



DEDHAM VALE

AREA OF OUTSTANDING NATURAL BEAUTY
& STOUR VALLEY PROJECT



DEDHAM VALE AONB AND STOUR VALLEY
MANAGEMENT PLAN 2010-2015

DELIVERY PLAN

Delivery Plan

The Delivery Plan uses the following abbreviations:

AONB and SV Project	Area of Outstanding Natural Beauty and Stour Valley Project Team
CLA	Countryside Landowners and Business Association
CSA	Colne Stour Association
DVS	Dedham Vale Society
E+S archaeologists	Essex and Suffolk Archaeologists
EA	Environment Agency
EET	East of England Tourism
ELS	Entry Level Scheme
EH	English Heritage
EWGS	English Woodland Grant Scheme
EWT	Essex Wildlife Trust
FWAG	Farming and Wildlife Advisory Group
HGP	Haven Gateway Partnership
JAC	Joint Advisory Committee
LAs or Local Authorities	Funding partners of AONB and SV Project: <ul style="list-style-type: none"> • Babergh District Council • Braintree District Council • Colchester Borough Council • Essex County Council • Suffolk County Council • St Edmundsbury Borough Council • Tendring District Council
LPA	Local Planning Authorities
MaM: SVLP	Managing a Masterpiece: Stour Valley Landscape Partnership
NA AONB	National Association of Areas of Outstanding Natural Beauty
NATS	National Air Traffic Services
NFU	National Farmers' Union
NT	National Trust
NE	Natural England
NEEA	National Express East Anglia
PC	Parish Councils
RCCE	Rural Community Council of Essex
RST	River Stour Trust
RSB	River Stour Boating Community Interest Company
RSPB	Royal Society for the Protection of Birds
SbyN	Stoke by Nayland
SWT	Suffolk Wildlife Trust
VMG	Dedham Vale AONB Visitor Management Group

2.1 Theme 1: Landscape, Farming and Biodiversity

Objective OB1: Land use management decisions will demonstrate consideration of landscape cultural associations, tranquillity and biodiversity to conserve and enhance the area.

Policy LFB1: Ensure wide access to information on agri environment schemes and encourage the take up of schemes.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A1.1	AONB and SV Project team improve knowledge of agri environment schemes and English Woodland Grant Scheme	NAAONB FWAG NE training events	NAAONB FWAG NE training events	NAAONB FWAG NE training events			AONB and SV Project staff attend at least one training event per year	AONB and SV Project FWAG NAAONB NE FC	Greater understanding of agri environment schemes for AONB and SV staff and land managers
A1.2	Greater awareness of agri environment schemes	NFU encouraging take up of ELS through Campaign for the Farmed Environment	Awareness event and associated literature produced				Awareness event and leaflet produced	AONB and SV Project FWAG NE NFU RSPB	Event and leaflet produced
A1.3	Greater awareness of agri environment schemes, EWGS and grazing forum on AONB and SV website			Information put on AONB and SV website			Information on website	AONB and SV Project FWAG NE FC Grazing Forum	Hits on website section

2.1 Theme 1: Landscape, Farming and Biodiversity

Objective OB1: Land use management decisions will demonstrate consideration of landscape cultural associations, tranquillity and biodiversity to conserve and enhance the area.

Policy LFB2: Encourage changes in land use to reflect local landscape character assessments and guidelines in line with the European Landscape Convention.

		Timetable							Success criteria
Action	Summary	Year 1	Year 2	Year 3	Year 4	Year 5	Target	Partners	
A2.1	Historic Landscape Study of AONB and SV	Brief for, commission and receive Historic Landscape Study					Historic Landscape Character study produced	AONB and SV Project MaM: SVLP SCC ECC	Study produced
A2.2	Landscape enhancement work reflect landscape character assessments and Regional Woodland Strategy		Historic Landscape Study seminar				Seminar Increased awareness of Historic Landscape Study	AONB and SV Project MaM: SVLP LPAs	Seminar and use of Historic Landscape Study
A2.3	Improved knowledge of Landscape Character Assessment by LPAs, JAC and Partnership			Seminar on Landscape Character Assessment			Seminar Increased awareness of Landscape Character Assessment	AONB and SV Project Local authority landscape and archaeology teams	Attendance numbers and organisations represented at seminar

2.1 Theme 1: Landscape, Farming and Biodiversity

Objective OB1: Land use management decisions will demonstrate consideration of landscape cultural associations, tranquillity and biodiversity to conserve and enhance the area.

