

Briefings

Briefing 1 - Value for Money - the funding of the UK's Protected Landscapes

Time: 11.30 Session A

Name of Briefing

Value for Money - the funding of the UK's Protected Landscapes - an update on the work being done by the NAAONB with particular reference to the Cumulus and LUC Reports.

Description

In the light of two studies commissioned by Defra one on the "Value of Protected Landscapes" (Cumulus Consulting) and the other on "Maximising Revenues for Protected Landscapes" (LUC) this briefing will

- Set out the evidence that the NAAONB presented to consultants to inform their thinking.
- Summarise and comment, from a NAAONB perspective, on the findings.
- Propose a set of actions that could be taken nationally and locally to improve understanding about how Protected Landscapes are funded and the value they provide to society, in England, Wales and Northern Ireland.

Summary of what participants might take away from the session

- A clear understanding of the work the NAAONB has undertaken in seeking to influence the debate over the value and funding of Protected Landscapes.
- Some facts and figures they can share with their partnerships.
- An understanding of the strategy the NAAONB will adopt in raising awareness over the value and funding of Protected Landscapes.

Who will deliver the briefing?

Richard Clarke, Policy and Development Manager

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Briefing 2 - Making the Most of AONB partnerships

Time: 11.30 Session B

Name of Briefing

Making the Most of AONB partnerships

Description

To feed back to delegates the work of a small group of AONB staff (the Future Landscapes ALS) on AONB partnership structures and what makes them work well, and provide an opportunity for discussion on this topic, including new directions which AONB Partnerships may now be taking. This comes from the Future Landscapes collaboration programme during 2013, where the aim was to provide a source of information that will assist AONB teams in reviews and modifications in their formal & informal partnerships – especially in the increasingly challenging financial climate.

Summary of what participants might take away from the session

- Importance of a motivated AONB staffing unit.
- Success often greatest when outcomes are mutually beneficial: a real need to find the right partners.
- Political buy-in from our respective LAs is key, but can sometimes be difficult to maintain.
- Our landowner and community links are highly prized.
- Concern in respect of ability of public sector agencies to participate in partnership engagement.
- Reaffirmation of the support and knowledge sharing from regional and national protected landscapes.
- Very real funding pressures to some of our partnerships and the need for flexibility & fresh thinking
- There are potential "bear traps" around governance and there opportunities around money and people.
- We need to get feedback from The Family on what structures we can create, what checks and balances can be built in, to maximise opportunity and minimise/mitigate risk?

Who will deliver the briefing?

Phil Holden with assistance from other members of the ALS

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Future Landscapes Action Learning Set: Making the Most of AONB Partnerships

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Briefing 3 - Rate my View

Time: 11.30 Session C

Name of Briefing

Rate my View - using an app to gather landscape perceptions

Description

Rate my View is an innovative new app developed by South Devon AONB and Plymouth University, as part of a European funded project – Cordiale.

Our landscapes are constantly evolving. Users' contributions capture snapshots in time and together build a record of how our landscape has changed.

This free app, with companion website, is a valuable resource on people's perceptions of landscape. The data collected is available to all partners.

We are offering the opportunity to be involved in this project to UK and overseas protected landscapes and have interest from the Southwest, Scotland and France.

RmV will operate as a community interested company.

Summary of what participants might take away from the session

- An understanding of how Rate my View works
- The costs and benefits of being a partner
- The scope for involvement
- Learning from our experiences and other opportunities for collaboration

Who will deliver the briefing?

Roger English -South Devon AONB

John Martin - Plymouth University

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Briefing 4 - Building relationships with the private sector

Time: 11.30 Session D

Name of Briefing

Building relationships with the private sector - an update on the NAAONB Peer-to-Peer (P2P) Mentoring pilot supported by the HLF Catalyst Fund

Description

Securing non exchequer sources of funding for AONB activities has become an imperative for most AONB partnerships. The NAAONB has secure funding from the Heritage Lottery Catalyst Fund to support AONB teams in developing fundraising practice and sharing learning and knowledge.

This briefing will focus on the activities of the NAAONB peer to peer mentoring pilot project and initiatives designed to build stronger and deeper relationship between AONB partnerships and the private sector at both the local and national scale.

Summary of what participants might take away from the session

- Understanding of how NAAONB is using the HLF Catalyst Fund to share learning and support collaborative working across the AONB family to secure non exchequer sources of funding.
- Awareness of the NAAONB peer to peer mentoring pilot
- An opportunity to input to local and national activity to build stronger and deeper relationships between AONB partnerships and private sector partners

Who will deliver the briefing?

Dave Dixon, Collaboration and Learning Manager with input from participants in the Peer to Peer Mentoring Pilot

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Briefing 5 - AONB Family Communications Strategy 2014-19

Time: 12.15 Session A

Name of Briefing

AONB Family Communications Strategy 2014-19

Description

To feed back to delegates the work of a small group of AONB staff (the Future Landscapes ALS), this briefing will give the background to how the Strategy was devised and agreed by the AONB Family. This comes out of the Future Landscapes collaboration programme during 2013, where the aim was to provide a Communications Strategy for adoption by the AONB Family. This aim was achieved. We will highlight the objectives and messages and show examples of how the strategy is starting to be delivered by the AONB Family before moving on to discuss the creation and development of an Action Plan to help its implementation over the next 5 years.

