNITY COUNCIL

CORNWALL SUSTAINABLE TOURISM
PROJECT (COAST)

CORNWALL WILDLIFE TRUST

COUNTRY LAND AND BUSINESS
ASSOCIATION

ENGLISH HERITAGE

ENVIRONMENT AGENCY

FARMING & WILDLIFE ADVISORY
GROUP (FWAG)

NATIONAL FARMERS UNION

NATIONAL TRUST

NATURAL ENGLAND

RURAL CORNWALL & ISLES OF SCILLY
PARTNERSHIP (RCP)

VISITCORNWALL

The main role of the Partnership is to plan and implement AONB management via the AONB Management Plan. The Partnership is constituted by a Memorandum of Understanding and a Statement of Intent. It meets three times a year, using the Management Plan as a framework around which to discuss the prioritisation of action and the implementation of the Plan. The Partnership also has an advisory role, providing advice to Cornwall Council and other organisations on issues such as planning and development and project development. The individual AONB Partners lead and co-ordinate management within their own organisations.

The Partnership is supported by a small team of officers – the Cornwall AONB Unit. This comprises staff with a wide range of expertise – ecology, landscape architecture, landscape planning, communications, project management and administration. The Unit exists to administer the Partnership and enable and support partner organisations in delivery of the Management Plan. The AONB Unit also has specific advisory roles regarding monitoring, communications, planning & development and landscape character and also administers the Cornwall AONB Sustainable Development Fund (SDF) providing funds for specific projects.

The Cornwall AONB Management Plan 2011-2016

The first Management Plan was adopted in 2004 and ran until 2009. It provided a framework for much of the action taken during this period and the new plan builds on this work. However, many things have changed, priorities are different and new issues such as climate change have become more pertinent.

The purpose of the Cornwall AONB Management Plan 2011-2016 is:

- To highlight the special qualities and the enduring significance of the AONB and the importance of its different features
- To present an integrated vision for the future of the AONB as a whole, in the light of national, regional and local priorities
- To set out agreed policies incorporating specific objectives which will help secure that vision
- To identify what needs to be done, by whom, and when, in order to achieve these outcomes
- To state how the condition of the AONB and the effectiveness of its management will be monitored.

The Management Plan is intended to be a shared strategy that will be of interest to the communities, parishes, residents, businesses, landowners and farmers, agencies, authorities, utilities, organisations and amenity groups operating within, or with an interest in, the AONB.

The Management Plan has two main parts

- Strategic chapters
- Local area chapters

The strategic chapters provide the overall strategic approach to the management of the Cornwall AONB. They provide information on the key environmental, social and economic management issues relevant to the AONB as a whole. They also examine likely landscape impacts from a variety of forces and identify opportunities for the management of these, setting a clear framework of policy and action to ensure AONB purposes can be met.

The local area chapters provide management guidelines for the individual area components of the Cornwall AONB and reflect local views expressed during a comprehensive public consultation.

The Management Plan has been produced with a full and comprehensive programme of public involvement and consultation. It is also supported by a full Sustainability Appraisal (SA), incorporating a Strategic Environmental Assessment (SEA) and an Appropriate Assessment, as required by the European Habitats Directive. It is intended that this Plan should be viewed as a spatial planning tool and thus complementary to the Local Development Framework (LDF), and an enabling document to assist the delivery of actions in partners'/stakeholders' everyday work. It will be accompanied and complemented by a carefully targeted Delivery Plan, a Communications Strategy and an annual Cornwall AONB Partnership Business Plan.

The Cornwall AONB Atlas

The Cornwall AONB Atlas (<http://www.cornwall-aonb.gov.uk/atlas/>) was completed in early 2010 and is the main evidence base for the policies and actions set out within the strategic chapters of the Management Plan. The Atlas is a compendium of information on the environmental, social and economic aspects of the protected landscape and also presents the results of monitoring work that has been undertaken by the AONB Unit.

Delivery and Monitoring

This Management Plan is accompanied and complemented by a detailed Delivery Plan which sets out and prioritises activity over 5 years. A Cornwall AONB Partnership Business Plan will also be produced by the Partnership annually during the life of the Management Plan to detail priorities for action and resource requirements. Actions and outputs will be measured against annual targets by all of the AONB Partnership organisations and delivery will be reported throughout the plan period in a series of annual reports.

Measuring awareness of the AONB and the Cornwall AONB Partnership and Management Plan will be part of the communications strategy and will form part of the communications activity. Monitoring change in the landscape itself will be ongoing and will draw on a number of identified indicators contained within the Cornwall AONB Atlas.

Cornwall Council Objectives

As this Management Plan has been prepared on behalf of Cornwall Council, it is important that it addresses their overall environmental objectives. For Cornwall Council, the goal of sustainable development will be pursued by actions designed to achieve a sustainable, innovative and productive economy that delivers high levels of employment; and a just society that promotes social inclusion, sustainable communities and personal wellbeing. This will be done in ways that protect and enhance the physical and natural environment, and use resources and energy as efficiently as possible. Similar objectives will inform all endeavours with partner organisations, with Cornwall Council promoting sustainable solutions to our most pressing environmental, economic and social problems.

Further Information

More information on AONBs and their status and protection can be found on the Defra web site (www.defra.gov.uk), and those of Natural England (www.naturalengland.org.uk), the National Association for AONBs (www.aonb.org.uk) and the Cornwall AONB (www.cornwall-aonb.gov.uk).



Strategic Chapters

“Cornwall’s attractiveness as a place to live and as a leisure destination is likely to remain as key features of future economic progress.”

CORNWALL COUNCIL – LOCAL ECONOMIC ASSESSMENT 2010.

Landscape & Seascape



Visions

- A nationally special and uniquely Cornish AONB landscape and seascape that is celebrated and in which people take pride and enjoyment, where local distinctiveness and landscape character are recognised as being key to the AONB's conservation and enhancement.
- The individual characteristics that combine to give the Cornwall AONB its local distinctiveness and sense of place are fully understood and robust measures are in place for protection and enhancement from high level policy to local community plans.

Background

There is consensus among locals and visitors alike that Cornwall is special. It's a key reason why people visit in droves and why businesses and students choose to locate here. The landscape of Cornwall is unique and incredibly diverse. It also retains a very strong sense of 'Cornishness' from the wild and windswept moors to the network of tiny fields bounded by Cornish hedges, narrow sunken lanes, pretty coastal villages and estuary valleys cloaked in oak woodlands.

The Cornwall and Tamar Valley AONBs represent Cornwall's finest landscapes – the best bits, but the European Landscapes Convention stresses that 'all landscapes matter'. There should not be a conflict between the protected landscapes and the rest, rather the premise could be 'what's good for the best is good for the rest' with the protected landscapes leading the way in achieving a better deal for all of Cornwall's landscapes.

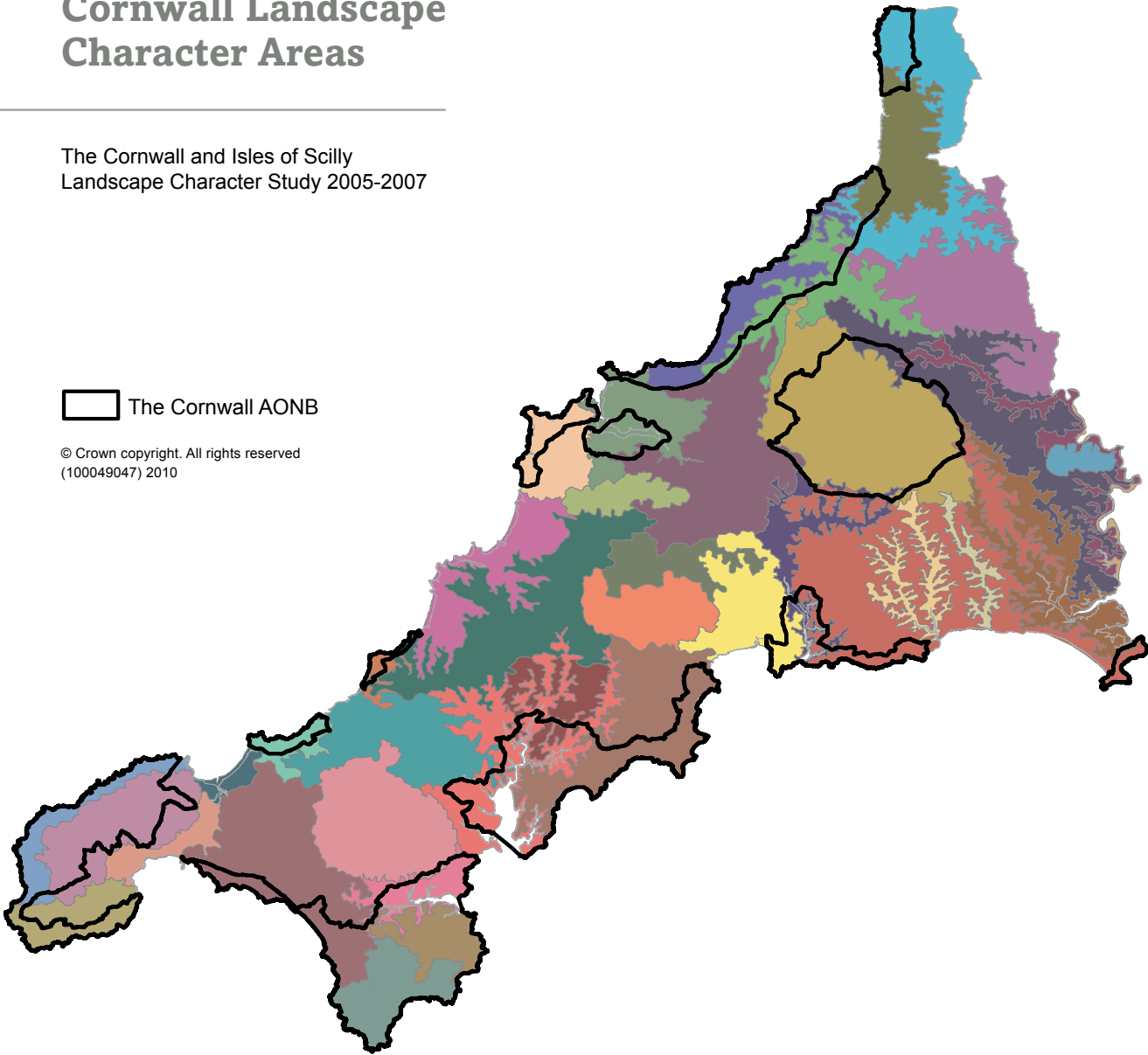
Landscapes have always been subject to change and cannot be expected to remain preserved in aspic. However, we have the opportunity to gain a greater understanding of Cornwall's landscapes and seascapes and plan for change in order to find solutions to climate change and to meet the needs and aspirations of local people whilst preserving those essential qualities that everyone recognises as so special, for future generations.

Cornwall Landscape Character Areas

The Cornwall and Isles of Scilly
Landscape Character Study 2005-2007

 The Cornwall AONB

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(100049047) 2010



Management Framework

- Cornwall's landscape is its greatest asset and the key element upon which the Cornish economy relies
- The European Landscape Convention (ELC) is dedicated exclusively to the protection, management and planning of all landscapes in Europe
- The 'Ecosystem Goods and Services' approach recognises and values the human benefits of landscapes such as flood water management and health benefits
- The Marine and Coastal Access Act 2009 identifies Seascape Assessment as an evidence base for the Marine Plans
- The new consultation draft Planning Policy Statement on Natural and Healthy Environment directs Local Authorities to produce Green Infrastructure Strategies
- The Cornwall and Isles of Scilly Landscape Character Study 2005-2007 maps and describes the landscapes of Cornwall
- The 1994 'Cornwall Historic Landscape Character Assessment' gives a guide on the historic value of different parts of Cornwall
- 'Seascapes Assessments' performs the function of a Landscape Character Assessment for the Marine Environment
- The new Cornwall Local Development Framework provides an opportunity to embed policy and guidance on landscape and seascape conservation and enhancement
- Cornwall Council has produced 'The Cornwall Landscape Best Practice Guidance' incorporating a 'Development Management Toolkit' to provide advice to planners and developers
- The 'Cornwall, Tamar Valley and Isles of Scilly AONB Landscape Monitoring Project' developed indicators of landscape change and a baseline of data to monitor landscape change within the AONB.



Landscape & Seascape Policies

- LS1** Develop a clear understanding of the social, environmental and economic benefits of landscape and seascape and ensure this is reflected in decision making at every level, consistent with the aims of the European Landscapes Convention
- LS2** Advocate an approach to the conservation and enhancement of the AONB based upon landscape and seascape character
- LS3** Promote a strategic landscape spatial policy framework that utilises the Landscape Character Assessment and Cornwall Green Infrastructure Strategy to inform development management. Ensure landscape and seascape character is embedded in the emerging Local Development Framework, including policies within the Core Strategy that support the purposes of the AONB designation
- LS4** Monitor the state of the Cornwall AONB landscape to identify where the erosion and enhancement of the quality of the AONB is taking place and develop feedback mechanisms for corrective management



Further Information

Further information on condition, predicted trends, management framework and monitoring can be found in the web based appendices to this chapter www.cornwall-aonb.gov.uk/management-plan/index.html

Landscape & Seascape Actions

- A/LS1** Improve the existing Landscape Character Assessment and undertake a Seascape Assessment of Cornwall's coast and marine environment, ensuring full integration between land and sea based assessments – **Cornwall Council Planning and Regeneration, Cornwall Council Environment Service and English Heritage**
- A/LS2** Undertake an audit of the 'Ecosystem Goods and Services' provided by the landscapes of the Cornwall AONB as part of the work on the Cornwall Green Infrastructure Strategy – **Cornwall Council Environment Service**
- A/LS3** Develop a Landscape Strategy for Cornwall's landscape, as part of the Green Infrastructure Strategy, which addresses the needs of the protected landscape and develops a strong, collective vision for landscape within Cornwall – **Cornwall Council Environment Service**
- A/LS4** Produce landscape sensitivity and capacity studies for renewable energy and housing development; specifically a sensitivity study on wind and solar PV, including guidance on the siting and design of smaller scale wind turbines and PV panels within the protected landscape. Embed within the emerging Renewable and Low Carbon Energy Supplementary Planning Document – **Cornwall Council Planning and Regeneration**
- A/LS5** Further develop and finalise the 'Cornwall Landscape Character Best Practice Guidance' and 'Development Management Toolkit' and provide training for planners and planning committee members – **Cornwall Council Environment Service, Cornwall AONB Unit and Cornwall Council Planning and Regeneration**
- A/LS6** Monitor upon the set of indicators established by the Cornwall AONB Monitoring Project and the information gathered for the Cornwall AONB Atlas. Report on change from the original baseline – **Cornwall AONB Unit and Cornwall Council Intelligence Unit**



Planning & Development



Visions

Background

- Planning policies and an implementation framework that protects and enhances landscape character, attaching appropriate weight to the Area of Outstanding Natural Beauty whilst encouraging appropriate forms of social and economic development.
- High quality development which is in the right place and of the right scale, which is in harmony with the protected landscape; absence of intrusive tall structures and incongruous development. A tranquil place for quiet enjoyment with dark night skies.

The Cornwall AONB is protected by the planning system whereby a suite of national and local policies apply to ensure that the characteristics that make the AONB special are maintained for future generations. The new government will be revising national policy and placing emphasis on the localism agenda and the Big Society. Planning authorities have a major role in influencing the character and diversity of the AONB landscape. Local Development Frameworks and development management decisions must reflect the needs of the communities that live in the AONB and ensure that the development will further the purposes of the AONB in the long term. Allowing only sustainable development is the key to the long term care of the AONB landscape.

Planning and Development is cross cutting and many of the policies outlined in the other sections of the Management Plan are affected by or will be implemented through the planning process. Therefore the policies set down below need to be viewed in the context of the other policies in the Management Plan.