Policy LFB3: Encourage environmentally sensitive agricultural systems that include food production for local markets.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A3.1	Promote England Catchment Sensitive Farming Delivery Initiative	NFU encouraging take up of ELS through Campaign for the Farmed Environment	Include material on Catchment Sensitive Farming in AONB and SV material and on website	Include material on Catchment Sensitive Farming in AONB and SV material and on website			Articles in annual report and on website	AONB and SV Project NE EA CSF team NFU	Numbers taking up Catchment Sensitive Farming techniques in the AONB and SV
A3.2	Encourage sale of locally produced food	Promote Sustainable Development Fund to local food producers	Promote Sustainable Development Fund to local food producers	Promote Sustainable Development Fund to local food producers			One application to SDF fund for locally produced food sales	AONB and SV Project NE NFU CLA Landowners Small businesses National Trust	Numbers of successful applications to SDF relating to locally produced food

2.1 Theme 1: Landscape, Farming and Biodiversity

Objective OB1: Land use management decisions will demonstrate consideration of landscape cultural associations, tranquillity and biodiversity to conserve and enhance the area.

Policy LFB4: Seek to protect the tranquillity of the area, including its setting, from intrusive communication and utility infrastructure; noisy recreational pursuits; air traffic; national scale renewable energy facilities and light pollution.

		Timetable							Success criteria
Action	Summary	Year 1	Year 2	Year 3	Year 4	Year 5	Target	Partners	
A4.1	Engage in the planning process to ensure tranquillity issues are addressed	Raise awareness on the AONB and SV with Local Planning Authorities	Raise awareness on the AONB and SV with Local Planning Authorities	Raise awareness on the AONB and SV with Local Planning Authorities			Increased knowledge of the AONB designation and qualities of the SV	AONB and SV Project NE CPRE DVS CSA CLA Local authorities NATS Mobile network providers	Number of interventions in the planning system relating to tranquillity
A4.2	Ensure the interests of the AONB are taken into account during consultations on changes to overflying aircraft movements	Liaise with partners and respond to consultations	Liaise with partners and respond to consultations	Liaise with partners and respond to consultations			Respond within consultation timeframe	AONB and SV Project NE CPRE DVS CSA CLA NT Local authorities	Number of responses made in appropriate timeframe

2.1 Theme 1: Landscape, Farming and Biodiversity

Objective OB1: Land use management decisions will demonstrate consideration of landscape, cultural associations, tranquillity, biodiversity and geodiversity to conserve and enhance the area.

Policy LFB5: Provide integrated and consistent guidelines from Landscape Character Assessment in Essex and Suffolk

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A5.1	Develop landscape type descriptions for the AONB and SV		Develop landscape type descriptions	Produce landscape type descriptions			Description units produced	AONB and SV Project Local authorities	Acknowledgement of descriptions by local planning authorities
A5.2	Develop historic landscape study for AONB and SV	Production of Historic Landscape Study	Use of Historic Landscape Study to guide work of MaM: SVLP				Historic Landscape Study produced	AONB and SV Project Local authorities MaM: SVLP	Number of projects drawing on historic landscape study
A5.3	Investigate issues of landscape sensitivity within landscape character assessment			Develop sensitivity criteria	Produce sensitivity study if appropriate		Production of sensitivity study	AONB and SV Project Local authorities NE	Number of planning interventions drawing on sensitivity study
A5.4	View management	Identify and maintain iconic view					1 view understood and restored	AONB and SV Project National Trust MaM: SVLP	View managed

2.1 Theme 1: Landscape, Farming and Biodiversity

Objective OB2: Protected habitats and species will be conserved and enhanced.