Summary of what participants might take away from the session

- understanding of the Strategy
- a commitment and ideas on how they will each take it forward with their partnerships
- agreement to develop a SMART Action Plan.

Who will deliver the briefing?

Andrew Blake, Sarah Jackson, Jill Smith

Contact name:

Sarah Jackson

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Future Landscapes ALS - Identity and Profile of AONBs

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Briefing 6 - Combining two AONB teams

Time: 12.15 Session B

Name of Briefing

Combining two AONB teams

Description

In the face of reduced funding from the public sector, Suffolk Coast and Heaths and Dedham Vale AONBs JACs have implemented a plan for a shared staff team for two AONBs. This innovative approach to reduced funding seeks to continue to maintain separate identities for the two AONBs through the work of independent partnerships and seeks to maintain and increase project activity through externally funded project work and sponsorship.

Summary of what participants might take away from the session

Knowledge of one option of reducing core costs

Who will deliver the briefing?

Simon Amstutz

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Briefing 7 - Arnside and Silverdale Development Plan Document

Time: 12.15 Session C

Name of Briefing

Arnside & Silverdale AONB Development Plan Document

Description

A dedicated Development Plan Document (DPD) is being prepared jointly by South Lakeland District Council and Lancaster City Council for the whole of the Arnside & Silverdale AONB. Once complete, the DPD will form part of both authorities' Local Plans. The document, the first of its kind in the country, will be extremely important for the future of the area - it will identify sites for new housing and employment development to meet local needs and will set out planning policies to ensure that development reflects the AONB designation. This briefing will explain more about the process, which is just starting.

Who will deliver the briefing?

Lucy Barron

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Arnside and Silverdale AONB Partnership

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Briefing 8 - Managing Landscape Change in Partnership with the Corporate Sector

Time: 12.15 Session D

Name of Briefing

Unholy alliances

Description

Chris Baines will talk about prospects for managing landscape change in partnership with the corporate sector, regulated industries and other non-traditional partners. Chris will lead this session with reference to his work with developers, mineral extractors, water companies and others.

Delegates can expect to take away an understanding of the opportunities that exist to manage landscapes in partnership with private sector partners

Who will deliver the briefing?

Chris Baines, Chairman, Stakeholder Advisory Group

Organisation

National Grid Stakeholder Advisory Group

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Briefing 9 - Engaging Through Social Media - a perspective

Time: 14.00 Session A

Name of Briefing

Engaging Through Social Media - a perspective

Description

Social media is becoming an important tool for raising the profile of Protected Landscapes and communicating with the public and partners. This briefing will look at how the North Pennines AONB Partnership has engaged with various social media channels (Twitter, Facebook, Pinterest) and will offer a perspective on where the AONB Family could take the conversation.

Summary of what participants might take away from the session

The ability to engage more with social media, and some tips on how to make better use of it and to grow your audience, plus how to communicate collectively/more effectively as an AONB Family.

Who will deliver the briefing?

Shane Harris, Tourism and Communications Manager, North Pennines AONB Partnership.
Jill Smith, Communications and Events Manager NAAONB

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Briefing 10 - Working Towards Sustainable Tourism in Protected Landscapes

Time: 14.00 Session B

Name of Briefing

Working Towards Sustainable Tourism in Protected Landscapes - an update on the work being undertaken following the signing of the Tourism Accord with VisitEngland and Defra and how it could be extended to Wales and Northern Ireland.

Description

Following on from the signing of the “Working Towards Sustainable Tourism in England” accord last year, Defra’s work on developing a “Rural Tourism Package: Monitoring and evaluation framework” and the recent National Assembly for Wales’s inquiry into Tourism this briefing will explain what the NAAONB is undertaking with AONBs, what needs to be happening and to investigate how ideas can be shared across England, Wales and Northern Ireland.

Summary of what participants might take away from the session

- A better understanding of the strategic framework against which they can assess what they are doing in terms of Sustainable Tourism.
- An awareness of the expectations that government may have for Tourism in AONBs.
- The motivation to learn about other sustainable tourism initiative being undertaken.
- A clear set of messages to take back to their partnerships.

Who will deliver the briefing?

Richard Clarke, Policy and Development Manager

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Briefing 11 - Northern Upland Chain LNP - protected landscapes collaboration

Time: 14.00 Session C

Name of Briefing

Northern Upland Chain LNP – protected landscapes collaboration

Description

An alliance between Nidderdale & North Pennines AONBs and Northumberland and Yorkshire Dales National Parks gave rise to the NUCLNP in 2011. An LNP Board, chaired by Professor David Hill and comprising representatives of conservation and land management organisations from across the area, is overseeing a targeted programme that has included research and advocacy on High Nature Value Farming, development of partnerships with LEAs, and Biodiversity Offsetting. Future work will involve a NUC-wide habitat mapping and conservation priority-setting.