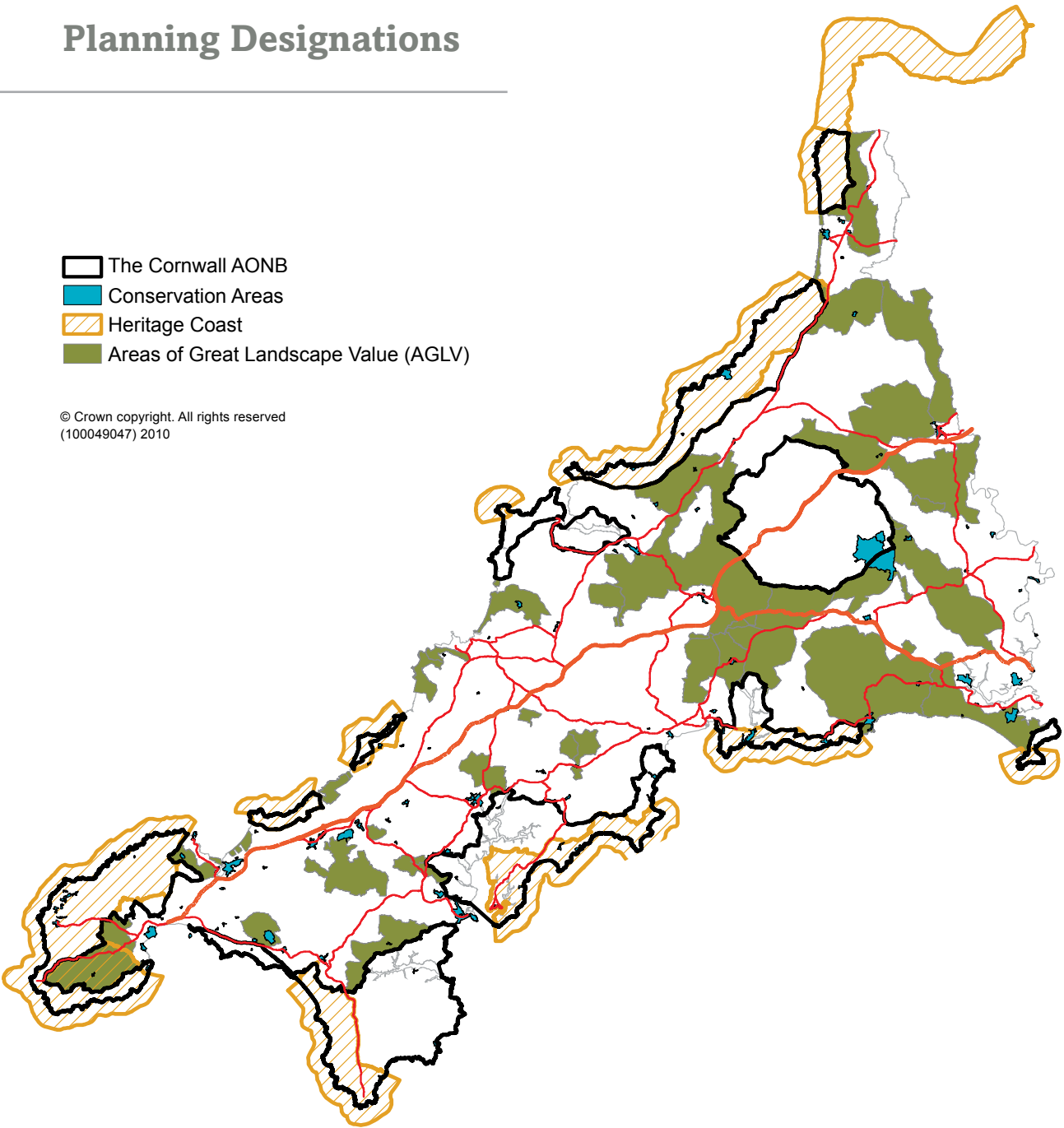
Management Framework

- The 'European Landscape Convention' should be taken forward in a strategic landscape spatial policy framework embedded in the emerging Local Development Documents
- The need to attach appropriate weight to conserve and enhance the natural beauty of the Cornwall AONB, as set down in the Countryside and Right of Way Act 2000 - Section 85, is an essential requirement for the management of development in the Cornwall AONB
- National planning guidance for AONBs is set down in Planning Policy Statement (PPS) 7: Sustainable Development in Rural Areas (paragraph 21 and 22) and supplemented by PPS 1 and 12. Planning Policy Statement 7: Sustainable Development in Rural Areas sets the framework for balancing the conservation of natural beauty and the social and economic needs of the area
- Mineral Policy Statement 1: Planning and Minerals does not permit major mineral developments in the AONB except in exceptional circumstances. Planning Policy Statement 10: Planning for Sustainable Waste requires that the need for waste management facilities is assessed against environmental criteria including the protection of landscapes of national importance
- A National Planning Framework is to be prepared to replace the current Planning Policy Statements/ Guidance
- The preparation of the Cornwall Core Strategy, the Cornwall Minerals Development Plan Document (DPD) and the Affordable Housing Development Plan Document provides the opportunity to create a positive policy framework for the management of development in the Cornwall AONB. The AONB

Management Plan can be viewed as being a spatial planning tool. Accordingly, AONB Management Plan preparation and the Local Development Framework are considered to be complementary processes

- The 'Connecting Cornwall' Local Transport Plan 2011-2030 (LTP3) provides an opportunity for new transport initiatives to be planned in a way that respects the environment or introduce measures to mitigate against the negative impacts of transport upon the AONB.
- Integrated Management Zones (IMZ) which facilitates a holistic approach towards the planning and management of the different elements of the coast should be embedded in the new Cornwall Core Strategy and the management of the coastal sections of the Cornwall AONB
- New housing development in the settlements which are closely related to parts of the AONB provides the opportunity through the Green Infrastructure Strategy for good management and increasing accessible links to the protected landscape. The preparation of the Cornwall Design Guide - Village Design Guides would help promote high quality sustainable development. Guidance should be provided for the Cornwall AONB to enable the local chapter guiding principles to be taken forward
- The policies in the Management Plan are a material consideration in the determination of a planning application. The Management Plan is awarded greater weight if taken forward as a Supplementary Planning Document. A joint planning protocol with Tamar Valley AONB Unit and Cornwall Council will enable these policies to be taken forward in the emergence of future development policy and development management.

Planning Designations





Planning & Development Policies

PD1 Ensure the purposes and objectives of AONB designation are fully recognised in the development and implementation of Cornwall Local Development Framework and other public policies, strategies and programmes

PD2 Ensure that the Green Infrastructure Strategy provides alternative natural greenspace to address risks to AONB features from tourism development and outdoor recreation facilities, and promotes the reduction of surface runoff and improving water quality by the inclusion of Sustainable Drainage Systems (SuDS)

PD3 Encourage local communities to identify local needs and assist in the conservation and enhancement of local distinctiveness through the preparation and development of Village Design Statements and other initiatives

PD4 Support the provision of affordable housing to meet identified needs of local people in locations with access to employment and local services. Ensure that the selection and development of affordable housing sites within or in the setting of the Cornwall AONB has appropriate regard to landscape and settlement character

PD5 Support the provision of identified local employment needs in settlements within or in the setting of the Cornwall AONB that has appropriate regard to protected landscape and settlement character

PD6 Support tourism development that conserves and enhances the diverse local landscape characteristics of the sections of the Cornwall AONB. Ensure that in the development of tourist facilities the scale, design and use of materials has appropriate regard to the character, sensitivity and capacity of the protected landscape

PD7 Promote in telecommunication and power infrastructure provision appropriate site selection and design of developments; and where possible the reduction and removal of power and telecommunications lines

PD8 Ensure that any necessary development in or within the setting of the AONB is high quality sustainable development that:

- is appropriately located, of an appropriate scale and addresses landscape sensitivity and capacity
- is compatible with the distinctive character of the location described by the Landscape Character Assessment, with particular regard to the setting of settlements and the rural landscape
- maintains semi-natural corridors
- promotes the conservation of the historic environment as a whole and in particular those designated heritage assets and their setting; including the Conservation Areas and World Heritage Site
- is designed to respect quality of place in the use of distinctive local building styles and materials, dark skies and tranquillity; and ...
- protects trees, other important landscape features and semi natural habitats, in order that it can contribute to the conservation and enhancement of the natural beauty of the protected landscape

Particular care will be taken to ensure that no development is permitted in or outside the AONB which would damage its natural beauty, character and special qualities or otherwise prejudice the achievement of the AONB purposes

PD9 Support the introduction of additional measures at existing mines and quarries within the AONB, and those affecting its setting, to protect and enhance the AONB. These measures can be achieved by imposing appropriate new planning conditions through the Review of Mineral Planning Permissions

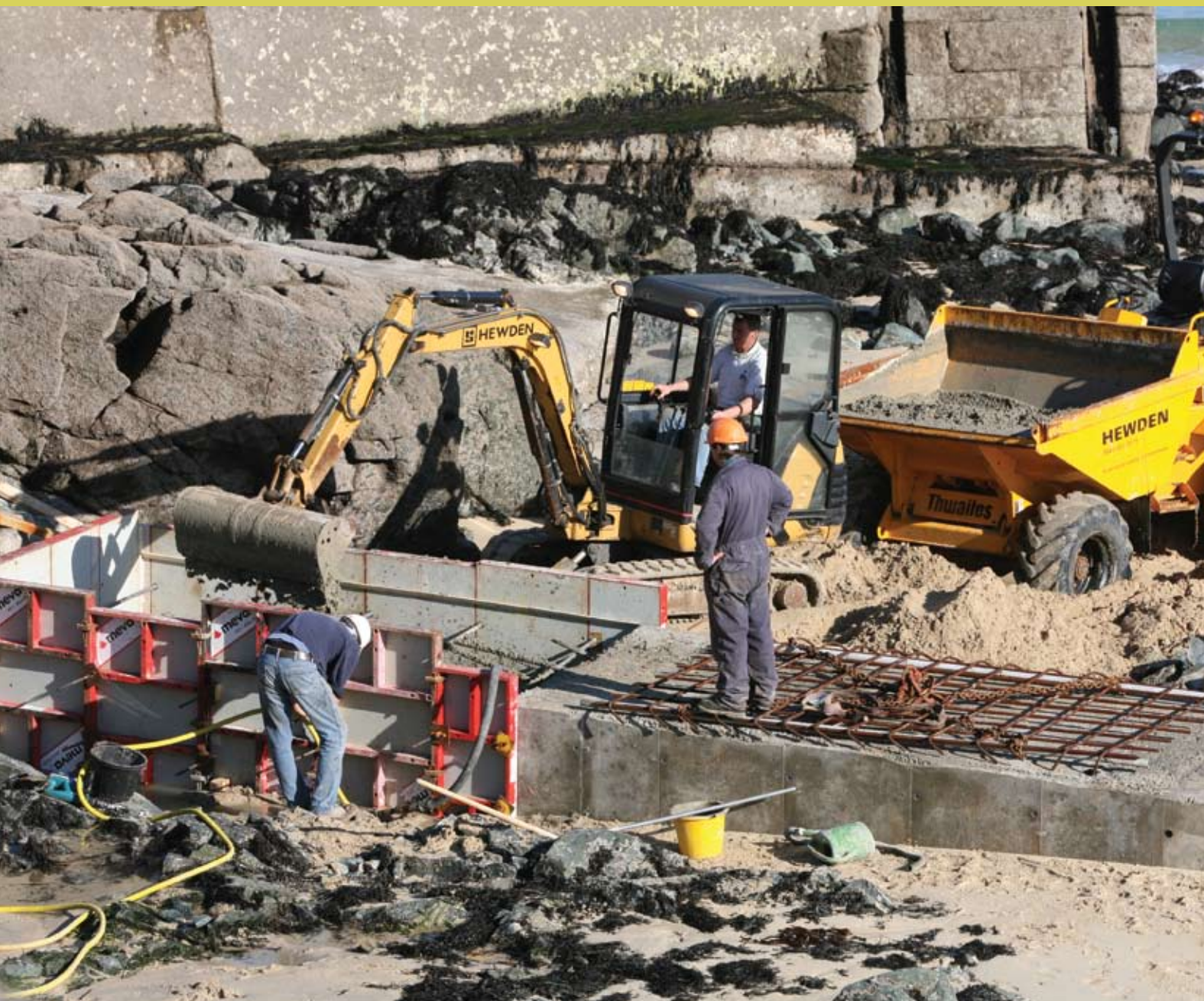
PD10 Promote the re-use and recycling of building materials to reduce demand for minerals and extraction and its potential adverse impact on natural beauty

PD11 Support the use of local stone in built development, if necessary by the small scale and sensitive reworking of local quarries, ensuring appropriate policy and guidance within the Local Development Framework

PD12 Encourage the Local Planning Authority to direct Community Infrastructure Levies and Developer Contributions towards appropriate AONB Management Plan objectives and activities

PD13 Promote the adoption, use and, when appropriate, revision to the Planning Protocol for the Cornwall AONB and the Tamar Valley AONB with Cornwall Council to ensure that effective consultation is achieved on policy preparation and major or significant development within and in the setting of the AONB in Cornwall.





Planning & Development Actions

A/PD1 Support and engage in the preparation and implementation of the Green Infrastructure Strategy – *Natural England, Cornwall Council Environment Service* and *Cornwall Council Planning and Regeneration*

A/PD2 Promote the use and, if required, develop further the methodology set down in 'Affordable Housing in Protected Landscapes: Assessing the Landscape Suitability of Potential Sites' in the selection of affordable housing sites – *Cornwall Council Planning and Regeneration*

A/PD3 Consider the option recommended in the 'Taylor Review' (Recommendation 21) for the possibility, and legal basis, for trialling planning rules limiting change of use of full time homes to part time occupation (as second homes or holiday lets) in the community that has the greatest percentage of second homes – *Cornwall Council Planning and Regeneration*

A/PD4 Pursue opportunities in conjunction with Western Power Distribution to 'underground' overhead lines – *Cornwall AONB Unit* and *Cornwall Council Planning and Regeneration*

A/PD5 Support the preparation of a Cornwall Design Guide as a Supplementary Planning Document and promote the establishment of local design principles that take full account of historic character, local distinctiveness and natural quality for the 12 sections of the Cornwall AONB – *Cornwall Council Environment Service* and *Cornwall Council Planning and Regeneration*

A/PD6 Based on the local design principles, promote the preparation of planning guidelines for

the 12 sections of the AONB in order to provide more detailed guidance in relation to the siting, design and materials for new buildings and conversions – *Cornwall Council Environment Service* and *Cornwall Council Planning and Regeneration*

A/PD7 Promote the adoption of the planning guidelines for the Cornwall AONB as a Supplementary Planning Document (SPD) – *Cornwall Council Planning and Regeneration*

A/PD8 Promote, through the use of the 'Cornwall Landscape Character Best Practice Guidance' and the 'Development Management Toolkit' or other appropriate methodology, the management of development in order to encourage appropriate site selection, high quality design and materials – *Cornwall Council Planning and Regeneration*

A/PD9 Support, in the preparation of planning guidance for Community Infrastructure Levy/ Planning Obligations, the promotion of Developers Contributions towards appropriate AONB Management Plan objectives – *Cornwall Council Planning and Regeneration*

A/PD10 Deliver planning protocol and monitor consultation on emerging planning policy and selected planning decisions – *Cornwall Council Planning and Regeneration*

Further Information

Further information on condition, predicted trends, management framework and monitoring can be found in the web based appendices to this chapter www.cornwall-aonb.gov.uk/management-plan/index.html

Climate Change & Energy



Visions

- A reduced carbon footprint for AONB communities, businesses and tourists.
- AONB communities and landscapes which are able to adapt to climate change and where the effects of climate change can be mitigated whilst maintaining landscape quality and distinctiveness.

Background

It is now widely accepted that climate change is happening as a result of modern human practices. Although a global problem, Cornwall will need to respond to the impacts of climate change in particular ways and develop local solutions to reducing carbon emissions and creating renewable forms of energy. In facing climate change the AONB is almost certainly dealing with the biggest challenge in its 50 year history. The AONB must look to the future and make difficult choices about how the landscape can be robust in the face of climate change but also how it can be part of the solution.

Cornwall has a mild climate, strongly influenced by the sea, the Gulf Stream and regular weather fronts from the Atlantic. The south coast of Cornwall is most at risk from flooding, due to future sea level rise, as a result of climate change. Significant areas of the Cornwall AONB currently under high risk of tidal flooding are Loe Bar, the upper reaches of the Rivers Fal and Fowey, the mouth of the Red River at Godrevy, the creeks of the Camel Estuary and at Caerhays and Pentewan. In the longer term the risks in these areas are all set to increase with the upper reaches of the Helford and north coastal stream valleys also becoming 'at risk'¹. The management of these direct effects of climate change and how they impact on AONB communities will be as important as the efforts to mitigate climate change.

Climate change is a cross cutting theme which affects all of the topics covered in the Cornwall AONB Management Plan. This chapter has been produced to give an overview and a strategic look at how climate change may impact upon the AONB landscape and affect how it is managed. Specific responses to climate change will be dealt with in detail throughout the plan.

1. Climate Change in Cornwall: Sea Level Rise Implications – Geographical analysis of future high tides (2008) Cornwall County Council.