Policy LFB6: Conserve, protect and enhance habitats and species that have international, national and local importance.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A6.1	Promote Higher Level Stewardship and English Woodland Grant Scheme		Information on HLS in AONB and SV annual report and website				Improved management of wildlife habitats	AONB and SV Project NE Landowners EA FC NFU	SSSI sites in improved condition. Improved species numbers
A6.2	Implement biodiversity action plans	Implement BAPs for otter, bat, stag beetle, hedgerow and woodland	Implement BAPs for otter, bat, stag beetle, hedgerow and woodland	Implement BAPs for otter, bat, stag beetle, hedgerow and woodland			Implement at least 3 BAPs per year	AONB and SV Project EWT, SWT Landowners EBP, SBP, RSPB, Community groups	BAPs implemented Species numbers increased
A6.3	Updated biodiversity action plans			Updated bio-diversity action plans produced				AONB and SV Project EWT, SWT Landowners EBP, RSPB, SBP,LAs	
A6.4	Achieve SSSI targets within the AONB	Identify barriers	Targeted action between partners	Targeted action between partners			95% SSSI in favourable condition by 2010	AONB and SV Project NE Landowners	

2.1 Theme 1: Landscape, Farming and Biodiversity

Objective OB2: Protected habitats and species will be conserved and enhanced.

Policy LFB7: Encourage communities to support and enhance biodiversity in small areas such as gardens, greens, parish and community owned sites.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A7.1	Support community groups with the management of community space	Practical support for communities in Nayland, Stoke by Nayland, Langham, Dedham Kedington	Practical support for communities in Nayland, Stoke by Nayland, Langham, Dedham Kedington	Practical support for communities in Nayland, Stoke by Nayland, Langham, Dedham, Kedington			Management of 5 sites per year	Nayland PC, SbyN, Pol and Leavenheath community woodland, Dedham Enjoys Nature, Hornestreet-field group, Kedington PC, AONB and SV Project SVV,	Management of community owned sites. Increased volunteer numbers at sites. Increase in wildlife numbers and diversity at sites
A7.2	Seek opportunities to work with new groups or those that not engaged with before	Maintain links with community through publicity, events to seek opportunities					Engage with 1 new group every year	AONB and SV Project PCs Community groups RSPB SWT EWT	Increase in positive management of community owned space

2.1 Theme 1: Landscape, Farming and Biodiversity

Objective OB3: The area retains its assemblage of landscape features that maintains the character which contribute to the character of the AONB and Stour Valley.

Policy LFB8: Ensure archaeological features are understood, protected and managed.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A8.1	Produce advice on use of redundant agricultural buildings in the AONB		Consult with partners on terms of reference for advice	Produce advice	Disseminate information to AONB community		Production of advice	AONB and SV Project LPAs Essex and Suffolk archaeology teams	Advice produced. Number of redundant farm buildings re-used
A8.2	Professionally run volunteer teams work on historic building projects through MaM: SVLP	MaM: SVLP scheme Stage 2 application submitted to HLF		One project to restore heritage asset			Restoration of one asset	AONB and SV Project LPAs Essex and Suffolk archaeology teams MaM: SVLP	Restoration of one asset
A8.3	Professionally run volunteer teams work on historic building projects through MaM: SVLP	MaM: SVLP scheme Stage 2 application submitted to HLF		3 community based archaeology projects			Increased understanding of three assets	AONB and SV Project LPAs Essex and Suffolk archaeology teams MaM: SVLP	Increased understanding of three assets

2.1 Theme 1: Landscape, Farming and Biodiversity

Objective OB3: The area retains its assemblage of landscape features that maintains the character which contribute to the character of the AONB and Stour Valley.

Policy LFB9: Monitor changes within the AONB relating to landscape, biodiversity, geodiversity and environmental issues.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A9.1	Historic landscape understood through the 'View from the Tower' project as part of MaM: SVLP	MaM: SVLP scheme Stage 2 application submitted to HLF	30 360 degree panorama photos commissioned				1 physical access and 20 virtual access points to churches and interpretation	AONB and SV Project LPAs Essex and Suffolk archaeology MaM: SVLP Essex & Suffolk dioceses	Numbers visiting church towers and website
A9.2	Historic landscape understood through the landscape lessons project as part of MaM: SVLP	MaM: SVLP scheme Stage 2 application submitted to HLF	3 courses at University of Essex	3 farm visits to give advice on heritage assets			3 farm visits 3 courses	AONB and SV Project Essex and Suffolk archaeology teams NE MaM: SVLP Landowners	Improved management of heritage assets
A9.3	Develop AONB and Stour Valley environmental monitoring systems	Monitoring system for visitor numbers and survey	Monitoring system for geo-diversity baseline information					AONB and SV Project NE LAs VMG GeoSuffolk	New monitoring systems and visitor survey

2.2 Theme 2: Settlements and People

Objective OB4: Development should be of an appropriate scale and take into account the landscape qualities of the area, from Local Landscape Character Assessments and should not adversely affect the integrity of any European site.

