

Solway Coast AONB

Delivery Plans

Implementation

The Delivery Plans that follow will require the commitment and joint efforts of a whole range of individuals and organisations in order for their implementation to be successful.

The Solway Coast AONB Partnership will be required to drive the delivery plans forward although this cannot and should not be done in isolation. There is a need for stakeholders such as local communities, landowners, and local authorities to take ownership for certain elements of the plans with support and encouragement from the Solway Coast AONB Partnership. The Delivery Plans clearly identify the partners and partnerships required to fulfil each project.

Monitoring

The Solway Coast AONB Partnership will take responsibility for the monitoring of the Plan. This will enable full scale reporting on the success of the proposed actions, the effect that they have had upon the landscape and if necessary the reasons for any failures or unsatisfactory outcomes. By carrying out such a monitoring programme, the plan can be evaluated year on year and its impact on the AONB recorded for future use.

The monitoring of the Plan will be available annually as part of the Solway Coast AONB Partnership Annual Review, which is published in June each

year. The review can be inserted into this Management Plan file as a record of its implementation.

Indicators

Indicators will be identified once baseline data is collated as a result of Delivery Plan 1, The State of the AONB, providing information on the condition of features that contribute to landscape character such as boundary features, buildings, and habitat condition. These indicators will be available as a supplement to this Management Plan and will provide a basis for all future monitoring within the AONB.

In some cases the indicators will be those that are already being monitored by other organisations. This will mean that it is necessary to amend collection methods in order to provide data that is specific to the AONB and its boundary.

Review

The CRoW Act 2000 requires this management plan to be reviewed every five years. The new plan will cover the period 2009 – 2014 and will be reliant on the quality and depth of the monitoring and review carried out in relation to this 2004-2009 plan.

Acronyms used in the Delivery Plans

ABC	Allerdale Borough Council	NAP	North Allerdale Partnership
BL	Business Link	NWDA	North West Development Agency
BTCV	British Trust for Conservation Volunteers	MCs	Marsh Committees
CA	Countryside Agency	PL	Private Landowners
CCC	Cumbria County Council	PC	Parish Councils
CCF	Cumbria Community Foundation	RA	Ramblers Association
CaCC	Carlisle City Council	RDS	Rural Development Service
CTB	Cumbria Tourist Board	RSPB	Royal Society for the Protection of Birds
CTC	Coast to Coast	RTP	Regional Transport Partnership
CLEA	Cumbria Local Education Authority	SCCVG	Solway Coast Community Volunteer Group
CSFC	Cumbria Sea Fisheries Committee	SCDC	Solway Coast Discovery Centre
CSS	Countryside Stewardship Scheme	SCJAC	Solway Coast Joint Advisory Committee
CWMET	Cumbria Waste Management Environment Trust	SCLT	Solway Coast Landscape Trust
CWT	Cumbria Wildlife Trust	SCMU	Solway Coast Management Unit
Defra	Department for Environment, Food and Rural Affairs	SHNA	Solway Haaf Netters Association
EA	Environment Agency	SSWA	South Solway Wildfowlers Association
EN	English Nature	STAG	Silloth Tourism Action Group
EH	English Heritage	SRI	Solway Rural Initiative
F	Farmers/Farming Community	Sustrans	Sustainable Transport Group
FLD	Friends of the Lake District	TIC	Tourist Information Centres
FWAG	Farming and Wildlife Advisory Group	WES	Wildlife Enhancement Scheme
HWWHS	Hadrian's Wall World Heritage Site	WLDTP	Western Lake District Tourism Partnership
HWTP	Hadrian's Wall Tourism Partnership		
LA	Local Authorities		
LANTRA	Sector Skills Council for the environment and land based sector		
LB	Local Businesses		
LC	Local Communities		
LDNP	Lake District National Park		
LTP	Local Transport Partnership		
LP	Local Producers		
LSC	Learning Skills Council		

Using the Delivery Plans.

Project Objective

This sets the context for the delivery plan and indicates the desired outcomes in order to achieve long term fulfilment of the visions for Solway Coast AONB.

Milestones

These are the desired outcomes from the actions that will enable the fulfilment of the Delivery Plan.

Lead Partners

A list of those partners central to the implementation of the Delivery Plan.

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
To develop an AONB wide interpretive plan that encompasses the aspirations of partners who also have a remit to interpret and inform within the AONB.	To create an AONB wide interpretative plan incorporating all sites and providing a working document for others within the AONB who share the remit to interpret.	Liaison with others who have a remit to interpret to agree standards and principles.	Year 1	SCMU, EN, HWWHS, ABC, CCC	RSPB, HWTP
		Plan written, published and made available to create guidance for future interpretation within the AONB.	Year 2		
		Upgrading of existing information panels/materials within the AONB.	Year 2		

Solutions

Recognition of a range of actions in order to achieve the objectives.