Management Framework

- The Cornwall AONB could be a beacon of best practice in terms of how climate change can be addressed in rural communities within a nationally protected landscape
- Cornwall Council is a signatory of the 'Nottingham Declaration' which commits the Council to progressively address the causes and impacts of climate change
- The Climate Change Act 2008 contains a legally binding target to reduce greenhouse gas emissions by 80% by 2050
- Carefully accommodated community owned renewables and individual microgeneration can generate green energy and reduce fuel poverty
- Currently expensive technologies which are less impacting on the landscape e.g. photovoltaic tiles and ground source heat/geothermal and anaerobic digestion are becoming increasingly economically viable
- There is much potential for pilot projects in AONB villages to examine how buildings can be designed or retrofitted to be 'low carbon' whilst still maintaining local vernacular and built character
- The 'Hard to Treat' paper produced in 2006 by the Cornwall Sustainable Energy Partnership outlines approaches to energy efficiency in hard to treat homes
- The Shoreline Management Plan details arrangements for coastal areas at risk from tidal flooding and coastal erosion (See Rivers, Coast and Marine)
- Climate change will be a focus of the Local Development Framework
- Cornwall Council's 'Green Cornwall' programme is intended to make radical cuts in emissions by improving energy efficiency, developing and promoting renewable energy and reducing emissions associated with vehicles.
- Low Carbon Cornwall, based within the Cornwall Development Company seeks to take forward the strategic development of a low carbon economy within homes and businesses
- Community Energy Plus offers advice and support for families, schools, community groups and businesses in tackling climate change
- The 'hidden' benefits of landscape in adapting to and mitigating climate change e.g. carbon sequestration, carbon storage and water management are increasingly being recognised
- There is potential for research to ascertain the state and extent of carbon soil stores in Cornwall
- There is potential for the growth and marketing of non-food/non-traditional types of crop, responding to a changing climate
- The woodlands of the Cornwall AONB present the opportunity for sustainable fuel production

Climate Change & Energy Policies

CCE1 Promote and encourage appropriate renewable energy technologies of a scale and design which are able to be accommodated within the sensitive landscapes of the AONB, whilst guarding against cumulative impacts across the AONB

CCE2 Promote energy efficiency measures in 'hard to treat' homes, businesses and community facilities within the AONB and develop effective means of retrofitting which do not detract from landscape character whilst increasing resilience against fuel poverty

CCE3 Increase awareness of how the AONB landscape may change in relation to climate change in terms of natural and man made responses, particularly with respect to tidal flood risk and coastal communities, in order to enable these communities to plan for change at an early stage

CCE4 Ensure the adaptation of AONB land and the development of appropriate Green Infrastructure to mitigate the impacts of climate change whilst enhancing the landscape and providing opportunities for biodiversity and soil and water conservation.

Climate Change & Energy Actions

A/CCE1 Identify best practice examples of energy conservation measures and renewable energy generation such as geothermal, solar thermal and photovoltaic panels that conserves the character of buildings and surrounding landscape. Develop associated general guidance for energy conservation and a demonstration project within the Cornwall AONB – **Community Energy Plus, Low Carbon Cornwall** and **Cornwall Council Environment Service**

A/CCE2 Identify opportunities within the AONB for the adaptation of land to climate change, utilising ecosystem goods and services/valuing the environment approach (to locate habitats and features), as part of a wider Cornwall Green Infrastructure Strategy – **Cornwall Council Environment Service**

A/CCE3 Input into the Shoreline Management Plan (SMP) Action Plan to ensure the coastal character of the AONB is enhanced through any proposed action; engage in early discussions with Parish Councils and local communities regarding its implications and ensure the SMP is embedded within the Core Strategy – **Cornwall AONB Unit, The Environment Agency, Cornwall Council Environment Service** and **Cornwall Council Planning and Regeneration** (see Rivers, Coast and Marine)

Further Information

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Biodiversity & Geodiversity



Visions

- High quality, un-fragmented semi natural habitats and healthy species populations within the AONB, particularly across the heaths of Bodmin Moor, The Lizard and West Penwith, around the coastal strip and along river corridors, which are resilient to climate change and other pressures.
- A full understanding of the importance, extent and vulnerability of the geological resource supported by appropriate conservation and enhancement measures.

Background

The diversity of plants and animals within the AONB are intrinsic components of the landscape, as is the underlying geology, ever present in the granite tors, rolling hills and steep cliffs which make the AONB so distinctly 'Cornwall'. Cornwall has the longest coastline of any AONB and therefore the sustainable management of this resource has a relevant and special part to play in the maintenance and enhancement of biodiversity and geodiversity.

Along with the European and National designated sites (Special Areas of Conservation, Special Protection Areas and Sites of Special Scientific Interest), the network of County Wildlife Sites and County Geological Sites is an important asset, locally designated but nationally recognised. While designated sites may form the core 'capital' of our wildlife resource, the 'wider countryside' is equally vital as many species require large areas and networks of habitats to survive and thrive.

Habitats must be conserved, restored and even re-created in the wider countryside to allow wildlife to move freely throughout the landscape, to enable species populations to adapt to a changing climate and to respond to other significant pressures such as built development, invasive species and disease. A 'landscape scale' approach to biodiversity action will not only improve and enlarge habitat patches and create better linkages between them but can also provide opportunities for delivering benefits for access, enjoyment and cultural heritage.



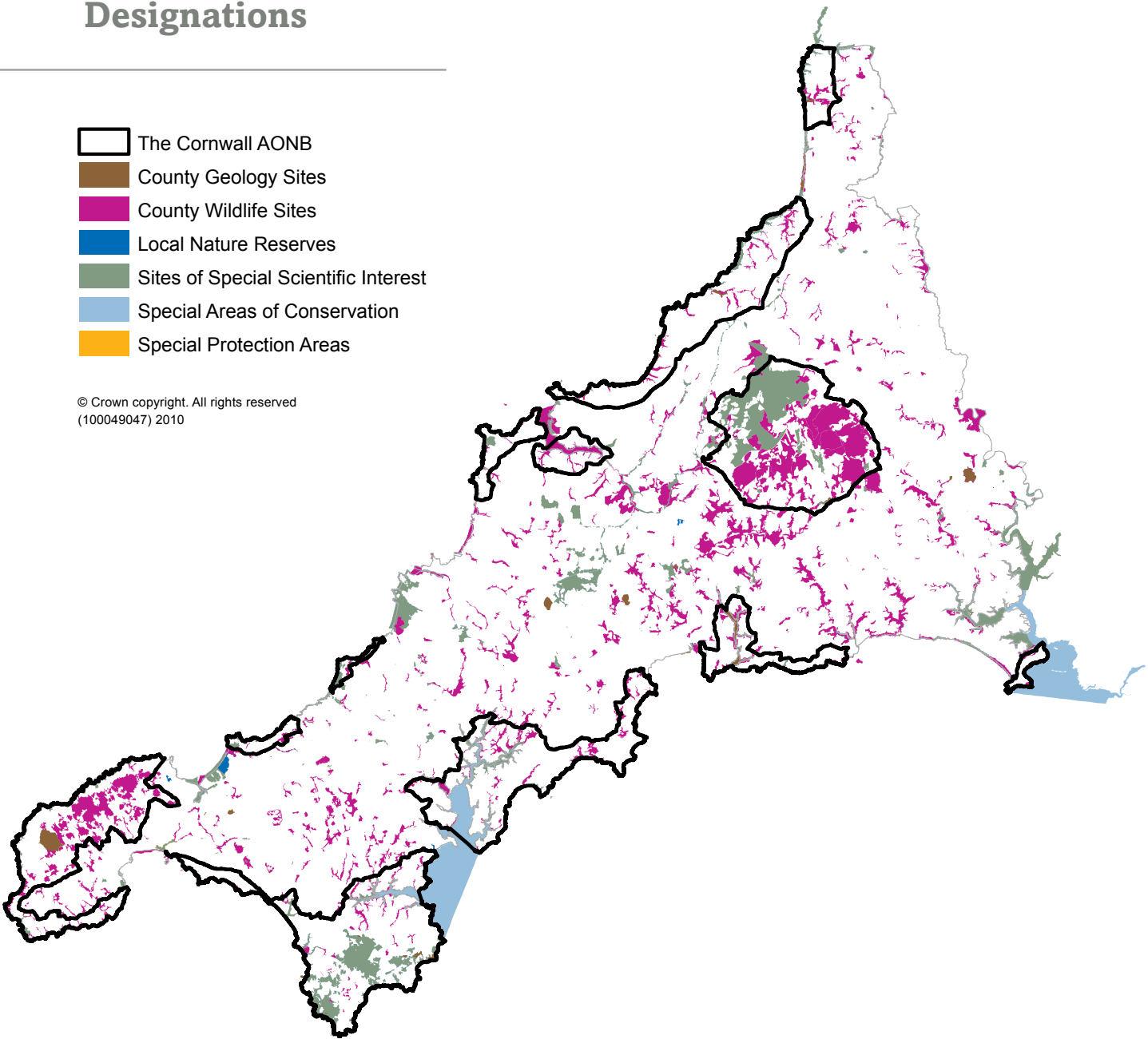
In order to understand Cornwall's wealth of wildlife, we must understand what lies beneath. Accessing, understanding and conserving geodiversity is therefore an essential part of AONB management, not only because of its links with biodiversity but because local geology is reflected all around in the topography of the land, the drainage patterns of streams and rivers, its stone built hedge network, its mining heritage and the local vernacular of the built environment, arguably making geology the largest contributor towards the landscape character and local distinctiveness of the AONB.



Management Framework

- The Natural Environment and Rural Communities Act 2006 places a duty on Public Authorities to conserve biodiversity
- The Government has a Public Service Agreement target to reverse the decline in farmland birds by 2020. Farmland birds are seen as a proxy indicator for conservation of all wildlife in the wider countryside
- The South West Nature Map broadly identifies for the region opportunities to create and enhance our most important terrestrial wildlife habitats at a landscape scale
- Bodmin Moor and West Penwith Visions have been led by Natural England to establish shared visions for the future on the two main upland areas within the AONB, with a focus on management for biodiversity
- The Cornwall Biodiversity and Geodiversity Action Plans (BAP and GAP) provide an excellent framework around which to structure projects to enhance biodiversity and geodiversity within Cornwall
- The Environmental Stewardship Schemes, principally the Entry Level, Organic Entry Level, Upland Entry Level and Higher Level Environmental Stewardship Schemes have a major role in the management of agricultural land for biodiversity benefit
- The Cornwall Biodiversity Initiative (CBI) and Cornwall RIGS/Geoconservation Group are county groups which work to protect Cornwall's wildlife and geology

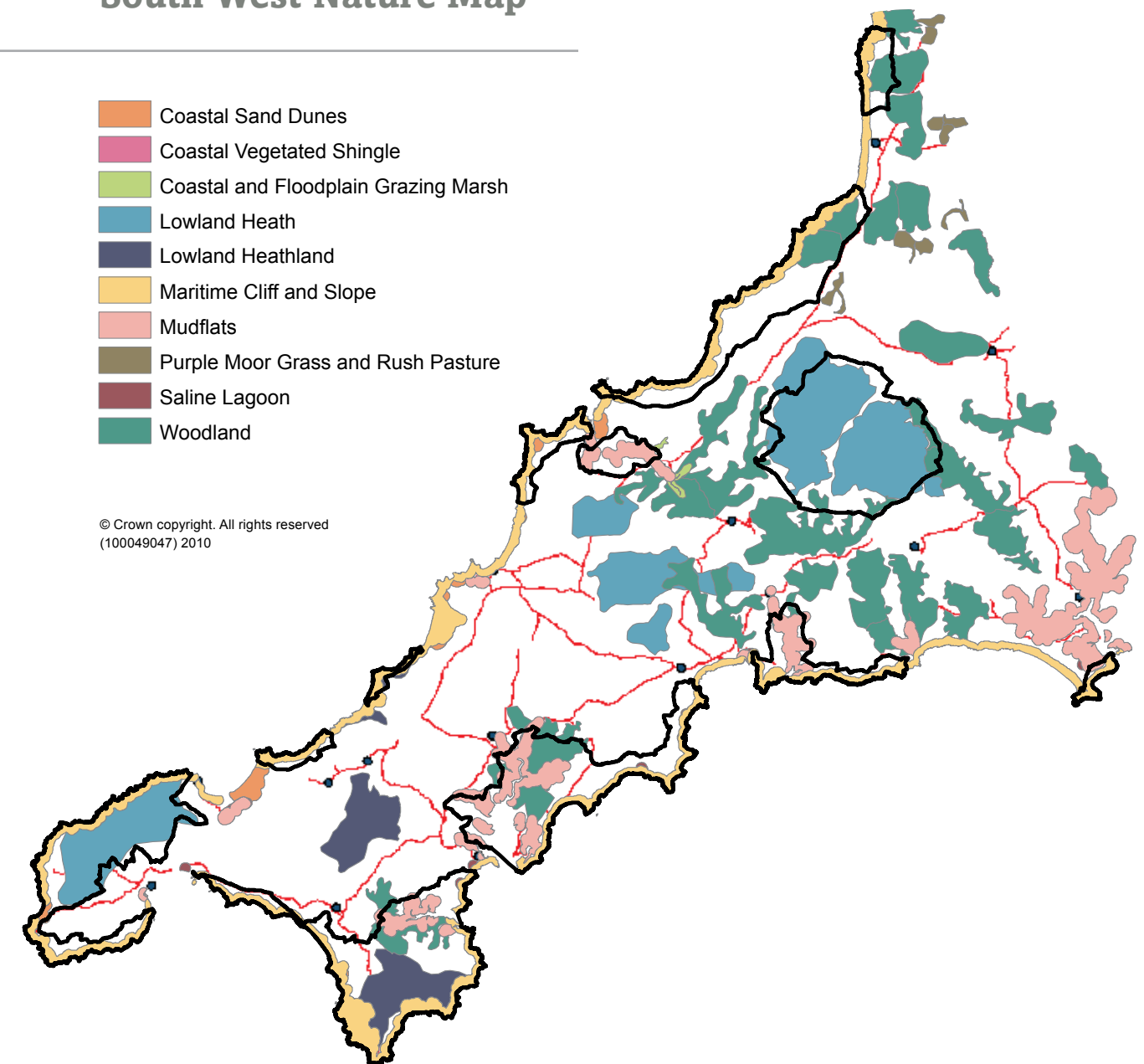
Wildlife & Geological Designations



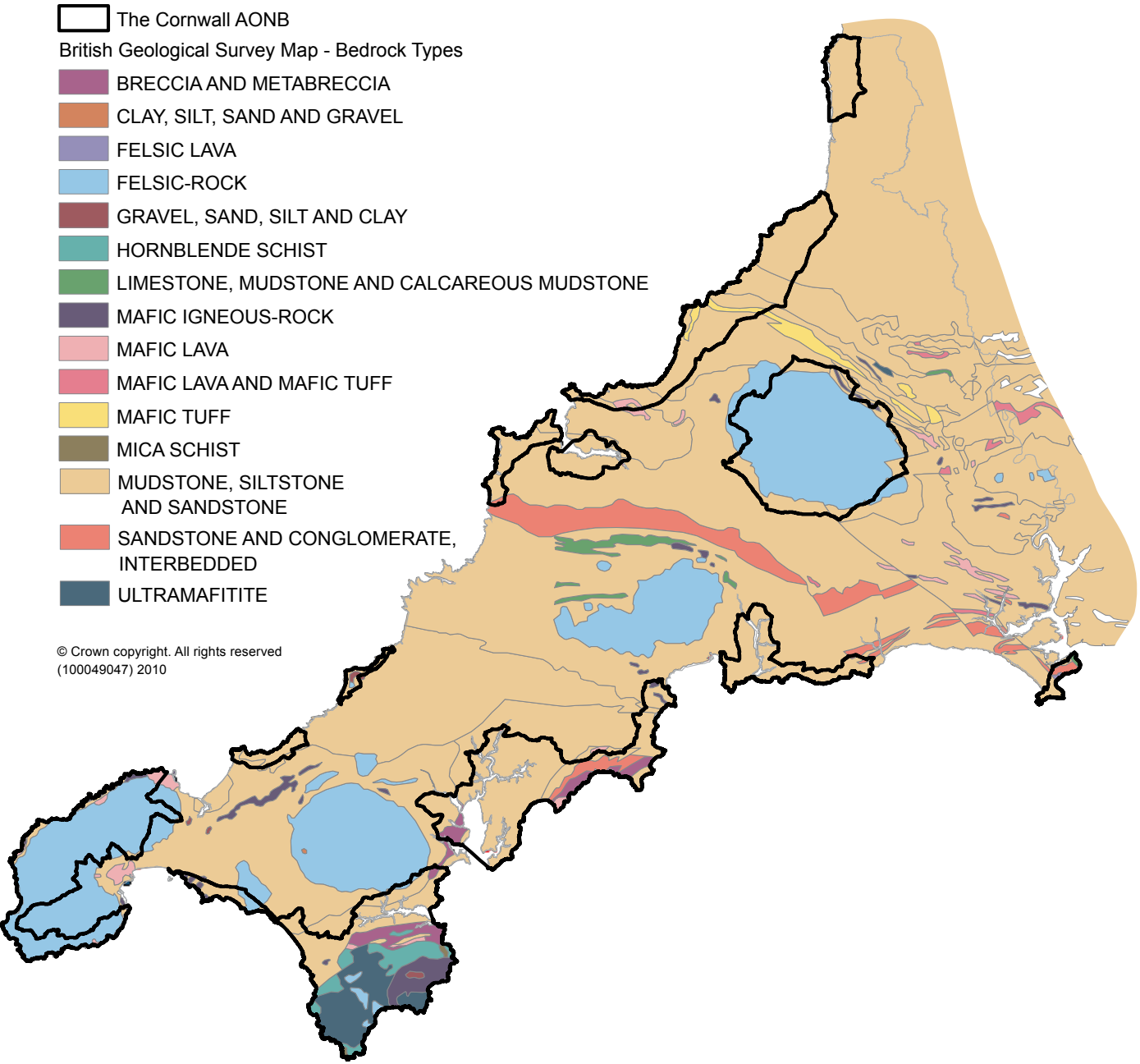
- The Environmental Records Centre for Cornwall and the Isles of Scilly (ERCCIS) acts as a central database for information about Cornwall's wildlife and geology
- The Cornwall Knotweed Forum is a partnership of a range of organisations, companies and individuals with an interest in the co-ordinated control of non native invasive plant species
- The 'Biodiversity and Geological Conservation - Planning Best Practice Guide for Cornwall, November 2007' gives guidance on how to ensure that biodiversity and geodiversity is protected, conserved and enhanced as a consequence of development.
- The 'Cornish Building Stone and Slate Guide, 2007' is a guide to developers, architects and householders on where to source new and reclaimed building stone and slate
- The Marine and Coastal Access Act 2009 will put in place better systems for delivering the sustainable development of marine and coastal environments
- The 'Finding Sanctuary' Project is working to identify new Marine Conservation Zones around the South West coast
- Making Space for Nature (2010) is an independent review of England's wildlife sites and the connections between them with recommendations to help achieve a healthy natural environment