Policy SP1: Conserve and enhance the quality of villages and archaeological sites and promote greater understanding of the areas character.

		Timetable							Success criteria
Action	Summary	Year 1	Year 2	Year 3	Year 4	Year 5	Target	Partners	
A10.1	Monitor development proposals to ensure any development maintains village quality	Monitor planning lists and make comments as appropriate	Monitor planning lists and make comments as appropriate	Monitor planning lists and make comments as appropriate			Respond as appropriate	AONB and SV Project LAs Partnership	Comments influence planning determination process
A10.2	Develop Historic Landscape Study for Project area	Let contract for Historic Landscape Study for Project area	Use Historic Landscape Study and use it to steer MaM: SVLP project on riverside structures	Use Historic Landscape Study to guide work of steer MaM: SVLP project on Stour Valley Heritage Compendium			Production of Historic Landscape Study. Riverside structures project and Stour Valley Heritage Compendium	AONB and SV Project LAs MaM: SVLP Consultants HLF	Successful and appropriate MaM: SVLP and AONB and SV Project projects

2.2 Theme 2: Settlements and People

Objective OB4: Development should be of an appropriate scale and take into account the landscape qualities of the area, from Local Landscape Character Assessments and should not adversely affect the integrity of any European site.

Policy SP2: Ensure that business development brings economic benefits to the local area and does not adversely affect existing sustainable businesses or adversely affect the qualities, including its setting, of the AONB and Stour Valley and should not adversely affect the integrity of any European site.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A11.1	Raise profile and intervene in the planning system to ensure qualities of the AONB and SV maintained	Hold an annual liaison meeting to ensure profile of AONB and SV understood	Hold an annual liaison meeting to ensure profile of AONB and SV understood	Hold an annual liaison meeting to ensure profile of AONB and SV understood			Annual meeting	AONB and SV Project LAs Partnership	Numbers attending
A11.2	Raise profile and intervene in the planning system to ensure qualities of the AONB and SV maintained	Produce annual report and newspaper to highlight importance of AONB and SV	Produce annual report and newspaper to highlight importance of AONB and SV	Produce annual report and newspaper to highlight importance of AONB and SV			Production of annual report and twice yearly newspaper	AONB and SV Project	Distribution to partnership
A11.2	Raise profile and intervene in the planning system to ensure qualities of the AONB and SV maintained	Intervene in planning system as appropriate	Intervene in planning system as appropriate	Intervene in planning system as appropriate			15 interventions	AONB and SV Project	Number of developments that take into account AONB and SV qualities

2.2 Theme 2: Settlements and People

Objective OB4: Development should be of an appropriate scale and take into account the landscape qualities of the area, from Local Landscape Character Assessments and should not adversely affect the integrity of any European site.

Policy SP3: Ensure that Landscape Character Assessments of the AONB and Stour Valley are acknowledged in local plans and local development frameworks and ensure that councillors and officers involved in the management of the area are aware of its qualities and aims.

		Timetable							Success criteria
Action	Summary	Year 1	Year 2	Year 3	Year 4	Year 5	Target	Partners	
A12.1	Review consistency of landscape character defined in local development frameworks	Ensure Landscape Character Assessment represented in local Development framework review	Ensure Landscape Character Assessment represented in local Development framework review	Ensure Landscape Character Assessment represented in local Development framework review			Qualities of AONB and SV recognised in the Local Development Frameworks	AONB and SV Project LPAs	Reference to AONB and SV in Local Development Frameworks

2.2 Theme 2: Settlements and People

Objective OB4: Development should be of an appropriate scale and take into account the landscape qualities of the area, from Local Landscape Character Assessments and should not adversely affect the integrity of any European site.

Policy SP4: Encourage local communities to become involved in the environmental enhancements of the area through processes such as community planning, village design statements and involvement in local development frameworks.