Actions

This is the work that needs to take place in order to satisfy the policies and objectives and deliver the solutions linked to the Delivery Plan.

Timescales/Priority

An indicator of which year of the plan the actions need to be carried out. This may also include 'how many' over the duration of the Plan. Priority leads the timescale and is determined by such factors as funding availability, condition and partnership priority.

Year 1 – 2004/05 Year 2 – 2005/06 Year 3 – 2006/07
Year 4 – 2007/08 Year 5 – 2008/09

Partnership

A list of other partners who will be required to support the roll out of the Delivery Plan.

Delivery Plan 1.

State of the AONB - Providing the Evidence for Management and Driving Change.

Objective LH1: Recognise and protect those parts of the landscape that contribute to the overall identity and character of the Solway Coast AONB, including all the management zones, intertidal mud flats, traditional buildings and farmsteads.

Project Description

Create baseline countryside character data through research and to provide a vision for both conservation and restoration and to promote the findings of the research and create positive outcomes through partnerships with other stakeholders. To provide guidance, identify funding and implement positive change and to measure and record the effectiveness of initiatives on landscape character.

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
Identify and implement methods to monitor landscape. To consider extending the boundary of the AONB to encompass Wedholme Flow, Drumburgh Moss NNR and County landscapes adjacent to the AONB. To undertake a common land survey, involving landowners, PCs, EN, NT, etc, to assess it's biological and landscape potential. To consider the extent of the MOD landholdings and a scheme to remove redundant structures and roads.	To seek funding and commission 'State of the AONB' research that quantitatively gives a measure of the features that collectively characterise the landscape of the AONB.	Scoping exercise and project brief completed. Funding secured. Consultants commissioned. Research completed and published.	Year 1 (2004) Year 1 (2004) Year 1 (2004)	SCMU SCMU SCMU, Consultants	CA, RDS, NWDA CA, RDS, NWDA, LA's CA, RDS, NWDA, LA's
Promote greater public awareness and understanding and enjoyment of the Solway Coast landscape.	To publish the findings of the project, creating a vision for the future through education, enhancement schemes and the reversal of bad practice.	Landscape Character Vision published.	Year 2 (2005)	SCMU, Consultants	CA, RDS, NWDA, LA's

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
Promote increased awareness of local landscape character to maintain local distinctiveness in development plans, landscape management plans and enhancement schemes. Promote, maintain and restore the rural, farmed character of the countryside, resisting developments which would detract from this character. Promote awareness of the setting of the AONB, and views to and from it, when considering development and land-use proposals on sites adjacent to the AONB. Enhance the landscape by repairing damage and mitigating the effects of existing intrusive developments.	To implement conservation and restoration schemes through partnerships.	Landscape Character Partnership created. Funding secured, projects designed and vision implemented. Vision adopted by others.	Year 2 (2005) Years 2 – 5 (2005-2009) Years 2 – 5 (2005-2009)	SCMU, EN, LA's, RDS SCMU RDS, EN, LA's	RSPB, EA, PC's, MC's, PL's, F, FWAG, EH, HWWHS RSPB, EA, PC's, MC's, PL's, F, FWAG, EH, HWWHS RSPB, EA, PC's, MC's, PL's, F, FWAG, EH, HWWHS
Develop an enhanced awareness and understanding of the Solway Coast landscape by achieving AONB wide recognition and acceptance of local landscape character assessments using a consistent methodology and guidance to help manage change.	To review progress and sustainability against condition monitoring targets set out in the Vision.	Projects appraised annually. Projects under development appraised annually.	Years 3 – 5 (2006-2009) Years 3 – 5 (2006-2009)	SCMU on behalf of the Partnership SCMU on behalf of the Partnership	RSPB, PC's, MC's, PL's, F, FWAG, EH, HWWHS RSPB, PC's, MC's, PL's, F, FWAG, EH

Delivery Plan 2.

South Solway Dunes LNR - A Place for People and Wildlife.

Objective NH1: To secure sympathetic management and Local Nature Reserve Status for the 'South Solway Dunes' coastline.

Project Description

Create a landscape trust and future management plan for the 'South Solway Dunes' that will ensure long-term management and enhancement within the formation of Local Nature Reserve status inclusive of interpretation of the site with a high standard of visitor access and infrastructure.