South West Nature Map



The Geology of Cornwall



Biodiversity & Geodiversity Policies

BG1 Take a strategic, landscape approach to the management, restoration and recreation of habitats outside designated sites both within the AONB and beyond its boundaries, in order to ensure resilience to climate change and other pressures; focusing on BAP priority habitats and building upon the network of protected sites across the AONB

BG2 Ensure that landscape scale biodiversity projects contribute to the mosaic of habitats characteristic of AONB landscapes and seek to enhance landscape character via project works

BG3 Involve local communities and land managers in the development of biodiversity initiatives, understanding potential barriers to implementation

BG4 Support landowners, managers and farmers in the delivery of biodiversity initiatives using appropriate mechanisms such as direct project funding, on-farm advice and the targeting of agri-payments schemes

BG5 Ensure a comprehensive understanding of the state of the biodiversity and geodiversity resource and its management needs now and into the future, particularly in response to climate change and ensure that this information is easily accessible and used to inform agri-environment schemes and biodiversity projects

BG6 Support and encourage the detailed monitoring of terrestrial and aquatic damaging diseases such as phytothera and invasive plants and animals such as Japanese knotweed, gunnera, japweed and hottentot fig. Seek early intervention for new and small infestations and guard against the introduction of new

species which could become invasive and/or transmit disease

BG7 Promote the increased access to and interpretation of wildlife and geological sites where this can be achieved without damage to or disturbance of these assets or unacceptable landscape and visual impact

BG8 Ensure that built development provides gains for biodiversity by promoting habitat retention, creation and enhancement; and species protection and support the use of local stone in built development

BG9 Support the creation of new Marine Protected Areas in inshore waters off the AONB coast to maintain sustainable and resilient populations of marine species (see Rivers, Coast and Marine)





Biodiversity & Geodiversity Actions

A/BG1 Building on emerging visions for Bodmin Moor and West Penwith and the South West Nature Map, identify priority biodiversity AONB areas and, with communities and land managers, develop spatial visions for landscape scale biodiversity management and habitat recreation – **Natural England** and **The Cornwall Biodiversity Initiative**

A/BG2 Develop a suite of landscape scale biodiversity projects as part of the Cornwall BAP 4 which aim to link habitats around the coast, intertidal habitats and along river valley corridors, extending these linkages beyond AONB boundaries – **The Cornwall Biodiversity Initiative**

A/BG3 Provide a response to consultations on CAP reform to ensure that future Agri-payments schemes continue to deliver biodiversity benefit – **Cornwall Wildlife Trust**

A/BG4 Undertake audit and research on the perceptions and attitudes of communities and visitors on grazing animals and the issue of grazing within habitat management, applying the knowledge to demonstration sites – **Natural England, Cornwall Wildlife Trust** and **The National Trust**

A/BG5 Continue to develop and improve an active data management partnership between biodiversity and geodiversity conservation organisations and research establishments – **ERCCIS, the Combined Universities of Cornwall** and **Cornwall Council Environment Service**

A/BG6 Work with partners such as the Cornwall Knotweed Forum to manage non native invasive species and their impacts – **Cornwall Council Environment Service**

A/BG7 Produce a robust and defensible Green Infrastructure Strategy that specifies and defines semi-natural habitat corridors and ensure that this informs the Local Development Framework, in conjunction with the Biodiversity and Geodiversity Best Practice Guide – **Cornwall Wildlife Trust, Cornwall Council Environment Service** and **Cornwall Council Planning and Regeneration**

A/BG8 Support the development and adoption of the Biodiversity and Geodiversity Best Practice Guide within the emerging Local Development Framework – **Cornwall Wildlife Trust** and **Cornwall Council Planning and Regeneration**

A/BG9 Input into the ‘Finding Sanctuary’ project in order to identify a suite of marine protected areas around the AONB coastline – **The Cornwall Biodiversity Initiative** and **Cornwall Council Environment Service**

Further Information

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Community & Economy



Visions

- Communities within the AONB that are viable, vibrant and increasingly self-sustaining, where rural disadvantage is addressed, supported by a low carbon local economy which is resilient against negative global economic trends.
- Places which meet the needs of people and have their own distinctive identity that is celebrated and enhanced by local communities.
- High levels of community education, awareness and participation in the management of the landscapes and settlements of the AONB.
- A high quality AONB landscape which supports a range of rural industries and sustainable AONB businesses, who in turn strengthen the social, physical and cultural identity of the AONB landscape.

Background

Cornwall is unique, and the settlements within it are diverse, unusual and immensely valued by visitors and local people alike. The population of the Cornwall AONB lives entirely outside the main towns, within villages, hamlets and scattered farmsteads, dispersed throughout the landscape.

Many of the communities within the AONB have their roots in the primary economic sectors of tin mining, agriculture and fishing, although the main economic activities within the AONB are now tourism and retail², both sectors which rely heavily and thrive upon the spectacular landscape of the AONB and the visitors it attracts. The creative arts and food and drink sectors also thrive within the AONB, especially important as they help to promote and celebrate landscape and local distinctiveness.

The dynamic economic activity of AONB communities both past and present, creates the settlement patterns; field patterns, harbours, quays and public buildings; houses and road networks that give the AONB a very individual, typically Cornish, sense of place. The rivers and coastal ports and harbours of the AONB still provide a vital source of income for local communities and the paraphernalia of inshore fisheries and recreational boating add to the rich and colourful character of the coast.

It will be essential for the protected landscape to play its part in ensuring the continued viability of small rural communities, providing sustainable jobs, local services such as schools, post offices and shops and decent, affordable housing for local people whilst maintaining high levels of health and well being.

The protected landscape must lead by example and show how this can be achieved whilst also ensuring that necessary development is sensitive, enhancing the unique landscape upon which the economy of the whole of Cornwall and its rural communities depend.

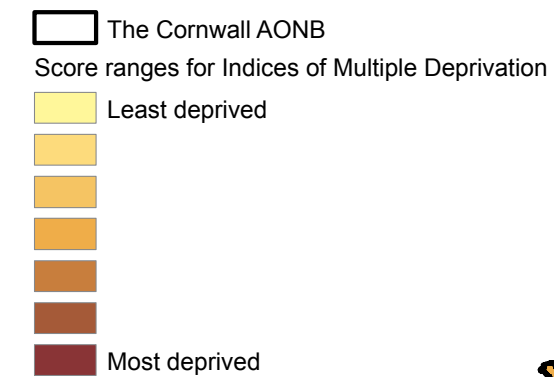


Management Framework

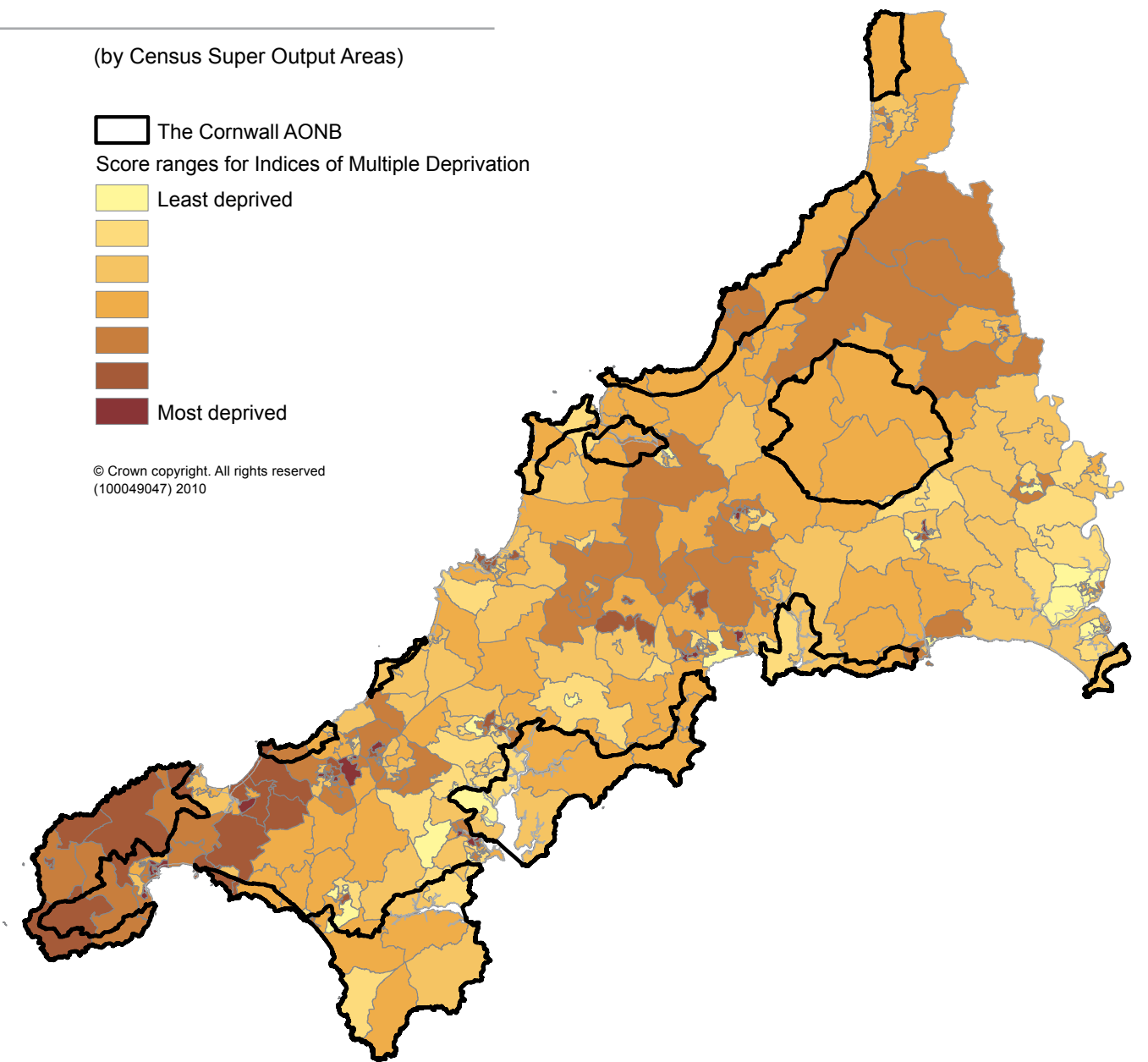
- The high quality and attractive landscapes of the Cornwall AONB are central to giving Cornwall the edge in terms of competitiveness for a knowledge based economy
- The high quality landscape of the AONB attracts investment as a desirable place to live and work and as an essential part of the tourism industry
- Cornwall and Isles of Scilly Local Enterprise Partnership will be a partnership between local authorities and businesses and will play a key role in promoting local economic development
- Cornwall and Isles of Scilly Economic Forum is the economic arm of the Cornwall Strategic Partnership charged with delivering and monitoring the economic development priorities set out in the Economic Development Strategy for Cornwall, 'Strategy and Action'
- The 2003 Rural Economic Strategy sets out a framework for sustainable rural economic development
- The Rural Cornwall and Isles of Scilly Partnership aims to contribute to the development of a sustainable and enhanced rural economy and to assist in maintaining and enhancing the well-being of AONB rural communities
- VisitCornwall is the key delivery body responsible for the marketing and economic competitiveness of the tourism sector (see Sustainable Tourism)
- The Sustainable Communities Strategy was reviewed in 2010 to set out community needs and aspirations for the next 20 years and to provide a framework for public and private sector management to meet those goals

Indices of Multiple Deprivation (2007)

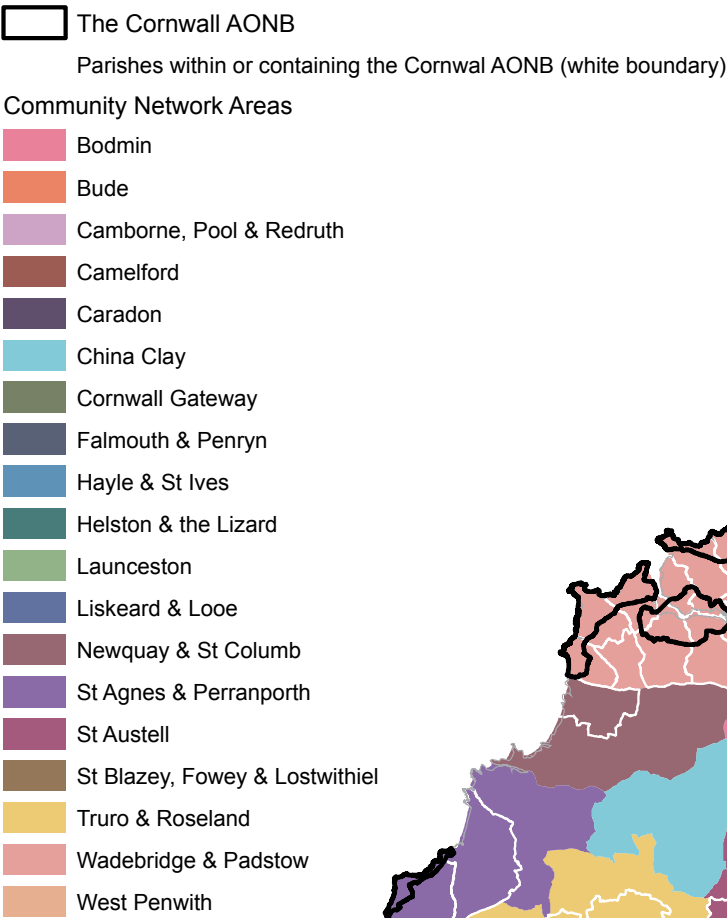
(by Census Super Output Areas)



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Parishes & Community Network Areas



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- Cornwall Council has created 19 Community Network Areas. These are managed clusters of Parishes which will join together to facilitate local decision making and delivery of services
- The Cornwall Rural Community Council (CRCC) is part of a network of 37 rural community councils across England, all sharing the aim of enhancing rural communities
- The Cornwall Association of Local Councils (CALC) is the membership body for parish and town councils in Cornwall
- The planning system has a role in creating healthy, vibrant places in which to live and work, with good quality, affordable housing
- Community Land Trusts provide a cost-effective, community based approach to the provision of small scale affordable housing
- The proposed upgrading of broadband speeds will bring new opportunities for local businesses in the AONB as well as enabling more flexible working practices
- Sensitive conversion of traditional buildings such as old barns and engine houses to workspaces can bring them back into economic use
- The Government's response to the Taylor Review of the Rural Economy endorses all the recommendations for live/work initiatives and second home ownership
- Community plans such as Parish Plans and Landscape and Village Design Statements have a key role in identifying key community issues as well as steering local level landscape conservation and enhancement
- The rural parish system could be used as a framework for the development of more sustainable ways to live and work
- Community health issues and the increasing cost of health care has focused attention on active lifestyles and highlighted the need for people to be more active
- In Cornwall there are three Local Action Groups (LAGs): Clay Country, East Cornwall and West Cornwall, administering RDPE grant funding for rural communities
- Volunteer Cornwall is dedicated to developing active and engaged citizens through volunteering
- There is a strong sense of community within the villages and hamlets of the Cornwall AONB demonstrated in the plethora of festivals, fairs and events which are held annually
- The Localism Bill currently going through parliament will bring sweeping changes to local level decision making, placing more emphasis on community involvement and referendum, neighbourhood planning and local decisions regarding development

Community & Economy Policies

CE1 Reinforce the link between a high quality landscape and a prosperous and sustainable, low carbon economy and develop a clear understanding within the Local Enterprise Partnership and among other decision makers and opinion formers of the true value of the AONB landscape to Cornwall's economy

CE2 Support rural industries, businesses and local enterprises that contribute to the special local distinctiveness and landscape character of the AONB, such as local food and drink and the creative arts, via investment, sensitive marketing and appropriate farm diversification

CE3 Support communities to be self-sustaining in terms of infrastructure, food, services, employment, affordable housing and Green Infrastructure in the planning of smaller settlements within the AONB which respect the purposes of the AONB whilst ensuring climate change and economic resilience