		Timetable							Success criteria
Action	Summary	Year 1	Year 2	Year 3	Year 4	Year 5	Target	Partners	
A13.1	Encourage community planning through encouragement, promotion and support	Encourage, promote and support community planning	Encourage, promote and support community planning	Encourage, promote and support community planning			New village design statements	AONB and Stour Valley Project, Suffolk Acre, RCCE, LAs	New village design statements acknowledged in local development frameworks
A13.2	Promote community initiatives such as the transition movement status for the AONB	Investigate transition status for AONB	Gather support for scheme	Implement transition town initiatives			Transition town status for AONB	Stour Valley Transition AONB and SV Project LAs Community groups	Transition status achieved

2.2 Theme 2: Settlements and People

Objective OB5: The character of historic villages, buildings and conservation areas are maintained and enhanced.

Policy SP5: Reduce or mitigate any negative impacts of tourism, communication and utility infrastructure development.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A14.1	Support and implement actions from AONB Visitor Management Group	Implement 2 actions from Sustainable Tourism Action Plan	Implement 2 actions from Sustainable Tourism Action Plan	Implement 2 actions from Sustainable Tourism Action Plan			Implementation of 6 actions	AONB and SV Project VMG LAs Local businesses MaM: SVLP	Implementation of Sustainable Tourism Action Plan
A14.2	Re-introduction of Hopper Bus service	MaM: SVLP scheme Stage 2 application submitted to HLF	Run Hopper Bus service	Run Hopper Bus service			Run Hopper Bus service for heavily visited areas	AONB and SV Project MaM: SVLP Bus contractor LA transport teams	Re-introduction of Hopper Bus
A14.3	Maximise benefits of Ofgem allowance for under-grounding low voltage overhead power cables	Lobby Ofgem for continuation of scheme	Put forward potential schemes to regional panel				Continuation of scheme	AONB and SV Project Landowners EH, SE and E under-grounding group	Continuation of Ofgem scheme, adoption of projects in AONB

2.2 Theme 2: Settlements and People

Objective OB7: Heritage Features are protected and there is a greater understanding of their significance

Policy SP7: Ensure that development does not detract from the area's character and that they meet sustainability principles.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A15.1	Ensure developments within the AONB and SV have minimal affect on its qualities	Monitor planning applications within the AONB and SV and suggest mitigation proposals where appropriate	Monitor planning applications within the AONB and SV and suggest mitigation proposals where appropriate	Monitor planning applications within the AONB and SV and suggest mitigation proposals where appropriate			Minimise potential affects of Development within AONB and SV	AONB and SV Project Local Planning Authorities Developers SPS CPRE Essex DVS CSA NE	Developments have minimal negative affect on AONB and SV
A15.2	Engage with other utility providers to seek to remove unnecessary infrastructure	Work with SE and E steering group to identify utilities with redundant infrastructure	Work with SE and E steering group to identify utilities with redundant infrastructure	Work with SE and E steering group to identify utilities with redundant infrastructure			Identify redundant infrastructure	AONB and SV Project SE and E steering group BT Mobile phone companies Landowners	Removal of redundant infrastructure

2.3 Theme 3: Enjoying the Area

Objective OB8: Provide high quality public rights of way including facilities for less able visitors and increase access provision for walkers and riders.

Policy EtA1: Continue improvements to the public rights of way network and identify opportunities to improve access facilities.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A16.1	Work with Highways Authorities to continue to improve the public rights of way network	Identify access improvement schemes that link with ROWIP priorities and attract sufficient funding	Identify access improvement schemes that link with ROWIP priorities and attract sufficient funding	Identify access improvement schemes that link with ROWIP priorities and attract sufficient funding			Identify 2 schemes that meet the objectives of the public rights of way improvement plans	AONB and SV Project Essex and Suffolk Highways Authorities Landowners User groups	Implementation of 2 schemes

2.3 Theme 3: Enjoying the Area

Objective OB9: Maintain and protect the tranquillity of the area, particularly in the AONB.

Policy EtA2: Where new visitor facilities are provided within and/or affecting the area they are of appropriate scale and nature to the AONB and Stour Valley and will not adversely affect the integrity of any European site.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A17.1	Monitor planning applications in the AONB and SV to ensure any development proposals are appropriate	Monitor planning applications within the AONB and SV and respond as appropriate	Monitor planning applications within the AONB and SV and respond as appropriate	Monitor planning applications within the AONB and SV and respond as appropriate			Visitor and tourism proposals do not detract from qualities of AONB and SV	AONB and SV Project Local Planning Authorities National Trust	Developments within the AONB and SV are of an appropriate nature

2.3 Theme 3: Enjoying the Area

Objective OB10: Encourage sustainable businesses, tourism and transport opportunities to the area.