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
To create a 'Landscape Trust' consisting of land owners, graziers/ commoners, Allerdale Borough Council, the AONB Unit, Local Community and relevant Parish Councils to lead as a single body.	To create a Landscape Trust to manage the dune system.	Landscape Trust formed.	Year 1 (2004)	SCMU, SCJAC, ABC, Commoners, EN, RDS	PL, LC, PC
Restore and maintain dune habitats along the AONB coastline.	To develop a partnership with ABC to create a Ranger / beach cleansing service.	Agreement for a Ranger Service confirmed with ABC.	Year 1 (2004)	SCLT, SCMU, SCJAC, ABC	SCCVG
Restore eroded dune areas using sand trapping and other appropriate techniques. Develop appropriate site management to safeguard the dune habitat. Allow safe public access and public appreciation and interpretation. Further sand dune conservation by using sites for educational and scientific study.		Funding secured.	Year 1 (2004)	SCLT, SCMU, ABC	SCCVG
	To use the Ranger for the enforcement of bylaws.	Ranger Service operational.	Years 2-5 (2005-2009)	SCLT, SCMU, ABC	SCCVG
	To develop an LNR management plan incorporating the needs of the flora and fauna, local community and visitors.	External funding secured.	Year 2 (2005)	SCLT, SCMU, ABC, EN, PC's, LC	
		Management Plan developed and implemented.	Years 2-5 (2005-2009)		
	To design educational interpretation materials for visitors and locals.	Design standard for interpretation created and agreed.	Year 1 (2004)	SCMU, CLEA, EN, RDS	

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
Promote the provision of coordinated, consistent and high quality conservation and give funding advice to farmers, landowners and managers. Set up a grazing scheme within the AONB managed land. Promote the uptake of land-based skills such as dry stone walling and hedge-laying to farmers, landowners and land managers, through open days and funded courses. Maintain and enhance populations of rare and uncommon species present.	To secure an appropriate agri-environment grant scheme to deliver favourable condition for the dunes for the future.	Long term land management funding secured.	Year 2 – 5 (2005-2009)	SCLT, SCMU, EN, RDS	SCCVG
	To provide monitoring of favourable condition, visitor use, infrastructure and repairs to provide a sustainable land management package.	Ranger based management service in operation encompassing surveys, repairs, grazing plans, publicity and information. Management package produced, implemented and reviewed.	Year 2 – 5 (2005-2009) Year 2-5 (2005-2009)	SCLT, SCMU SCLT, SCMU	SCCVG, ABC ABC, EN

Delivery Plan 3. Bringing the Saltmarshes to Life.

Objective NH2: To work with salt marsh guardians, owners and users to create sympathetic management regimes and habitat restoration throughout the salt marsh system.

Project Description

Survey and report on the potential of the saltmarshes as areas for further conservation management, landscape evolution interpretation and access taking into consideration wildlife disturbance and public safety. The project will also provide a focus for interpretation opportunities by a range of partners. Finally, design details for new signage will precede the removal of the present inappropriate signage.

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
Consider a survey of degradation of the salt marshes including tipping, signage overload, seats, car parks and carry out an enhancement project.	To use the findings of the Landscape Character Vision (Delivery Plan 1) to drive the focus of change for Salt Marsh management.	Landscape Character Vision published.	Year 2 (2005)	SCMU, Consultants	CA, RDS, NWDA, LA's
Improve signage for access to the marsh, and interpretation and infrastructure for the marshes. To look at access problems in the salt marshes and possible conflict of interest with nature conservation and wildfowling when 'open access' is adopted.	To identify constraints and opportunities in the development of safe public access and enjoyment of saltmarshes.	List of potential access sites and their interpretation foci created.	Year 3 (2006)	SCMU, EN, HWWHS, RSPB, HWPNT, CCC Highways, ABC	MC's, PC's, PL's
Support the existing wildlife management networks and establish new ones where appropriate, to promote exchange and cooperative working.	To provide a forum for better conservation measures encompassing grazing patterns and breeding bird monitoring.	Consultation regards the need for an advisory group completed. Saltmarsh conservation advisory group created.	Year 2 (2005)	SCMU, EN, CWT, SSWA, RSPB	MC's, FWAG, PL's
Promote the provision of coordinated, and consistent high quality conservation and funding advice to farmers, landowners and managers.	To integrate the needs of a range of organisations with regard to signage throughout the saltmarsh area taking account of its open landscapes.	Management Group created to agree interpretation and public safety signage standards and content in close consultation with the local community.	Year 1 (2004)	SCMU, EN, HWWHS, RSPB, HWPNT, CCC Highways, ABC	MC's, PC's, PL's

Delivery Plan 4.

Peatlands for People, Public Access and Interpretation.

Objective NH3: To work with and follow on from the Peatlands for People Project and encourage the implementation of existing designated wildlife area management agreements.