CE4 Support live/work initiatives and the development of economic and employment facilities within AONB communities which respect and enhance local vernacular and settlement pattern and are supported by effective IT systems and Next Generation Broadband in order to promote a low carbon economy

CE5 Encourage community planning and Parish Plans within the AONB which raise awareness, promote a sense of ownership and meet the needs and aspirations of local communities in ways which strengthen local distinctiveness and sense of place

CE6 Develop best practice in voluntary and community led sustainability initiatives that enhance landscape and settlement character and address issues of rural disadvantage

CE7 Encourage and promote the full use of the AONB landscape for positive health benefits to communities within and outside the AONB

CE8 Support and promote community festivals, fairs and other events and initiatives which celebrate and enhance local distinctiveness and sense of place



Community & Economy Actions

A/CE1 Undertake an audit of the economic, social and environmental value of the AONB's in Cornwall in conjunction with a wider 'Valuing the Environment Study' and use this to ensure that the economic value of the AONB is recognised within the future Economic Strategy and by the Local Enterprise Partnership – **Cornwall Economic Forum, Cornwall Council Environment Service and Cornwall AONB Unit**

A/CE2 Collate and highlight best practice examples of businesses which directly rely on landscape and strengthen local distinctiveness and landscape character – **Cornwall Economic Forum and Cornwall AONB Unit**

A/CE3 Input AONB and landscape objectives into the review of the Sustainable Communities Strategy – **Cornwall AONB Unit**

A/CE4 Establish an annual Cornwall AONB forum, involving Parish Councils and Community Network Areas – **Cornwall AONB Unit and Cornwall Association of Local Councils**

A/CE5 Develop a project to trial approaches to self sustaining and low carbon rural communities within the AONB, where local people can live and work affordably, supported by landscape goods and services and an integrated 'total place' approach to the delivery of public services – **Rural Cornwall and Isles of Scilly Partnership**

A/CE6 Develop training and skills in sustainable management practices for community volunteers and volunteer leaders within the Cornwall AONB – **Cornwall AONB Unit**

A/CE7 Develop a project to produce community lead, local level Parish Plans and Landscape/ Village Design Statements for identified parishes within the AONB and embed within the Local Development Framework – **Cornwall Council Planning and Regeneration and Cornwall Rural Communities Council**

A/CE8 Improve links between the Cornwall AONB Partnership and the health sector so that the AONB can be better utilised for health benefits, targeting areas of health deprivation in and around the Cornwall AONB – **Cornwall AONB Partnership and Cornwall AONB Unit**

Further Information

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Farming, Food & Forestry



Visions

- Sustainable and profitable farming, food and forestry industries which support a landscape rich in nature and history, whilst providing solutions to climate change.
- A landscape where traditional farming, forestry and food production practices are valued and used to enhance local distinctiveness and where modern management practices which enhance landscape and businesses are encouraged.

Background

The beauty of the AONB owes much to the stewardship of generations of farmers and landowners. Traditional farm buildings of local stone and slate add greatly to the patina of the farmed landscape and wildlife continues to thrive due to sensitive land management for biodiversity. Intricate small pasture fields, bounded by Cornish hedges, hardy cattle and ponies on the moorland, and traditional bulbs and vegetable horticulture are distinctive elements, maintained due to the actions of our land managers. With the greatest proportion of land in the AONB used for farming, changes in farming and land management practices can have a profound effect upon the landscape.

The farmed landscape in the Cornwall AONB still retains much of its Cornish identity, kept alive by a relative lack of large scale, intensive agricultural practices, the skills of local land managers and the continued use, in places, of traditional farming methods such as the restoration of Cornish hedgebanks. In addition, local AONB food producers such as Helford Creek Apple Juice, Camel Valley Vineyards, Cornish Moorland Wines and Moomaid of Zennor Ice Cream, provide an extra rich layer of character and culture within the AONB, with strong roots in the landscape.

The last Plan period has seen sweeping changes in the system of agricultural payments for environmental land management with the Countryside Stewardship and Environmentally Sensitive Areas Schemes being phased out in favour of a new suite of Environmental Stewardship Schemes. The major challenge will be to ensure that the new schemes are utilised fully and that future Common Agricultural Policy reform is influenced to maintain and enhance the quality of the farmed landscape.



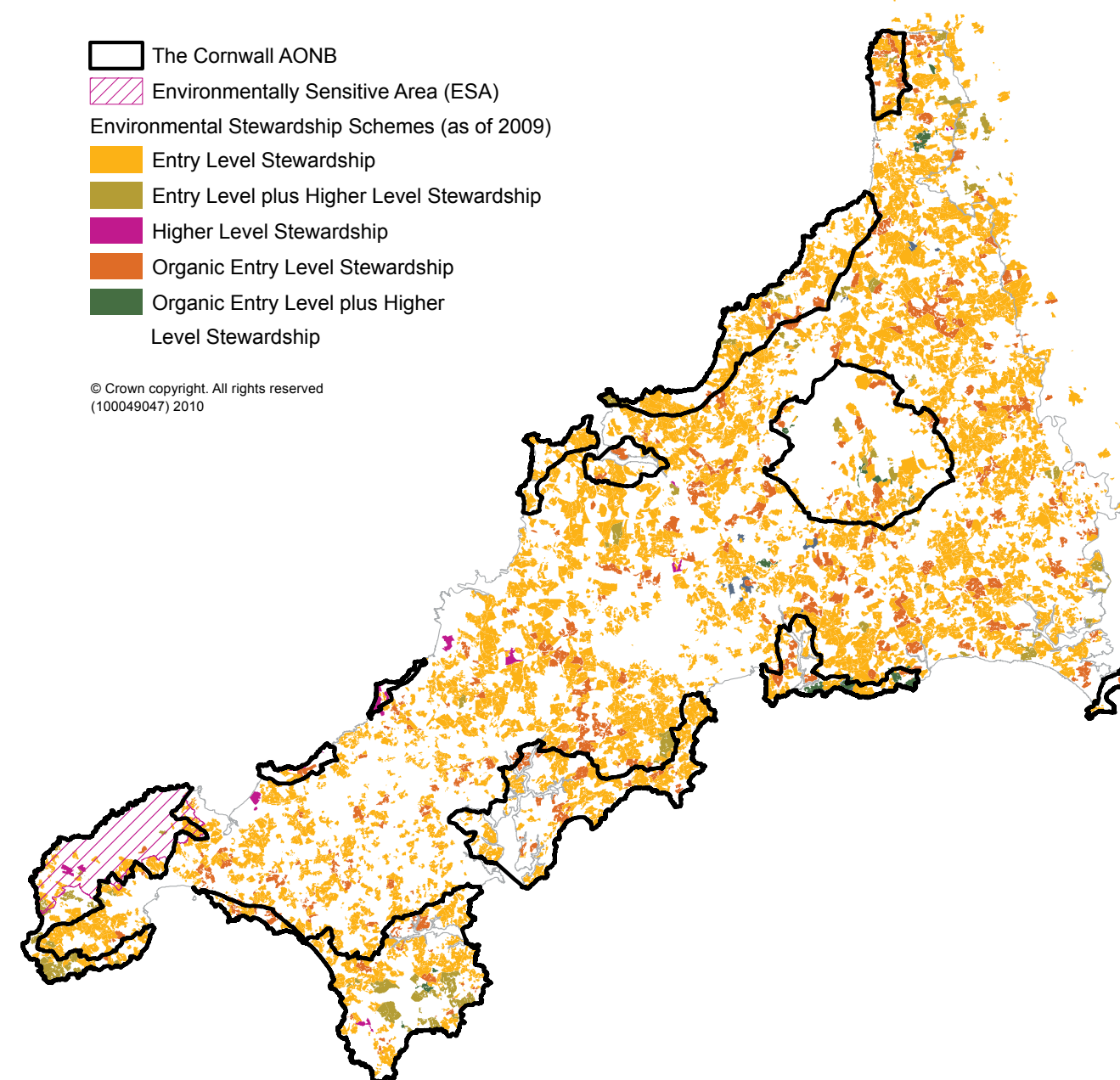
Generally woodlands in the Cornwall AONB are of small size, on steep slopes with poor access for modern management. This coupled with diminishing traditional markets has led to declining management and continues to be a challenge to the Cornish woodland and wood products sector. Recent investment of European funds and from the public and private sectors has led to a resurgence of interest in traditional and innovative timber markets. With climate change and sustainability agendas becoming increasingly important there are considerable opportunities for woodland management to contribute to the local economy.



Management Framework

- The Rural Development Programme for England (RDPE) supports agriculture and forestry through measures to improve competitiveness; support knowledge and training; ensure a healthy natural environment; improve quality of life in rural areas; and to support a diverse rural economy.
- The Single Payment Scheme (SPS) and 'Cross-compliance' requires for farmers to comply to keep their land in 'Good Agricultural and Environmental Condition' (See Rivers, Coast and Marine)
- The Higher Level Environmental Stewardship Scheme under the RDPE will help secure the most appropriate management in the AONB
- Entry Level Stewardship is the basic payment provided by the RDPE for environmental management
- Organic Entry Level and Upland Entry level Stewardship contain specific measures for organic farms and upland farms respectively
- The Woodland Grants Scheme provides RDPE payments for woodland planting
- The AONB landscape could be used to add value to products such as coppice or local food through sensitive marketing
- Innovative, sensitive and sustainable diversification at farm and estate level can provide opportunity for landscape enhancement whilst at the same time supporting the rural economy
- The Bodmin Moor Livestock Initiative aims to increase competitiveness for the farmers of Bodmin Moor

Environmental Stewardship Schemes





- Improved management of AONB woodland, farmland and upland can mitigate climate change through carbon storage, production of wood fuel, biomass cropping and anaerobic digestion
- Felling licence applications and the felling of woodland due to Phytothera infection provide opportunities for landscape enhancement
- Groupings of farmers (and specialist advisors) acting co-operatively, could improve social capital, reduce advisory and education costs and generate greater public benefits
- The Farming and Wildlife Advisory Group (FWAG), Natural England and the Environment Agency all provide advice on payment schemes and farm management
- The Cornwall Agri-food Council delivers support to the agricultural, horticultural food and land based industries within Cornwall
- Duchy College is the main delivery body within Cornwall for the provision of agricultural education and training and Cornwall Wildlife Trust also deliver farm advice and training
- The South West Uplands Federation (SWUF) is an alliance of hill farmers and agency staff, created to provide a forum for the promotion and discussion of hill farming issues
- The Silvanus Trust works through partnerships to regenerate the woodlands in the South West for economic, social and environmental benefit

- The AONB presents an opportunity to show best practice in farm-scale renewable energy generation and on-farm energy efficiency, compatible with protected landscapes.
- Many important landscape features such as woodland, Cornish hedges and moorlands will aid in the management of flood risk, in relation to climate change (See Rivers, Coast and Marine)

Farming, Food & Forestry Policies

FF1 Encourage and support initiatives to increase the profitability of sustainable small to medium scale rural businesses, food producers and family farms whose operations enhance the landscape, particularly by enabling access to agri-payment schemes and other forms of RDPE support

FF2 Encourage and support sustainable farming and forestry practices that maintain and enhance landscape character by ensuring that future agri-support mechanisms contain adequate landscape measures and that available schemes have maximum take up within the AONB

FF3 Encourage and support the management of small woods and farmland to meet a range of sustainable objectives including biodiversity enhancement, climate change mitigation and local food initiatives, in ways that maintain landscape distinctiveness

FF4 Encourage low input, organic farming methods and mixed systems of farming with rotation in order that soils are conserved and water quality is improved (see Rivers, Coast and Marine)

FF5 Ensure that biofuel/ biomass crops, new crops and new forms of horticulture are accommodated in ways which do not erode landscape quality through the adoption of a strategic approach to planting and the provision of appropriate guidance to farmers

FF6 Support proposals to reduce the landscape and visual impact of conifer plantations within the AONB landscape and take opportunities where possible for the restoration of semi-natural broadleaf woodland, whilst also balancing existing biodiversity and commercial considerations; ensuring that careful

consideration is given to the landscape and visual impact of replanting and afforestation schemes within the AONB with particular reference to areas felled in response to Phytophthora

FF7 Support the continuation of farming, food production and forestry within the AONB, giving assistance to young land managers and new entrants, encouraging co-operation and ensuring adequate skills and training to manage viable businesses which support landscape conservation and enhancement

FF8 Provide within the Local Development Framework clear policy guidance on rural infrastructure and farm diversification which supports sustainable rural businesses and respects local distinctiveness and cultural heritage in the protected landscape



Farming, Food & Forestry Actions

- A/FF1** Increase the take up of the entry level, organic entry level, upland entry level and higher level schemes on AONB farms, securing appropriate resources for advice providers – **Natural England**
- A/FF2** Provide advice and guidance on the conservation and enhancement of landscape character within the Higher Level Stewardship schemes, utilising the Natural England targeting statements – **FWAG**
- A/FF3** Input into CAP reform to ensure the continuation of support for farmers which enables landscape enhancement and climate change mitigation, building on the past successes of the Environmentally Sensitive Areas Scheme in West Penwith – **Natural England, The Cornwall Agri-food Council and the National Farmers Union**
- A/FF4** Investigate the feasibility of using the AONB designation to sensitively market local food producers within the AONB, whose operations enhance landscape character and local distinctiveness – **Cornwall AONB Unit and Cornwall Agri-food Council**
- A/FF5** Update the Miscanthus landscape sensitivity study produced by Land Use Consultants for Cornwall County Council, expanding to include

- other energy crops such as short rotation coppice – **Cornwall Council Environment Service**
- A/FF6** Identify opportunities for new woodland creation including commercial plantations in appropriate locations – **Forestry Commission, Cornwall Council Environment Service**
- A/FF7** Develop a project with the wood products sector and The Silvanus Trust to encourage the sustainable use of the AONB's timber resource including improved access for management – **Cornwall Council Environment Service**
- A/FF8** Undertake an audit of the technical and financial skills of rural businesses within the AONB and provide appropriate training to fill gaps, utilising existing funding mechanisms through the RDPE – **The Cornwall Agri-food Council and Duchy College**
- A/FF9** Produce guidance and training for planners on planning and agricultural infrastructure such as anaerobic digesters, slurry storage facilities and farm building diversification with respect to the protected landscape and ensure that this is embedded within the Local Development Framework – **The Cornwall Agri-food Council and the Environment Agency**



Further Information

Further information on condition, predicted trends, management framework and monitoring can be found in the web based appendices to this chapter <http://www.cornwall-aonb.gov.uk/management-plan/index.html>

Heritage & Culture



Visions

- The impact and importance of historic, human influence upon the character and local distinctiveness of the AONB is fully understood, appreciated and celebrated by all
- A full understanding of the historic character and features of the countryside and rural settlements in the Cornwall AONB with appropriate management in place for long term protection and enhancement of this resource

Background

Cornwall, and the Cornwall AONB in particular, has a rich and diverse history of human activity dating back to Mesolithic times with some of the earliest evidence of settlement in the country and among the highest densities of archaeological monuments in Europe. The Cornwall AONB is one of the oldest continually farmed landscapes in the world, the ancient field pattern marked out by Cornish hedges which, in parts of West Penwith, are thought to be older than the Egyptian pyramids. Much of the visual interest of the AONB is created by its historic buildings and structures, from the wonderfully varied vernacular housing and farm buildings to Iron Age hill forts and coastal cliff castles. It is particularly important that this special variety is both conserved and interpreted because the AONB has a landscape that is in most areas, both ancient and still readable.

The AONB also contains much evidence of more recent episodes of land use, such as hard rock mining, that have in turn added another rich dimension to the landscape. The inscription of parts of the AONB and other sites in Cornwall as the 'Cornwall and West Devon Mining Landscape World Heritage Site' confirms the international importance of this historic landscape and provides a focus for its continuing celebration and management. Aside from mining heritage, the literature and creative arts of the Cornwall AONB both past and present, have a crucial role to play in shaping local distinctiveness, with the amazing landscapes of the AONB being celebrated in the works of du Maurier and Betjeman, the paintings of Jackson, and the plays delivered to amazed audiences at the Minack Theatre.