Policy EtA3: Support the work of the Visitor Management Group and implement the Sustainable Tourism Action Plan 2009 to 2012.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A18.1	Support the work of the visitor management group and extend its work to the whole of the AONB	Produce a revised Sustainable Tourism Action Plan for 2009 to 2012 for the AONB and deliver its actions	Deliver year 2 Sustainable Tourism Action Plan projects	Deliver year 3 Sustainable Tourism Action Plan projects			Production of Sustainable Tourism Action Plan	AONB and SV Project Tourism officers from Colchester, Babergh and Tendring NT RSPB EET Representatives of tourism related businesses	Implementation of Sustainable Tourism Action Plan
A18.2	Use Sustainable Development Fund to support the Sustainable Tourism Action Plan for 2009 to 2012	Sustainable Development Fund used to implement Sustainable Tourism Action Plan	Sustainable Development Fund used to implement Sustainable Tourism Action Plan	Sustainable Development Fund used to implement Sustainable Tourism Action Plan			Implementation of 2 projects funded by the Sustainable Development Fund	AONB and SV Project Officers from Colchester, Babergh and Tendring NT, RSPB EET Tourism related businesses	Implementation of projects

2.3 Theme 3: Enjoying the Area

Objective OB10: Encourage sustainable businesses, tourism and transport opportunities to the area.

Policy EtA4: Support the work of Managing a Masterpiece: The Stour Valley Landscape Partnership and its projects relating to visitor enhancements and increased understanding of the special qualities of the area.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A19.1	Provide support for the MaM: SVLP scheme	MaM: SVLP scheme Stage 2 application submitted to HLF	Implement the View from the Tower, Increasing access not traffic, and John Constable projects				Submit Stage 2 application. Implement MaM: SVLP projects	AONB and SV Project MaM: SVLP board Landowners MaM: SVLP partners	Successful Stage 2 application to HLF Implementation of MaM: SVLP projects
A19.2	Support opportunities to increase quiet informal recreation in the area	Improve on-site and web based information and interpretation about the area	MaM: SVLP projects Improve on-site and web based information and interpretation about the area	MaM: SVLP projects Improve on-site and web based information and interpretation about the area			New and updated information and interpretation boards Improved AONB and SV Project website	AONB and SV Project MaM: SVLP AONB and SV Partnership Landowners	Improved information available about the AONB and SV

2.3 Theme 3: Enjoying the Area

Objective OB10: Encourage sustainable businesses, tourism and transport opportunities to the area.

Policy EtA5: Identify opportunities to increase quiet informal recreation and public access that do not compromise the tranquillity and natural beauty of the area and will not adversely affect the integrity of any European site.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A20.1	Undertake a series of guided walks to explain the significance of the area	10 guided walks facilitated by the AONB and SV Project 5 NT walks	10 guided walks facilitated by the AONB and SV Project 5 NT walks	10 guided walks facilitated by the AONB and SV Project 5 NT walks			10 guided walks with a maximum of 30 participants for each event	AONB and SV Project AONB and SV partners Landowners National Trust, RSPB, GeoSuffolk	15 walks per year
A20.2	Promote the Discover Suffolk/National Trust etc programmes								
A20.3	Update/renew self guided walking trails and literature	Research, and produce new walking guides					Produce 4 new guides	AONB and SV Project AONB and SV partners Landowners ECC, SCC	New guides
A20.4	Update/renew and expand 'Keep it Special' guide for AONB	Research, and produce new guide					Produce new guide	AONB and SV Project Landowners Small businesses, VMG	New guide

2.3 Theme 3: Enjoying the Area

Objective OB11: Improve popular understanding of the area and its heritage, in particular the AONB designation its purpose, and its heritage features.

Policy EtA 6: Raise awareness of the importance of the AONB and Stour Valley to visitors, businesses and residents.

		Timetable							Success criteria
Action	Summary	Year 1	Year 2	Year 3	Year 4	Year 5	Target	Partners	
A21.1	Produce Newspaper highlighting importance of AONB and SV	Produce 2 newspapers per year	Produce 2 newspapers per year	Produce 2 newspapers per year			2 newspapers per year	AONB and SV Project Partnership	2 newspapers per year
A21.2	Promotion of AONB	websites	websites	websites			Visitor information on websites	AONB and SV Project National Trust LA partners GeoSuffolk	Regular updated information

2.3 Theme 3: Enjoying the Area

Objective OB11: Improve popular understanding of the area and its heritage, in particular the AONB designation its purpose, and its heritage features.