Project Description

Provide interpretation and public access to the raised mires as both an educational and an aesthetic experience and to provide the visitor with a safe and enjoyable environment

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
To help provide management solutions for Salta Moss in line with its designation as SSSI.	Feasibility study to be undertaken that identifies management options for access and interpretation, and implemented as appropriate.	Funding secured for feasibility study.	Year 1 (2004)	EN, RSPB	SCMU, ABC, CWT
		Consultants secured.	Year 1 (2004)	EN, RSPB	SCMU, ABC, CWT
		Feasibility Study Completed.	Year 1 (2004)	EN, RSPB	SCMU, ABC, CWT
		Management solutions implemented.	Years 2-5 (2005-2009)		
To create and promote access and education opportunities within the raised mires.	To identify constraints and opportunities in the development of safe public access and enjoyment of the raised mires by all 'Access for All'.	Findings of the feasibility study acted upon, with regard to highways, car parking and access construction to provide a specification for each agreed access site.	Year 1 (2004)	SCMU, EN, FT	CaCC, CWT, RSPB, ABC, CCC
To provide AONB based interpretation.	Signposting to the locations of access through remote sites adjacent to the AONB.	Interpretation linked to both Tullie House Museum and Solway Coast Discovery Centre.	Year 2 (2005)	CaCC, EN, RSPB, SCMU	CWT, SCDC

Delivery Plan 5. Back to Basics.

Objectives NH4:	To engage farmers, landowners and Parish Councils in a scheme to create water retention with the AONB to provide habitat for wildlife, recreation provision and to combine flood defence and land drainage practices to help create new wetland areas.
NH5	To promote the restoration and management of traditional farm settlements, farmland, land management techniques, field boundaries, ponds, orchards and woodlands.
NH6	To engage landowners and farmers in a scheme to provide 20% more tree cover within the AONB by 2030 through planting shelterbelts, growing 'in hedge' standards of native broadleaf woodland.

Project Description

Promote and encourage traditional land management practices to provide sustainable and cost effective schemes that improve the landscape quality of the area and creates habitat and species enhancements in line with CBAP targets. Farmers will be encouraged, through targeted grant aid, to re-establish traditional skills and their implementation across the AONB. It is important that planned restoration of special landscape qualities arrests some modern land management techniques that have an adverse impact on the landscape.

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
Identify, support and improve existing highway verge management for nature conservation.	Baseline Survey to quantify the State of the AONBs landscape (see Delivery Plan 1).	Landscape Character Vision Published. Applications made for CSS schemes and management improvement by farmers. Cumbria County Council engaged in verge management on AONB highways.	Yr 2 (2005) Yr2-5 (2005-2009) Yr 2-5 (2005-2009)	SCMU, Consultants SCMU, EN SCMU, CCC	CA, RDS, NWDA, LA's PL and F PC, F, PL, SCCVG
To carry out a hedgerow survey with regards to the new hedgerow regulations.	To survey all field boundaries within the AONB to ascertain their condition, management regime etc. To survey the number of sandstone gate stoops that have been lost through modern farming practices.	CWT Cumbria wide survey to completed by summer 2004. Gate stoop survey completed.	Yr 1 (2004) Yr 1 (2004)	CWT SCMU	SCMU, SCCVG, BTCV, F, PL SCCVG, F, PL

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
To promote the skills of traditional Cumberland Hedgelaying through introduction of competitions and land based courses.	To encourage farmers to manage their hedgerows in a traditional way through laying and keeting and to replace post and wire with living hedges.	N. Cumbrian Hedgelaying competition held in the AONB in 2004. Continued as annual event, and courses in dry stone walling and hedgelaying.	Yr 1 (2004) Yr 2-5 (2005-2009)	SCMU, FWAG, FLD	F, SCCVG, PL, National Hedgelaying Society, Cumberland Newspapers LANTRA, LSC.
To promote the management of hedgerows to achieve BAP targets and landscape value.	Use results of hedgerow survey to promote value of hedgerows to farmers and promote and encourage uptake of Agri-Environment schemes.	Farms targeted using survey results.	Yr 1 (2004)	SCMU, CWT	SCCVG, F, PL
To promote the uptake of current and future incentives, embodied in specific agri-environment schemes, which encourage farmers and landowners to conserve and enhance the landscape. Promote good practice with regard to water management to landowners and farmers through advice. Seek to create large wetland areas through drainage management and landscaping within semi improved agricultural areas. To promote the improved management for conservation and recreation where appropriate of farmlands, hedgerows, orchards and woodlands. Promote good agricultural practices through advice on agri- environment schemes.	To register the number and impact of silage clamps, slurry tanks and fertilisers within farm settlements. To work in partnership with FWAG and EN to promote CSS and WES schemes and incorporate ESA schemes into the AONB.	Findings published and guidance offered through CSS and WES schemes. Promotional event for management schemes held in the AONB. Discussions held with EN and EA to consider the change of schemes.	Yr 2 (2005) Yr 2-5 (2005-2009) Yr 2-3 (2005-2007)	SCMU, DEFRA, SCMU, FWAG, EN, RSPB, EA SCMU, EN, FWAG, EA	FWAG, F, PL, consultants, EA LANTRA, PL, F, Cumbria Woodlands, FLD, CCF PL, F