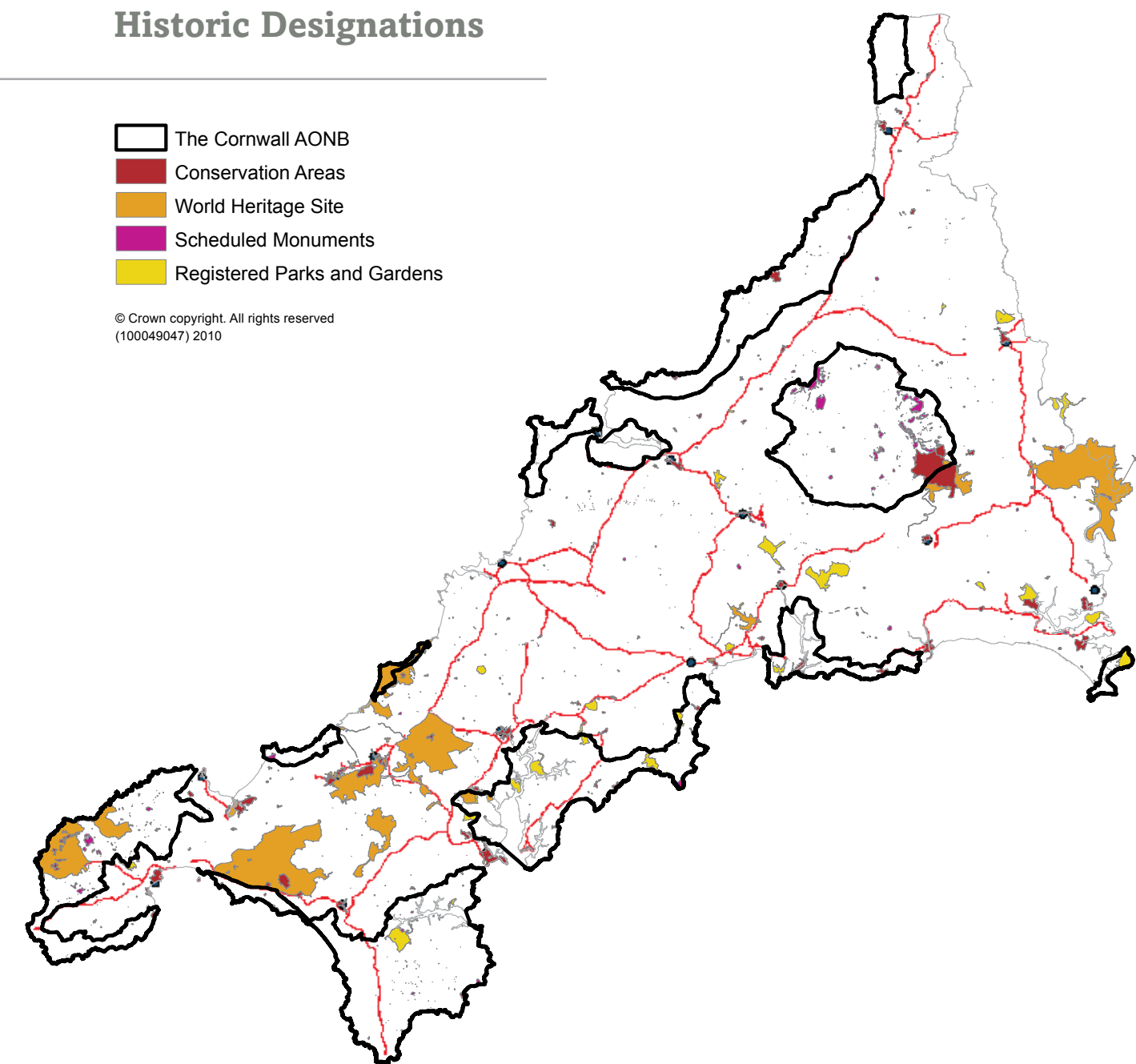
Other historic features within the AONB include the wealth of historic parks and gardens, large estate parklands and highway features such as Cornwall's distinctive fingerposts, milestones, stone crosses, ancient Cornish hedges, and the plethora of standing stones and monuments. Wherever you care to look in the Cornwall AONB, there's always a fascinating piece of history to discover.

Management Framework

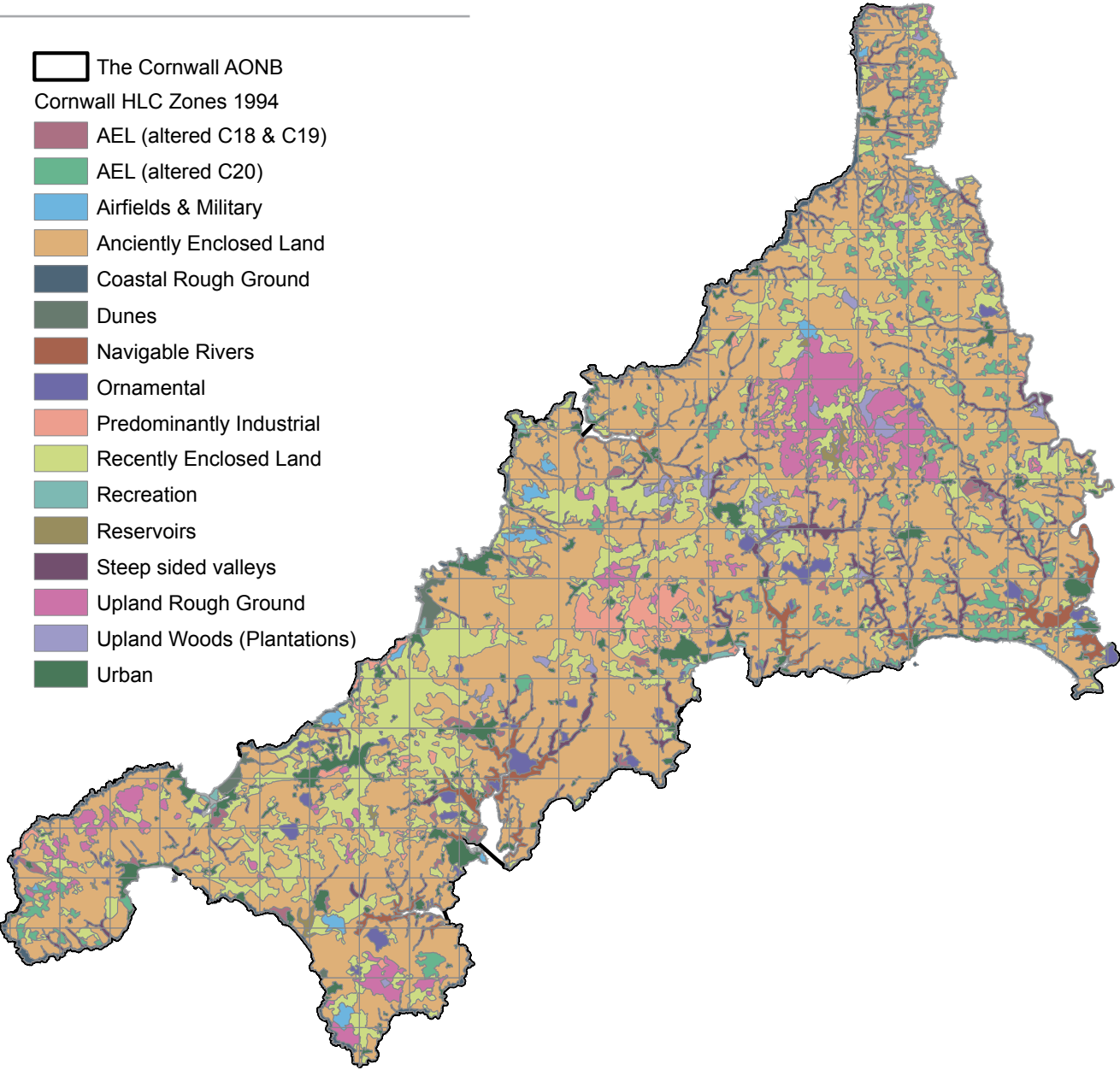
- The Heritage Protection Reform programme was born out of the Heritage Protection Review set out by Government in 2003 to improve the way our historic environment is managed
- PPS5 'Planning for the Historic Environment' strengthens the protection for heritage assets
- In 2008 Cornwall County Council established a Heritage Assets 'Single Issue Panel' that considered the management practices of the Council with regard to heritage features and made a number of key recommendations
- The 'Cornwall and Scilly Historic Environment Record' (HER) is a comprehensive record of Cornwall's historic features and built heritage which is available via the Heritage Gateway website³
- There are 145 Conservation Areas in Cornwall, with 52 of these within the AONB. Conservation appraisals and management plans are to be produced for all Conservation Areas
- The '1994 Historic Landscape Character Assessment' is a time depth analysis of land use in Cornwall and guides work on historic character
- Historic Seascape Characterisation (HSC) maps an understanding of the cultural processes shaping the present landscape in coastal and marine areas
- Historic Environment Action Plans or HEAPs are the equivalent to Biodiversity Action Plans and use a historic character based approach to set out management objectives for the heritage of an area. There is a draft HEAP for Bodmin Moor

3. <http://www.heritagegateway.org.uk/gateway/chr/default.aspx>

Historic Designations



Cornwall's Historic Landscape Character



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- The historic environment is a vital educational asset and fosters strong communities
- Museums, galleries, records centres, learning establishments and digital media provide excellent venues and channels through which to promote the historic resource
- The website 'Historic Cornwall'⁴ is a great portal for access to information and studies on Cornwall's heritage, containing links to 'The Cornwall Industrial Settlements Initiative' 'The Cornwall Urban Survey', Access 2 Monuments- interactive mapping, the 'Flying Past' aerial archaeology project and information about the World Heritage Site
- The Cornwall AONB and the Cornwall and West Devon Mining Landscape World Heritage Site (WHS) between them cover over 35% of the Cornwall
- There is an opportunity to build upon active Cornish associations such as Cornwall Archaeological Society, Cornwall Heritage Trust and Old Cornwall Societies
- Conservation and historic building maintenance can offer long term sustainable employment
- The Cornwall Sustainable Buildings Trust aims to mainstream sustainable construction and gives advice and training in the understanding and practical use of traditional building skills
- There are a number of groups in Cornwall dedicated to the management and construction of Cornish hedges such as The Stone Academy, Bodmin, the Guild of Cornish Hedgers and the Cornwall Hedge Research and Education Group
- A Cornwall Culture White Paper is being produced by Cornwall Council which will set out a 5 year programme to develop the cultural sector

4. <http://www.historic-cornwall.org.uk/>





Heritage & Culture Policies

HC1 Ensure all AONB terrestrial and marine heritage assets, not simply those which are designated, are brought under high quality management and use, and that appropriate monitoring is put in place to ensure their continuing survival, in good condition

HC2 Continue to seek opportunities to designate important heritage assets within the AONB to ensure their long term protection

HC3 Take a character led approach to management of the historic landscapes, settlements and seascapes of the AONB, using Historic Landscape Characterisation (HLC), Historic Seascape Assessment and Historic Environment Action Plans (HEAPs) as key tools, integrating fully with the natural environment and landscape

HC4 Seek opportunities to increase access to and understanding of both the physical and intellectual historic environment within the AONB, working with education providers and venues to promote the historic environment and deliver opportunities for lifelong learning

HC5 Support the recording and appropriate interpretation of all aspects of the AONB's historic environment to ensure local communities and visitors gain a good understanding and experience of place

HC6 Support the work of the Cornwall and West Devon Mining World Heritage Site (WHS) Partnership in the management, interpretation and celebration of the mining heritage of the AONB. Protect the Outstanding Universal Value and settings of the WHS by contributing to the actions set down in the WHS Management Plan

HC7 Promote the use of traditional land management and construction techniques and support initiatives to provide education and training to these sectors in order to conserve and enhance the character of the historic built environment and rural heritage assets

HC8 Support the awareness raising and celebration of the historic arts and literature of the AONB and support the current cultural sectors of creative arts, performance and media that celebrate and enhance the character of the protected landscape



Heritage & Culture Actions

A/HC1 Produce guidance on the range and management of heritage assets, historic buildings and historic character within the protected landscape and undertake training with planning, highways and rights of way officers on the management of the historic environment – **Cornwall Council Environment Service**

A/HC2 Monitor and report on the condition of heritage assets within the AONB with the help of local communities and heritage organisations – **Cornwall Council Environment Service**

A/HC3 Build on the Cornwall Urban Survey and the Industrial Settlements Initiative with a project to map and describe the heritage of the smaller villages within the Cornwall AONB – **Cornwall Council Environment Service**

A/HC4 Ensure that all Conservation Areas within the AONB have Character Appraisals and Conservation Area Management Plans – **Cornwall Council Environment Service**

A/HC5 Develop Historic Environment Action Plans for sections of the Cornwall AONB, using the Historic Landscape Characterisation and more detailed local characterisation work – **Cornwall Council Environment Service and English Heritage**

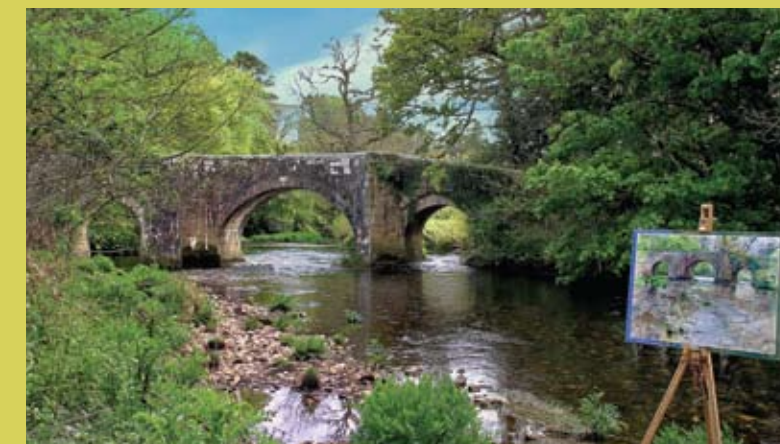
A/HC6 Undertake an audit of current education provision for heritage and culture and establish a group to better co-ordinate existing resources – **Cornwall Council Environment Service**

A/HC7 Promote and further develop 'Historic Cornwall' as a web based portal for the dissemination

of information on Cornwall's historic environment and cultural heritage – **Cornwall Council Environment Service**

A/HC8 Develop a programme of courses in traditional building techniques in partnership with the Cornwall Sustainable Buildings Trust and rural skills such as Cornish hedging with local groups and experts – **Cornwall Council Environment Service**

A/HC9 Input into the development of the Cornwall Culture White Paper to ensure local cultural activity within the Cornwall AONB is supported and encouraged – **Cornwall AONB Unit**



Further Information

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Rivers, Coast & Marine



Visions

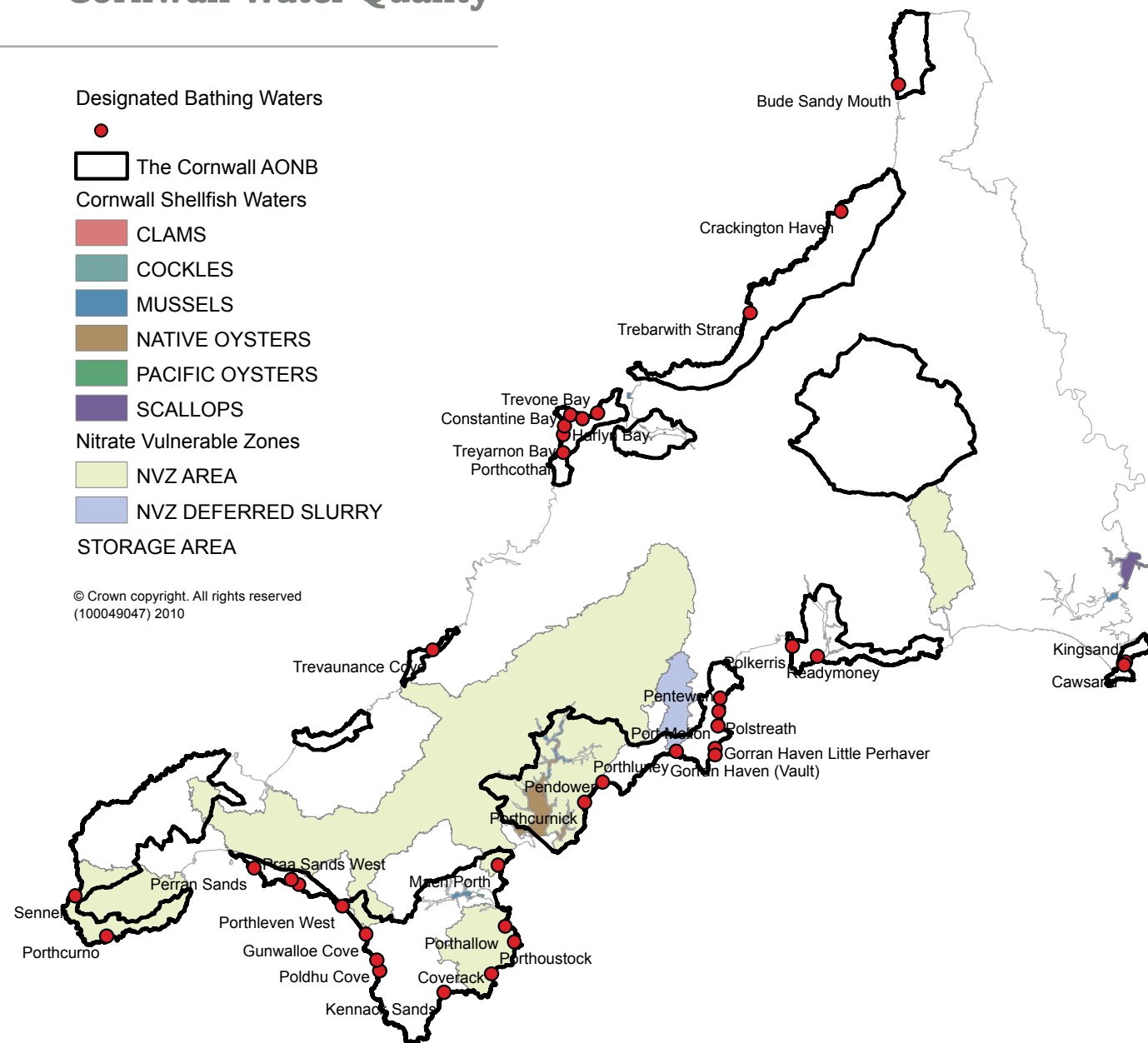
- Healthy, productive and sustainable river, estuarine, coast and marine environments with appropriate levels of protection.
- Integrated and well communicated management of AONB river catchments, estuaries, coast and marine environments.
- Excellent levels of water and soil quality with the role of AONB catchments recognised and valued.
- High quality coastline, beaches and bathing water; free from contaminants and litter.
- A locally distinctive and enhanced coast and seascape, protected from inappropriate development and activity.