Who will deliver the briefing?

Paul Burgess

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Briefing 12 - NAAONB social forestry pilot projects Phase II

Time: 14.00 Session D

Name of Briefing

NAAONB social forestry pilot projects Phase II - an update on the Cabinet Office/ DECC funded community energy P2P work

Description

The challenges of actively managing our woodland assets are well understood across the AONB Family. Working with AONB partnerships, the NAAONB has secured funding to pilot innovative approaches that connect woodland owners directly with the 'customers' for the goods and services that flow from actively managed woodland – wood fuel, timber as well as educational, physical and mental health benefits.

This briefing will focus on the learning from the social forestry pilot project, in particular the work being delivered in 2014, with funding from The Cabinet Office and Department for Energy and Climate Change, to develop a programme of study visits, training events and problem solving that aims to support AONB partnership in becoming leaders in people-centred woodland management.

Summary of what participants might take away from the session

- Understanding of how social forestry initiatives undertaken by AONB partnerships can help unlock under managed woodland assets.
- Understanding of how the NAAONB community energy peer to peer mentoring project can help develop
- Awareness of the growing opportunities for AONB partnerships to take a lead in social forestry activity
- An opportunity to help shape future woodland management training events run by the NAAONB

Who will deliver the briefing?

Dave Dixon, Collaboration and Learning Manager team with input from AONB teams involved in social forestry

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Briefing 13 - AONB Family Communications Strategy 2014-19 - Action Plan

Time: 14.45 Session A

Name of Briefing

AONB Family Communications Strategy 2014-19 - Action Plan

Description

Building on the briefing from the ALS on the Communications Strategy, this briefing will be more of a hands-on work shop to develop an Action Plan to take the Communications Strategy forward over the next 5 years.

Recognising that resources are scarce, we need to work together to ensure that the Action Plan is SMART. We will be looking at targeting specific areas for improvement where we know that we will be able to make a difference by working collaboratively. Our plans will include realistic goals that are achievable by many, if not all, of the members of the AONB Family and although the Strategy span 5 years we will look at yearly targets so that the Action Plan can be revisited and remain a dynamic document where we are able to be both reactive and proactive.

Summary of what participants might take away from the session

- collaboration in the development of a SMART Action Plan.
- a commitment and ideas on how they can take forward the AONB Family Communications Strategy with their partnerships

Who will deliver the briefing?

Jill Smith

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Briefing 14 - Ask Howard

Time: 14.45 Session B

Name of Briefing

Ask Howard

Description of your proposal

You will have heard the NAAONB Annual Report as part of the opening plenary session. This is an opportunity to ask further questions and hear in more depth about what the NAAONB has undertaken and achieved on behalf of the AONB Family this year.

Who will deliver the briefing?

Howard Davies, Chief Executive Officer

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Briefing 15 - Shropshire Hills AONB Partnership Better Outcomes for Upland Commons

Time: 14.45 Session C

Name of Briefing

Better Outcomes for Upland Commons

Description

A national project co-ordinated by the Foundation for Common land, involving five case studies of upland commons in England (Dartmoor Forest, The Long Mynd, Danby Moor, West Arkengarthdale and Haweswater). Each case study has involved face to face interviews with a variety of stakeholders such as grazing, sporting and game management, water, wildlife, heritage, access and recreation. The emphasis has been on identifying mechanisms which have helped the delivery of multiple outcomes, including ecosystem services. Reports for the five case studies have been recently produced, and the overall findings presented to a group of national land management and conservation organisations.

Summary of what participants might take away from the session

Awareness of the findings of the project and case studies. These will be most directly of interest to those involved with upland commons, but some of the generic findings may also be of relevance to lowland commons or potentially any multi-use area of land.

Who will deliver the briefing?

Phil Holden, Shropshire Hills AONB Partnership Manager

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Briefing 16 - Biodiversity Offsetting: Opportunities for AONBs

Time: 14.45 Session D

Name of Briefing

Biodiversity Offsetting: Opportunities for AONBs

Description

Biodiversity offsetting is a mechanism that government has introduced to facilitate the proper accountability for impacts on the natural environment from development. Using standardised metrics the impacts of development are calculated more rigorously than existing EIA methods. These 'units' are then matched with potential offset provider sites and a transaction takes place which provides funding for capital creation and long-term management of habitats. Protected landscapes such as AONBs could introduce policy wording to enable offsetting in their geographical area. Offset provider sites can also provide investment opportunities for corporate non-development activity where a company wishes to reduce and compensate for impacts on natural capital through their supply chains. The Environment Bank is leading the way in providing the legal, fiscal and delivery mechanisms to maximise this new revenue stream to protect the natural environment.

Summary of what participants might take away from the session

An understanding of where the biodiversity offset policy is within government; how to get offsetting policy into local delivery plans; an understanding of the value of the mechanism in halting biodiversity decline if scaled-up; how to get involved.

Who will deliver the briefing?

Professor David Hill, Founder and Chairman of the Environment Bank.

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