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
Influence the work of the Environment Agency with regard to flood defence works throughout the AONB.	To prepare a document of advice and guidance to enhance the work of the EA in the AONB, in fitting with the Landscape Character Vision.	Guidance booklet for use with the EA published.	Yr 3 (2006)	SCMU, EA	PL, F
To provide help and support to Parish Councils with regard to village pond reinstatement and improvements.	To contact Parish Councils with regard to their interest in village pond reinstatement.	Feedback gained from Parish Councils with regard to their needs and aspirations. Funding obtained to develop projects and give practical advice.	Yr 2 (2005) Yr 2-5 (2005-2009)	SCMU SCMU	PC, SCCVG, RDS, CA, LC

Delivery Plan 6.

'Visit the Past' - Bringing the Historic Landscape to Life.

Objective CH1: To protect and where appropriate promote a greater awareness of the AONBs Cultural Heritage.

Project Description

Create a journey through the landscape history of the AONB by revealing what makes the landscape so special drawing on sites of interest in the field and creating reconstruction interpretation at a number of key sites throughout the AONB. The interpretation will be coded to and linked to other sites of the same period so that a whole AONB historic landscape picture is revealed

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
To create a contact for the interpretation of the sites with regard to their period and links to other sites.	Creation of an Interpretative Plan that contains site descriptions, periods and links to other sites, access and interpretation. It will also develop an AONB cultural heritage brand image.	All sites visited and assessed to ascertain their inclusion within the scheme and graded.	Year 1 (2004)	SCMU, Consultants	PL, EN, RSPB, LC, PC
		Plan and Heritage Brand produced.	Year 1 (2004)	SCMU, Consultants	ABC, CaCC, LC
To create, upgrade and provide a high standard of village infrastructure at sites of interest.	To concentrate on a single period of history and interpret, enhance and create visitor access and infrastructure as a pilot study.	Project planned and funding identified to fulfil the needs of the pilot study.	Year 2 (2005)	SCMU, EH, HWWHS, CCC	PCs, LC
		Pilot Scheme implemented.	Year 2 –(2005)		
To seek agreements with landowners to secure public access to sites of heritage value and interest.	Where identified, negotiate with landowners to secure agreed public access.	Access agreements in place.	Years 1 – 2 (2004-2006)	SCMU, RDS	PL, EN
To link interpretation to the story underpinning the Solway Coast Discovery Centre and its associated literature.	To create exploration guides or leaflets to signpost visitors from the Solway Coast Discovery Centre through walking and cycling routes.	Guidebooks created with themed circular cycle and walking routes.	Year 2 (2005)	SCMU, LTP, RA, CTC, CTB	LAs, Highways, HWTP, ABC, CaCC
		Public transport linked to routes.	Year 3 (2006)	SCMU, LTP	ABC, CaCC, CCC
	To measure use of the resource through visitor surveys and to provide sustainable management.	Visitor questionnaire compiled and visitor counters in operation.	Years 2 – 5 (2005-2009)	SCMU, HWWHS	TIC, SCCVG
		Visitor impact monitored.	Years 2-5 (2005-2009)	SCMU, HWWHS	SCCVG

Delivery Plan 7. Planning Guidance Booklet.

Objective CH1: To protect and where appropriate promote a greater awareness of the AONBs Cultural Heritage.

Project Description

Create a set of criteria to conserve, restore and enhance the built heritage of the AONB through a comprehensive guide for developers and planners. The guide will attempt to define what is distinctly Solway in character with regard to buildings from the Medieval period to the present day. A further context for the guide is the relationship between settlement developments and appropriate building styles and fabrics.

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
To create a special planning guidance booklet to help developers, planners and others with the development of villages within the AONB.	To use the findings of 'State of the AONB' (Delivery Plan 1) to 'broadly' define the special qualities of individual settlements and buildings throughout the AONB.	Broad set of style categories created and graded in terms of their 'Solwayness'.	Year 2 (2005)	SCMU, LA's, EH,	PC's, PL's, HWWHS
	To create a definitive set of 'Solway Building Styles' and to provide building design standard guidelines for the AONB.	Guidance section completed on buildings inclusive of text, drawings and photographs.	Year 3 (2006)	SCMU, LA's, EH,	PC's, PL's, HWWHS
	To provide guidance on village styles and how they evolved to help define village characteristics based on village establishment dates and layouts.	Guidance section on village styles completed inclusive of text, drawings and photographs.	Year 3 (2006)	SCMU, LA's, EH,	PC's, PL's, HWWHS
	To take full regard of Village Design Statements already published and Parish Plans.	Relevant sections of Parish Plans incorporated into the draft.	Year 3 (2006)	SCMU, LA's, EH,	PC's, PL's HWWHS
	To produce Supplementary Planning Guidance/ Supplementary Planning Documents (SPG/SPD) in the form of a book that seeks to protect, enhance and restore the local Solway vernacular.	Final production, publication and adoption of an SPG/SPD book 'The built environment of the Solway Coast' a guide for planners and developers within an AONB.	Year 4 (2007)	SCMU, LA's, EH,	PC's, PL's HWWHS

Delivery Plan 8. Heritage Fisheries.