Background

The Cornwall AONB is entirely influenced by the sea, from distant shimmering views over Roughtor, to the crashing waves on white shores at Porthcurno. A significant proportion of the AONB is either coastal or estuarine in character and its high cliffs, sandy beaches and hidden creeks, for many people, are the very essence of Cornwall. The Fal, Helford, Fowey and Camel are Cornwall's major estuaries; of particular importance for their biodiversity as well as being popular for water based recreation and all are contained within the AONB. Aside from the main estuaries, a number of other rivers flow into the AONB such as the Red River and the White River, so named because of their water colours arising from mining sediments. All along the coast but particularly to the north, narrow stream valleys incise the coastal plateau and fast flowing streams tumble to the sea.

In order to manage river and marine water quality adequately, appropriate land management within river catchments is essential. Poor management of soils and the removal of trees, woodlands and Cornish hedges can result in faster run-off into rivers, increasing the likelihood of flooding events. Soil erosion, input of chemical fertiliser, slurry run-off and the associated build up of river sediments can have a huge impact on water quality, flow rates and habitat condition.

Cornwall Water Quality



Adjacent to and on top of the water, the estuaries, coastline, beaches and sea come under competing pressures from recreation and development to meet the needs and demands of tourism and local communities.

Although a land based designation, the management of the marine environment is integral to the conservation and enhancement of the unique character and local distinctiveness of the AONB coast from the vibrancy and viability of traditional AONB fishing harbours to the levels of litter that are washed up on AONB beaches. Maritime recreational, commercial and operational activities such as power boating, shellfisheries and dredging all create impacts and require sustainable management.



Management Framework

- The EU Water Framework Directive (WFD) has been designed to improve and integrate the way water bodies are managed throughout Europe. As part of the WFD, River Basin Management Plans have been prepared
- The Flood and Water Management Act 2010 gives the Environment Agency an overview of all flood and coastal erosion risk management and gives Unitary and County Councils the lead in managing the risk of all local floods.
- 'Safeguarding our Soils: A Strategy for England' recognises the value of soil and the importance to economies and societies of protecting it
- The Catchment Sensitive Farming Delivery Initiative has been developed to improve agricultural run-off issues through cooperation with farmers working in problem catchments
- Nitrate Vulnerable Zones (NVZs) seek to reduce water and soil pollution from agriculture via fertiliser and slurry management
- Flood Catchment Management Plans have been prepared by the Environment Agency for West Cornwall, East Cornwall and the Tamar
- The Cycleau Project (now completed) worked on the Fal, Helford, Fowey and Red River catchments and developed a catchment profile and a significant amount of data for each
- A Strategic Flood Risk Assessment (SFRA) is being prepared that will identify and evaluate the flood risk in Cornwall and ways to manage it

- Integrated Coastal Zone Management (ICZM) is an EU initiative designed to encourage good coastal zone management
- Voluntary management of important estuary landscapes, such as the Helford and Fowey Voluntary Marine Conservation Areas have proved to be highly successful
- There are a number of management bodies and forums around the coast of Cornwall which seek to achieve improved sustainable management of the coast and estuaries such as the Fowey Estuary Partnership, The Tamar Estuaries Consultative Forum, The Fal and Helford SAC Management Forum
- The Cornwall and Isles of Scilly Coastal Advisory Group (CISCAG) have produced an updated Shoreline Management Plan that details arrangements for coastal areas at risk from tidal flooding, coastal erosion and climate change effects. An action plan for its implementation will also be produced (see also Climate Change and Energy)
- The Local Development Framework should identify Coastal Change Management Areas which outlines the approach to development within Cornwall's coast
- Cornwall Council has produced a Beach Management Plan which sets out the management for all Council owned beaches
- Clean Cornwall is a partnership initiative which aims to tackle litter within Cornwall, including beach and marine litter. Other associated Cornwall

initiatives include 'Beach Care' and 'Fishing for Litter'

- The EU Marine Strategy Framework Directive (2008) aims to achieve good environmental status of the EU's marine waters by 2020
- The Bathing Water Directive seeks to protect public health and the environment from faecal pollution at bathing waters, requiring beach signage with a description of the bathing water and water quality and pollution incident information
- The Marine and Coastal Access Act 2009 will provide for the creation of a new suite of national Marine Protected Areas called Marine Conservation Zones (see also Biodiversity and Geodiversity) and a new system of marine planning
- The Marine Policy Statement (MPS) will set out policies for the sustainable development of the UK marine area. It will act as a guide to decision making for the Marine Management Organisation (MMO) and the development of Marine Plans
- The Common Fisheries Policy (CFP) reform Green Paper in December 2009 sets out a vision for the sustainable future of the fishing industry. The new CFP will be in place in 2013
- Two new Special Areas of Conservation have recently been proposed at Lands End and Cape Bank and at Lizard Point, both for their reef systems.

Rivers, Coast & Marine Policies

RCM1 Promote an understanding and awareness of terrestrial water and soil management in order to ensure that an integrated approach is taken to water resources and water quality within the AONB, utilising the Camel, Fal, Helford and Fowey as priority catchments

RCM2 Encourage the restoration of the natural physical form of drainage systems, wetlands, rivers and coastline where they have previously been modified. Where appropriate within the landscape seek to re-instate or improve the management of woodland, wetland and Cornish hedges to improve water quality and storage

RCM3 Support the sustainable management of recreational, commercial and operational activities such as boating, shellfisheries and dredging in AONB estuaries and at the coast. Seek to understand the capacity of the landscape to accommodate these activities and seek to minimise their landscape character, visual and environmental impacts

RCM4 Encourage the sensitive management and planning of infrastructure at AONB beaches and support measures to conserve and enhance the AONB coast, including safeguarding currently undeveloped coastal stretches

RCM5 Seek a reduction in the levels of litter on beaches, within harbours and in the sea itself, through collection initiatives, the provision of appropriate and sensitively designed waste and recycling facilities and a focus on behaviour change

RCM6 Take a long term, strategic partnership approach to the management of maritime issues affecting the AONB that actively seeks to conserve and enhance maritime character and involve AONB communities and local interest groups

RCM7 Ensure effective and integrated terrestrial and marine based planning policies and processes which meet the requirements of the protected coastal landscape

RCM8 Support AONB harbours as focal points for sensitive and sustainable fishing and maritime activity that enhances coastal character, ensuring the sustainable management of fish stocks for the long term benefit of the inshore fisheries





Rivers, Coast & Marine Actions

- A/RCM1** Building on the work of the Cycleau project, undertake an audit of the condition, management and multi-use benefits of the Fal, Helford, Camel and Fowey catchments, making recommendations for improved integrated management, including guidance to farmers – **The Environment Agency** and **Natural England**
- A/RCM2** Audit and monitor recreational boating and moorings, aquaculture and other operations such as dredging within AONB estuaries – **Cornwall AONB Unit**
- A/RCM3** Develop a pilot project as a case study for Integrated Coastal Zone Management and ensure ICZM is embedded within the Local Development Framework Cornwall Council Environment Service – **The Environment Agency** and **Cornwall Council Planning and Regeneration**
- A/RCM4** Develop a pilot project for the rationalisation of beach infrastructure and signage within the AONB and produce associated design guidance, linked to the Cornwall Beach Management Plan – **Cornwall Council Environment Service** and **The Environment Agency**
- A/RCM5** Continue to support the work of Clean Cornwall and initiatives to reduce beach and marine litter – **Cornwall Council Environment Service**
- A/RCM6** Identify opportunities through the management of Marine Conservation Zones to enhance coastal character and tranquillity via the management of recreational boating and other activities – **Natural England** and **Cornwall Council Environment Services**

- A/RCM7** Establish a Maritime Forum to promote collaborative working between groups and forums with an interest in the coast and marine issues – **Cornwall Council Environment Service**
- A/RCM8** Produce a Cornwall Maritime Strategy in Partnership with stakeholders and communities which recognises the role of the AONB designation – **Cornwall Council Environment Service**
- A/RCM9** Identify the priorities for the AONB for the Marine Plan and feed into its policy preparation in liaison with the Marine Management Organisation Cornwall AONB Unit – **Cornwall Council Environment Service** and **Cornwall Council Planning and Regeneration**

Further Information

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Sustainable Tourism



Visions

- A tourism industry which recognises the value of a high quality landscape and the central role of the AONB.
- A tourism industry in harmony with its landscape and environment, attracting responsible visitors, in sustainable numbers through the year.
- Visitors and tourism providers who respect the landscape, environment and communities of the Cornwall AONB and do everything possible to ensure their own impact is positive.
- A internationally competitive, innovative, low carbon and sustainable Cornish tourism industry seeking to support other Cornish industries which enhance local distinctiveness e.g. the local food and creative/cultural sectors.

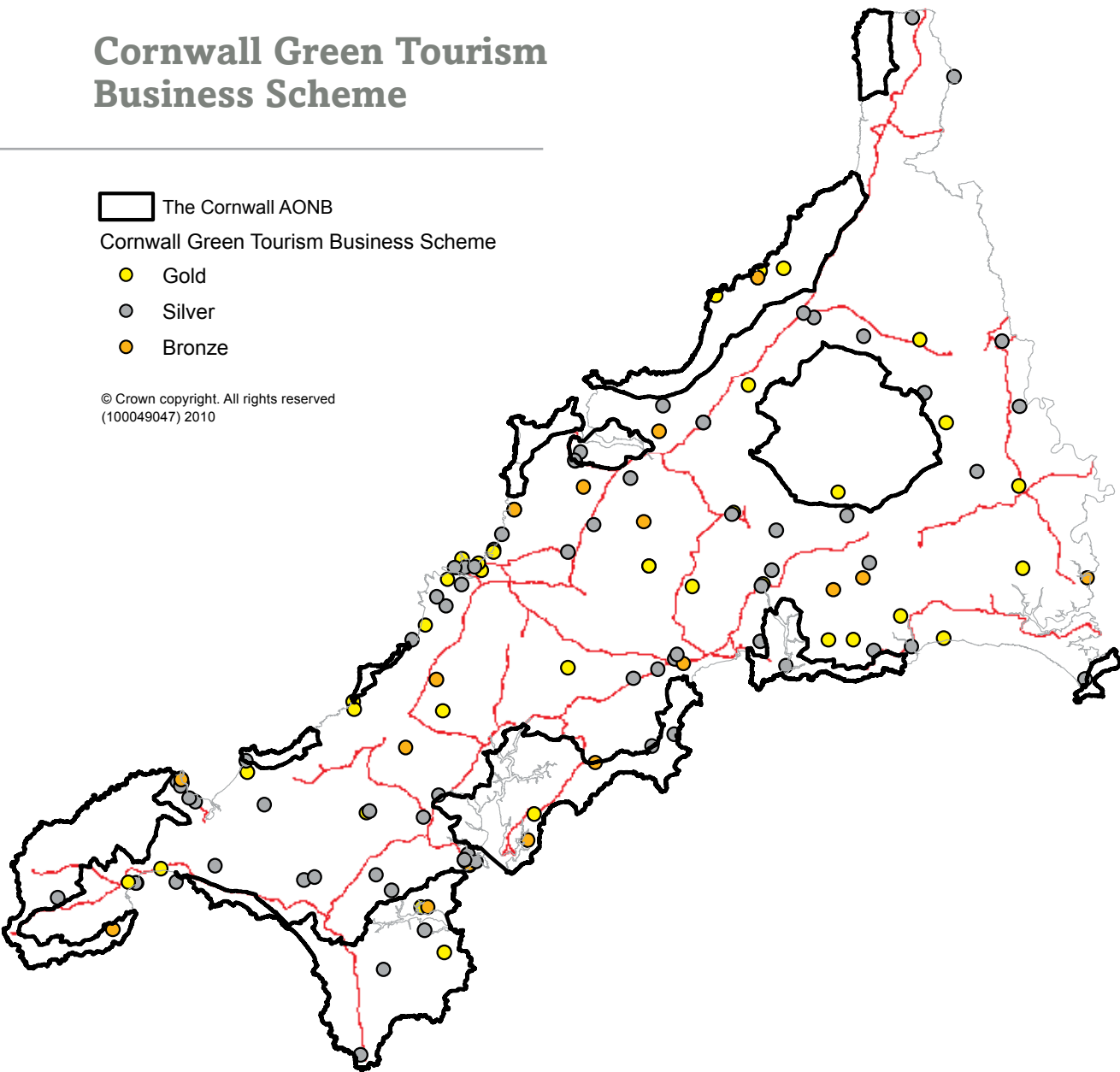
Background

The unique landscape, natural beauty, biodiversity and cultural heritage of the Cornwall AONB is central to Cornwall's tourist economy and is the star attraction for Cornwall's visitors. The Cornwall AONB represents the finest parts of Cornwall in terms of attracting visitors and the sustainable management of these landscapes is essential to a long term prosperous future for the tourism industry and Cornwall's economy.

Historically the tourism industry has focused on increasing visitor numbers. However, over the last 20 years, the emphasis has shifted to attracting more visitors at the times of the year when they are needed. Cornwall's natural beauty is now appreciated throughout the year, contributing to a high quality tourism experience and creating successful year round businesses which sustain better quality employment. This shift in emphasis is highly compatible with the purposes of the AONB as much of this quality experience relies on the quality and sustainable management of the cultural heritage and natural capital of the protected landscape.

Stepping on from a high quality experience and better management of place is the principle of 'wise growth' or 'sustainable tourism' which aims to develop an industry which is in harmony with the landscape and contributes positively to economy, community and environment, something which has come to be known as 'the triple bottom line'.

Cornwall Green Tourism Business Scheme



Management Framework

- The European Charter Status for Sustainable Tourism in Protected Areas from the EUROPARC Federation was awarded to the Cornwall AONB in 2009. As part of the Charter application the Cornwall AONB was required to produce a Sustainable Tourism Strategy
- A high quality landscape is integral to tourism, attracting 4.5+ million visitors annually with a spend of 1.5 billion, supporting 40,000 jobs which is estimated to account for 25% of all employment in Cornwall⁵
- The recognition of the Cornwall AONB as a high quality landscape can bring added value to tourism businesses in terms of profitability and quality of visitor experience
- ‘VisitCornwall’, the Cornwall Development Company tourism service provides leadership, support and targeted services and projects to ensure the wise growth of tourism as a key sector of the Cornish economy and aims to achieve a ‘Cornish Tourism industry that is internationally competitive, innovative, low(er) carbon and sustainable and delivering wise growth⁶
- VisitCornwall administers the VisitCornwall Partnership which is a public/private partnership with the aim of assisting the service with its strategic plan, overseeing the detailed work of VisitCornwall’s sub groups on marketing, research and development and the quality raising agenda, as well as support work with key partners and agencies
- The Cornwall Council Tourism Panel and The Cornwall Tourism Association Group both set up by VisitCornwall will advise Cornwall Council, VisitCornwall and the Cornwall Development Company on geographical tourism issues, the development and implementation of a Cornwall Tourism Strategy, business support and legislative matters
- CoaST (Cornwall Sustainable Tourism Project) is an independent social enterprise whose aim is to work towards a tourism industry which operates within our social, financial and environmental means
- VisitCornwall will examine opportunities to promote the ‘Green Start’ programme which has been designed by VisitEngland as a web based tool to raise awareness of sustainable tourism and ‘Green Edge’ which is a one-day training course designed by the Regional Tourist Board Partnership to complement ‘Green Start’
- There are quite a number of smaller tourist organisations such as the South East Cornwall Tourism Association (SECTA), the Penwith Tourism Action Group (PTAG), the Pad stow Area Tourism and Business Forum (PATBF), the Bude Area Tourist Board (BATB), King Harry’s Cornwall, The Best of Bodmin Moor (BoBM) and ‘VisitLizard’
- CoaST has supported over 150 businesses to gain Green Tourism Business Scheme certification in Cornwall

5. ‘The Value of Tourism 2008’ – South West Tourism 6. ‘The Wise Growth of Cornish Tourism’- Strategic and Operational Plan, 2010-2011 Cornwall Development Company – Cornwall Tourism Service (VisitCornwall)



- Cornwall College, the Tourism Skills Network and CoaST have developed a BTEC course in Sustainable Tourism which is available for anyone
- The Rural Development Programme for England 'Sustainable Tourism Programme' is designed to improve the quality of the overall tourism experience through maintaining and developing the natural environment and funds a number of projects, including:

'Discover the Extraordinary Project – managed by the Cornish Mining World Heritage Site which aims to develop the quality and appeal of the World Heritage mining landscape and attractions

TRAC (Tourism and Rural Access in Cornwall)

Cornwall Council is working with businesses to develop links between the Camel and Tarka multi-use trails, to help diversify tourism facilities and interest to areas in the less traditional tourist 'hotspots'

Unlocking our Coastal Heritage

A partnership led by the South West Coast Path Team to conserve, enhance and interpret 30 sites along the South West Coast Path National Trail. It aims to improve the quality of the visitor experience and increase the economic benefits to the associated tourism industry.

Sustainable Tourism Policies

ST1 Promote sustainable tourism and wise growth which cares for the landscape, environment and communities upon which the industry depends, providing a model for the development of Cornish tourism

ST2 Raise awareness and respect for the Cornwall AONB and communicate effectively to local tourism businesses about the special qualities of the natural, cultural and built environment of the AONB in order that they can be celebrated, respected, disseminated and sustainably utilised as a marketing tool

ST3 Sensitively and sustainably promote the AONB to potential visitors, in a co-ordinated way, whilst managing visitor numbers where the AONB landscape is becoming degraded through over-use

ST4 Secure a strong voice for the AONB landscape within tourism management in Cornwall; ensuring that the industry is driven by sustainable tourism with the full and active involvement of local tourism organisations and businesses

ST5 Raise awareness among tourists and tourism businesses about sustainable, responsible tourism in order that the special qualities of the AONB landscape are conserved and that the environmental impact of tourism is minimised





Sustainable Tourism Actions

A/ST1 Produce a yearly business plan to implement the Cornwall AONB Sustainable Tourism Strategy and Action Plan, ensuring integration with the Cornwall Tourism Strategy – **Cornwall AONB Unit, VisitCornwall** and **CoaST**

A/ST2 Undertake a pilot project to understand the carrying capacity of popular AONB tourist destinations. Monitor landscape quality and visitor numbers in these areas and target marketing efforts to ensure they remain in good condition – **VisitCornwall**

A/ST3 Identify within the TRAC project opportunities to alleviate pressure on overused AONB tourist destinations and facilities – **Cornwall Council Environment Service**

A/ST4 Establish a working group to co-ordinate the marketing efforts of VisitCornwall and the RDPE Sustainable Tourism Programme projects and other initiatives in order to ensure effective and joined up interpretation, marketing and signage (See Transport and Access) – **VisitCornwall**

A/ST5 Undertake a feasibility study on an AONB marketing scheme for sustainable/ GTBS tourism businesses and implement the results – **VisitCornwall, CoaST** and **Cornwall AONB Unit**

A/ST6 Ensure representation from the Cornwall AONB Partnership on the VisitCornwall Partnership – **Cornwall AONB Unit** and **VisitCornwall**

A/ST7 Initiate an interpretation/visitor information project for the Cornwall AONB which establishes local groupings of Tourism businesses and uses innovative tools such as Geocaching to interpret

and provide information about the AONB – **VisitCornwall** and **Cornwall AONB Unit**

A/ST8 Adopt the Green Start programme and Green Edge training, incorporating information about the Cornwall AONB – **VisitCornwall** and **Cornwall AONB Unit**

A/ST9 Develop and run a programme of training in the tourism sector, building upon the BTEC in Sustainable Tourism and linking in with Green Start and Green Edge initiatives – **CoaST** and **VisitCornwall**



Further Information

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Transport & Access



Visions

- Quality, integrated public transport services, green infrastructure and Rights of Way networks that increase the use of public transport and sustainable modes of travel within and into the AONB.
- A sustainable transport system that provides access to essential local services and offers realistic transport choices that reduces the need to travel by car.
- A well connected and maintained Rights of Way system which is able to respond to management pressures and which meets the needs of local people and visitors to the AONB.
- Road and transport schemes and associated infrastructure (road lighting, signage etc) which respect and enhance the landscape character of the AONB while avoiding clutter and minimising light, air and noise pollution.

Background

The rural road network is one of the defining elements of the Cornish landscape with narrow winding lanes, often deeply cut, bounded by Cornish hedges of differing pattern and geology. Rights of Way criss-cross farmland and moorland, enabling access to the wonderful countryside and coast of the AONB on foot, by bicycle or on horseback. Traditional infrastructure associated with the road and Rights of Way network like the iconic fingerposts and milestones, stone stiles and historic pathways such as the Coffin Trail from Zennor to St Ives are part of the rich history of the protected landscape. High quality management of these associated historic assets is vital to maintaining and enhancing the landscape quality of the AONB.

In terms of public access and rights of way, Cornwall is of national significance having 431km (47%) of Britain’s longest National Trail, the South West Coast Path. Other longer distance routes include The Saint’s Way, the Mineral Tramways, The Lands End Trail and the Tinner’s Way. Large parts of Bodmin Moor and parts of West Penwith are also areas of ‘Open Access’ land over which the public have legal rights of walking access. The AONB is also significant in terms of Cornwall’s Rights of Way with over a third of Cornwall’s total length of rights of way within the AONB (86% of which are footpaths), whilst over 70% of the South West Coast Path passes through the protected landscape⁷.

Generally the AONB road network is characterised by minor rural roads and narrow lanes. However, alongside the minor roads, there are some significant A roads, not least the A30 which splits the Bodmin

7. Cornwall AONB Atlas Companion Report, Land Use Consultants, Jan 2010



Moor section of the AONB in half, the A39, which buzzes over the southern end of the Camel Estuary section and the A3078 which splits the Roseland down the centre, all having a significant impact.



Aside from roads, within the AONB there are small but active airfields at Perranporth and Lands End. Five rail branch lines, which include Looe, Newquay, Falmouth and St Ives, are all key points of access to AONB coastal areas. The main public bus services are operated by First Devon and Cornwall, and Western Greyhound with a number of local operators including the Corlink service which responds to demand in rural areas. There are a number of ports and ferry terminals around the coast, operating both commercially and for leisure trips. Ferry services provide links along the Fal, Helford, Camel and Fowey estuaries, and also across Plymouth Sound, across the mouth of the River Tamar from the Rame Head section.

Access to the tranquil countryside of the AONB is vital for the health and well being of local people and the experience of visitors. A good public transport system and well maintained rights of way network are vital to the sustainable movement of people into and around the AONB areas, particularly from the main towns close to the AONB boundary.

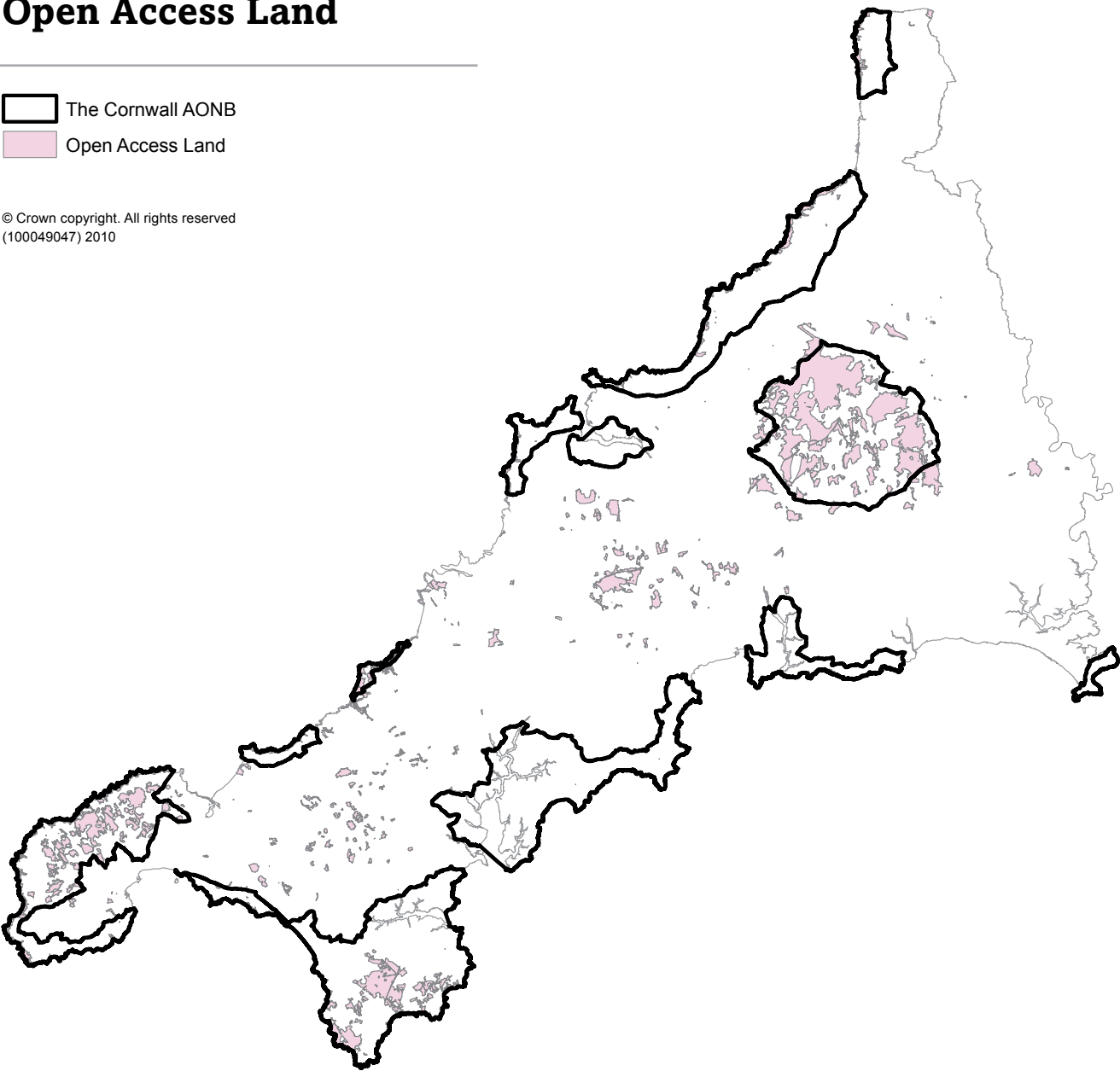
Management Framework

- Section 60 of the Countryside and Rights of Way Act 2000 requires Local Authorities to prepare and publish Rights of Way Improvement Plans within 5 years and to assess and review plans at intervals of not more than 10 years
- Cornwall Council and the Cornwall Countryside Access Forum will undertake a strategic review of the Public Rights of Way network and the Cornwall Access Strategy (including the Cornwall Rights of Way Improvement Plan) with management proposals due in summer 2011
- The Cornwall Countryside Access Forum meets regularly to discuss access issues within Cornwall to provide advice to Cornwall Council and other organisations on how to make the countryside more accessible and enjoyable
- Rural roads protocols set out how a Local Authority will consider landscape and heritage assets in road schemes. They provide an excellent opportunity to improve the consideration of landscape issues within roads maintenance and enhancement
- ‘Departures from Standards’ can be sought from the Highways Authority where the standard design of a roadway improvement project has the potential to negatively impact on the AONB
- The new Local Transport Plan 3 (2011-2030) will be prepared within the time frame of the new AONB Management Plan and could be mutually supportive
- Green Infrastructure (GI) is a managed network of natural spaces. It can provide routes from built up areas into the countryside and provide space for Rights of Way or recreation areas

Countryside and Rights of Way Act 2000 Open Access Land

-  The Cornwall AONB
-  Open Access Land

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- Natural England's Walking for Health programme (WfH) encourages people to enjoy their local natural spaces and benefit their health by taking part in health walks led by trained volunteer walk leaders
- Mobilise! is a Cornwall-wide initiative that aims to get people more active, more often, through cycling and walking
- Open Access land over West Penwith and Bodmin Moor presents an opportunity to increase access to the AONB, if carefully managed
- The Marine and Coastal Access Act 2009 gives a duty to secure a long distance walking trail with buffer around the open coast of England
- The harbours and slipways of the AONB coast and estuaries provide opportunities for both recreational and commercial water based transport. The King Harry Ferry, The St Mawes ferry and the Fowey to Mevagissey Ferry and the Cremyl Ferry from Plymouth to Mount Edgcumbe are good examples of water based transport links
- The 'Fal Oyster Card' gives unrestricted 'hop on hop off' travel on the Fal River Links network of ferries, buses and trains and is a good example of an integrated transport initiative
- The South West Coast Path (SWCP) extends along all Cornwall's coastline and is an important recreational and environmental asset for locals and tourists
- The South West Coast Path team exist to co-ordinate the strategic management and promotion of the SWCP



- The 'South West Coast Path Framework for Action 2007-2012' aims to ensure that the National Trail is recognised and managed to the highest standard whilst delivering maximum social and economic benefits
- The TRAC Project and 'Unlocking our Coastal Heritage' project (see Sustainable Tourism) both aim to undertake significant route improvement/ creation
- The 1SW Off Road Cycling Project is also RDPE funded and aims to co-ordinate and sustainably develop off road cycling. In Cornwall 1SW promotes trail hubs at Silverback Reservoir and links from the Camel Trail to Cardinham woods

Transport & Access Policies

TA1 Encourage a co-ordinated, strategic and planned approach to the management of open access land and public Rights of Way within the AONB to ensure good condition and connectivity

TA2 Encourage the design of transport and Rights of Way infrastructure that conserves and where possible enhances the historic character, biodiversity and geodiversity of the AONB and support the proactive de-cluttering of associated signage, lighting and furniture

TA3 Encourage proposals to improve the sustainable connectivity between population centres and nearby sections of the Cornwall AONB with appropriate Green Infrastructure which enhances landscape character and increases public health opportunities

TA4 Ensure appropriate and adequate provision of routes for cyclists, horse riders and mobility impaired users, within the Rights of Way network

TA5 Support measures to secure the adequate resources for the management in good condition of the existing public Rights of Way and countryside access network, within the AONB, seeking opportunities to work with volunteers and external funders on 'access to the countryside' schemes

TA6 Ensure that the South West Coast Path is maintained in good condition, well connected to circular routes inland and AONB settlements

TA7 Support and work with landowners in ensuring that any coastal access provision conserves and enhances coastal character

TA8 Promote the provision of well integrated and accessible, water-based, sustainable transport links within the estuaries and around the coast, ensuring landscape character is conserved and enhanced and environmental impact is minimised

TA9 Encourage and support partnerships which aim to achieve sustainable and joined up transport systems and seek opportunities to develop these initiatives across the AONB

TA10 Encourage co-ordinated public transport services which provide sustainable travel choices and alternatives to the private car for residents and visitors in order to alleviate congestion on rural roads



Transport & Access Actions



A/TA1 Include landscape, local distinctiveness and the AONB designation within the Local Transport Plan 3, Cornwall Access Strategy and Green Infrastructure Strategy – **Cornwall Council Transportation and Highways** and **Cornwall Council Environment Service**

A/TA2 Deliver activity as outlined in the ‘South West Coast Path Framework for Action 2007-2012’ and the Cornwall Access Strategy in relation to the management of the SWCP within the AONB – **Cornwall Council Environment Service** and **South West Coast Path Team**

A/TA3 Address AONB access considerations within the Strategic Access Review and revised Cornwall Access Strategy, integrated with the LTP3 – **Cornwall Council Environment Service**

A/TA4 Produce a rural roads and rights of way protocol, incorporating design guidance for roads and Rights of Way infrastructure within the AONB, integrated with the Cornwall Access Strategy and the LTP3 – **Cornwall Council Transportation and Highways** and **Cornwall Council Environment Service**

A/TA5 Develop a pilot project within rural AONB parishes, trialling approaches to decluttering, improved management of the heritage assets of the transport network and more efficient use of maintenance budgets – **Cornwall Council Transportation and Highways** and **Cornwall Council Environment Service**

A/TA6 Identify sustainable linkages between AONB sections and the major urban areas of Falmouth, Truro, Camborne/ Pool/ Redruth, Penzance, Helston, St Ives and Wadebridge within the Green Infrastructure Strategy and initiate a pilot project to improve links in an identified project area – **Cornwall Council Environment Service** and **Cornwall Council Planning and Regeneration**

A/TA7 Identify a number of circular routes from population centres into the AONB, using ROW, permissive routes and other trails and promote as part of the Unlocking our Coastal Heritage Project, TRAC Project, Walking for Health, Mobilise Cornwall or other similar initiative – **Natural England** and **The South West Coast Path Team**

A/TA8 Undertake an audit of points of access to the water within AONB estuaries e.g. slipways and quays, putting in place a system of monitoring of condition – **Cornwall Council Environment Service** and **Cornwall AONB Unit**

Further Information

Further information on condition, predicted trends, management framework and monitoring can be found in the web based appendices to this chapter www.cornwall-aonb.gov.uk/management-plan/index.html