Objective CH1: To protect and where appropriate promote a greater awareness of the AONBs Cultural Heritage.

Project Description

Engage with the local Haaf Net fishery through the Solway Haaf Netters Association (SHNA) and the local Hand gathered Mussel fishery through Cumbria Sea Fisheries Committee (CSFC) with a view to registering both fisheries as 'Heritage Fisheries'. Like the Coracle fisheries in Wales that are already designated as Heritage Fisheries they will be afforded greater protection once given official status. It is important for the Solway Coast AONB to embrace the 'living' heritage of the AONB and to help it achieve special status as part of the special character of the Solway Coast AONB.

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
To develop a memorandum of understanding (support) with the local Haaf Net Fishery and seek its official status as a 'Heritage Fishery.' To support the sustainable implementation of a new regulating order with regard to the Solway Coast Mussel fishery and to encourage sustainable growth of the local shell fish industry.	To engage preliminary discussions with the SHNA and CSFC on possibility of Heritage Fishery Status.	Consultation meeting concluded, arriving at a clear mandate to take the project forward.	Year 1 (2004)	SCMU, SHNA, CSFC	Defra, EA, EN
	To provide evidence of the history, character and heritage value of both fisheries.	Statements completed, representing the fisheries as Heritage Fishery candidates.	Year 1 – 2 (2004-2006)	SCMU, SHNA, CSFC, Defra	EA, EN
	To engage Defra in the legal registration of both fisheries as having Heritage status.	Engagement with Defra at National Level carried out, and negotiation for Heritage status for the fisheries underway.	Year 2 – (2005)	SCMU, SHNA, CSFC, Defra	EA, EN
	To designate both fisheries as having Heritage Fishery status.	Heritage status achieved and this status promoted through AONB support, promotion and media.	Year 3 – 5 (2006-2009)	SCMU	SHNA, CSFC, Defra, EA, EN

Delivery Plan 9.

Community Development.

Objective C1: To work with strategic partners to promote the sustainable social and economic development of the AONB

Project Description

Working in partnership with other organisations including North Allerdale Partnership, Local Transport Partnership and AONB Communities, we will help to support the sustainable and socio-economic development of the AONB.

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
Retain and enhance the provision of, and access to, facilities and services as part of programmes to promote the conservation and enjoyment of the Solway Coast.	By providing officer support and funding advice for business and community initiatives, support villages, parishes and community groups in the production of plans and design statements to identify their needs.	Needs identified through village consultation.	Year 1 (2004)	SCMU, LC, PC's, NAP	SCCVG, LTP
To incorporate and enhance published and emerging Parish Plans where they are compatible with the AONB designation.		Plans and statements produced and published.	Years 2-5 (2005-2009)	SCMU, LC, PC, NAP	
To produce with local communities a higher standard of village infrastructure such as signage and information.		Project funding sourced on behalf of the communities.	Years 2-5 (2005-2009)	SCMU, LC, PC, NAP	

Delivery Plan 10

Sustainable Tourism - Protecting the AONB for Future Enjoyment.

Objective T&R1: To facilitate appropriate levels and types of recreation and sustainable tourism which are compatible with AONB environments.

Project Description

The Solway Coast AONB is a fragile environment that needs to be protected to ensure its future enjoyment for generations to come. By carrying out a full visitor analysis over a twelve month period, combined with an assessment of visitor impact on various sites across the AONB, we can begin to understand any conflicts between tourism and conservation and address them in order that an acceptable balance can be achieved.

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
To identify the types of visitor to the AONB and in doing so develop and maintain a strategic understanding of recreational activity, management needs and priorities.	Identify the types of visitor to the AONB and understand their activity, management needs and priorities.	Baseline survey completed, giving information on visitor numbers, facility visits etc.	Year 1 (2004)	SCMU, CTB, WLDTP	SCCVG, TICs, LB, RSPB, EN, SCDC, LDNP
To measure tourism impact on fragile environments by measuring erosion, disturbance and abuse. To monitor and measure the impact of Hadrians Wall Path National Trail. To minimise any damaging impacts of recreational activities, facilities or tourism development within the wider countryside.	Identify the impacts tourism has on sites within the AONB, and seek to minimise these impacts.	Impact assessments/surveys completed across sites in the AONB.	Year 1 (2004)	SCMU, LA's, S, WLDTP	SCCVG, RSPB, EN, SCDC, HWWHS, HWTP, EH
		Report on findings compiled and published.	Year 2 (2005)	SCMU, HWTP, HWPNT	SCCVG, RSPB, EN, SCDC, HWWHS, HWTP, EH
		Report findings implemented.	Year 2 –5 (2006)	SCMU, HWTP, HWPNT	SCCVG, RSPB, EN, SCDC, HWWHS, HWTP, EH

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
To promote and support environmentally sustainable management of sites used for recreation including historic landscapes.	Where necessary, develop suitable projects to release pressure from areas unable to withstand current volumes and pressures.	Action Plan for areas identified as being adversely affected by tourism related activities compiled.	Year 2 (2005)	SCMU	RSPB, EN, EH, HWWHS, HWTP, SCDC
To help maximise the benefits of sustainable recreational activity to local communities and the rural economy.		Survey carried out in subsequent years.	Years 2-5 (2005-2009)	SCMU	SCCVG, TICs, LB, LC
To promote responsible behaviour by all visitors to the countryside.		Findings promoted to local communities, highlighting opportunities and encouragement towards diversification given.			
To develop strategic recreational opportunities to strengthen links between town and country.					

Delivery Plan 11.

Tourism Marketing.

Objective T&R2: To create a sustainable tourism brand for the AONB and promote the AONB through sustainable marketing strategies.

Project Description

This project aims to create a recognised and accepted tourism brand for the AONB in order to increase awareness and provide businesses with a tool to ensure future sustainability.

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
To create a sustainable tourism brand for the AONB and have it adopted by Cumbria Tourist Board, and to promote the AONB through sustainable marketing strategies.	To consult on a sustainable tourism brand for the AONB.	Match funding package complete for development of project.	Year 1 (2004)	SCMU, STAG	LB, CTB, NWDA, WLDTP
		Consultants secured to carry out the study.	Year 1 (2004)	SCMU	
		Image and branding designed and launched.	Year 1 (2004)	SCMU	LB, CTB, STAG,
To continue promotion of the Solway Greens Awards Scheme to businesses within the AONB.	To further develop the Solway Greens Awards to provide a marketing tool for AONB based businesses, tourism related or otherwise.	Funding secured.	Year 2 (2005)	SCMU, BL	SRI, NAP
		Audit of current businesses and survey of potential new businesses completed.	Year 2 (2005)	SCMU, BL	SRI, NAP
		New businesses targeted and assessed for incorporation.	Year 2-5 (2005-2009)	SCMU, BL	SRI, NAP
To identify opportunities for farm based recreation and accommodation (sustainable farm diversification).	To produce an AONB wide marketing strategy to enable the sourcing of funds to identify and increase opportunities for tourism and recreation based initiatives.	AONB wide marketing plan produced that is reflective of others aspirations.	Year 2 (2005)	SCMU, STAG, CTB, LA's	ABC, LB
		Plan used as a driver and a means of encouraging others to buy in to the promotion of the AONB.	Year 2-5 (2005-2009)	SCMU, STAG, CTB, LA's, WLDTP, NWDA	TIC'c, LB
Encourage and support a large scale showcase event.	To promote a quality Solway Coast local produce brand.	Local producers now market using the agreed sub brand.	Year 2 (2005)	SCMU, CREA, NWDA, RDS	LP, LC
To enhance provision of information to visitors through the Discovery Centre.		Mixed media advertisements developed and ongoing through local producers supporting new brand.	Years 2-5 (2005-2009)	SCMU, CREA, NWDA, RDS	LP, LC

Delivery Plan 12.

AONB Transport Strategy.

Objective T&A1: To conserve and enhance the AONB whilst ensuring safer access for residents and visitors to, from and within the area

Project Description

Provide improved and safer access for the local community and visitors in the AONB, whilst ensuring the landscape character is preserved and allowing better appreciation of the local distinctiveness of the area.

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
To help create a Solway Coast Transport Strategy sympathetic to the needs of both locals and visitors.	Baseline Survey to quantify the State of the AONBs Transport Systems and routes.	Landscape Character Vision Published.	Yr 1 (2004)	SCMU, Consultants, CCC, LAs	CA, RDS, NWDA, LA's
To implement a Quiet Lanes initiative within the AONB to encourage a greater level of safety for walkers, equestrians and cyclists.	To designate 80% of the roads running through the AONB as 'Quiet Lanes'.	Those roads appropriate for designation as 'Quiet Lanes, compiled and mapped AONB wide 'Quiet Lanes' document completed.	Yr2 (2005)	SCMU, Consultants, CCC	LAs, CA
To support the Highways Agency in the upgrading and maintenance of the Public Rights of Way network within the AONB.	To liaise with the Highways Authority and to formally designate as 'Quiet Lanes'.	Document presented to the Highways for their consideration.	Yr2 (2005)	SCMU, CCC	LAs, CA
		Roads designated and signed and public launch completed.	Yr3 (2006)	SCMU, CCC	LAs, CA
To enhance the quality of the environment by reducing the impact of vehicle traffic on roads within villages in the AONB.	To liaise with Cumbria County Council with regard to transport developments in the AONB and to implement restrictions where necessary.	Engagement with Cumbria County Council achieved. Relevant transport proposals identified. Mitigation measures agreed.	Yrs 1-4 (2004-2008)	SCMU, CCC	LTP, RTP
To promote environmentally sustainable forms of travel, particularly alternatives to the car.	To work in partnership with LTPs and NAP to seek improvement of transport and access into and from the AONB and its villages, and embrace transport schemes as they become available.	Preliminary meetings with LTP and NAP held. AONB purpose adopted in transport plans.	Year 2 (2005) Years 3-5 (2006-2009)	SCMU, CC, LTP, RTP, NAP	LAs, Community Groups, PCs, CA

Delivery Plan 13.

Passive Recreation: Encouraging Quiet Enjoyment of the AONB

Objective E&I1: To provide information across the AONB to provide both passive and active messages to both visitors and the local community

Project Description

Through greater awareness of the scope of activities available within the AONB, a variety of low impact activities that encourage quiet enjoyment can be undertaken.

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
To produce leaflets and guidebooks.	To support the development of the Hadrian's Wall Cycleway through the AONB and to further enhance the current provision for cyclists.	Hadrian's Wall Cycleway integrated into AONB cycling material. Off shoots of the new routes developed and funded.	Year 2 (2005) Years 2 – 5 (2005-2009)	SCMU, HWTP, Sustrans, NWDA	CTB, WLDTP
To use the AONB website to deliver our message and present our products.	To provide a high standard of information and infrastructure for visitors and locals to encourage walking, cycling, riding and quiet enjoyment.	A range of leaflets/ guidebook of cycle, riding and walking routes that encompass the AONB developed and funded. Guide that promotes places to stay and visit that cater for quiet enjoyment funded and produced.	Years 1-5 (2004-2009) Year 2 (2005)	SCMU, HWTP, STAG SCMU, HWTP, STAG, CREA, RDS	ABC, CaCC CTB, WLDTP, LB
	To further develop opportunities for walking within the AONB.	Themed routes developed. Routes waymarked. Leaflets produced.	Year 2 (2005)	SCMU	SCCVG, CA

Delivery Plan 14.

Communicating the AONB through Mixed Media.

Objective E&I2: To provide themed and comprehensive information across the AONB using a range of media.

Project Description

The key to raising awareness of the AONB and its special status and qualities is to educate locals and visitors alike. This can be done directly through educational materials such as school packs, information leaflets and the gateway site. On the other hand it can be done more passively through interpretation at visitor sites throughout the AONB. In order to achieve cohesion, detailed plans need to be developed for both education and interpretation within the AONB.

Solutions	Actions	Milestones	Timescales/Priority	Lead Partners	Partnership
To develop an AONB wide interpretive plan that encompasses the aspirations of partners who also have a remit to interpret and inform within the AONB.	To create an AONB wide interpretative plan to identify relevant sites and to prove a working document for others within the AONB who share the remit to interpret.	Liaison with others who have a remit to interpret to agree standards and principles.	Year 1 (2004)	SCMU	HWTP, LA's, CA, EN, RSPB, CWMET, CWT, HWWHS
		Plan written, published and made available, creating guidance for future interpretation within the AONB.	Year 2 (2005)	SCMU	HWTP, LA's, CA, EN, RSPB, CWMET, CWT, HWWHS
		New interpretation styles used as standard.	Year 2 onwards (2005)	SCMU	HWTP, LA's, CA, EN, RSPB, CWMET, CWT, HWWHS
To produce and install on site interpretation.	To create a design standard for all interpretation materials within the AONB.	Standard agreed and embedded in all other associated plans.	Year 2 (2005)	SCMU	HWTP, LA's, CA, EN, RSPB, CWMET, CWT, HWWHS
To provide educational material to visitors, locals and schools through the Solway Coast Discovery Centre.	To create a series of information booklets aimed at educating users of the AONB resource as both field and gateway (SCDC) information sources.	Schools resource packs developed and funded covering key stages 2-4.	Year 2 (2005)	SCMU, CLEA, Community Schools and Colleges	HWTP, LA's, CA, EN, RSPB, CWMET, CWT, HWWHS
		Publication of above.	Years 3-5 (2006-2009)		HWTP, LA's, CA, EN, RSPB, CWMET, CWT, HWWHS
		Information leaflets/guides created covering all sites across the AONB.	Years 2-5 (2005-2009)		HWTP, LA's, CA, EN, RSPB, CWMET, CWT, HWWHS