Policy EtA 7: Information, promotion and interpretation about the AONB and Stour Valley should promote its special qualities.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A22.1	Improve knowledge of the AONB and SV	Enhanced AONB visitor information leaflet. Articles in local, regional and national news media	AONB and SV website enhancements	Compile economic and visitor information data on the importance of the AONB			New 'Keep It Special' leaflet 10 articles in local media Improved AONB and SV website Economic and visitor data sets produced	AONB and SV Project Visitor Management Group National Trust Partnership	New leaflet Enhanced website Data set available

2.4 Theme 4: The River and its Tributaries

Objective OB12: The river and its tributaries provide a key landscape feature for the Stour Valley.

Policy RaT1: Development proposals that could have an adverse affect on the floodplain habitats and ecosystems should be avoided.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A23.1	Development on or near the river does not adversely affect the landscape quality, wildlife habitat or tranquillity of the AONB and SV	Monitor planning applications within the AONB and SV and respond as appropriate	Monitor planning applications within the AONB and SV and respond as appropriate	Monitor planning applications within the AONB and SV and respond as appropriate			Respond to planning applications in appropriate timescale	AONB and SV Project LPAs EA DVS CLA Interest Groups	The river retains its status as a key landscape feature and functions as an ecosystem

2.4 Theme 4: The River and its Tributaries

Objective OB13: The Stour provides water for irrigation on local farms in a sustainable manner.

Policy RaT2: The River Stour and its tributaries are managed to the best possible standard for water quality, flood channel management and landscape quality.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A24.1	Extraction licenses maintained	Total extraction from Stour not to exceed licensed amounts	Total extraction from Stour not to exceed licensed amounts	Total extraction from Stour not to exceed licensed amounts			Extraction limits not exceeded	EA	River flows maintained
A24.2	The qualities of the AONB and SV, water quality and wildlife habitats are considered during management operations	Routine management operations seek to minimise detrimental effects on the river system	Routine management operations seek to minimise detrimental effects on the river system	Routine management operations seek to minimise detrimental effects on the river system			Minimal detrimental effects on the Stour	AONB and SV Project EA LPAs Local Interest Groups	Well managed river system

2.4 Theme 4: The River and its Tributaries

Objective OB14: The Ely Ouse to Essex Water Transfer Scheme is understood and operated in such a way that it has negligible effects on the landscape, biodiversity and recreation interests of the valley.

Policy RaT3: The Ely Ouse to Essex Water Transfer Scheme is well understood and any adverse affects of its use are mitigated.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A25.1	Negative effects of the Abberton Scheme minimised and mitigated	EA and water companies proposals seek to avoid, minimise and mitigate potential negative effects of the Abberton Scheme	EA and water companies proposals seek to avoid, minimise and mitigate potential negative effects of the Abberton Scheme				Minimal effect of Abberton Scheme on landscape and biodiversity of AONB and SV	AONB and SV Project EA Water Companies Landowners Interest Groups	Well-managed river system

2.4 Theme 4: The River and its Tributaries

Objective OB15: Recreational use does not conflict with the tranquillity of the area nor impacts adversely on landscape and biodiversity.

Policy RaT4: Active navigation features, including portages, are maintained to a high standard to allow recreation users to benefit from the river environment. Associated infrastructure takes into account the nature of the area, particularly within the AONB.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A26.1	Ensure river users have good access to facilities and use navigation in a responsible manner	Maintain portages, ensure appropriate signage and distribute navigation guide to a wide audience	Maintain portages, ensure appropriate signage and distribute navigation guide to a wide audience	Maintain portages, ensure appropriate signage and distribute navigation guide to a wide audience			Portages maintained in good condition	AONB and SV Project EA RST RSB	Navigation used with minimal impact on tranquillity of the area

2.4 Theme 4: The River and its Tributaries

Objective OB16: Water in the Stour and its tributaries is of the highest possible quality and operations within the valley seek to minimise any adverse effects.

Policy RaT5: Landowners are kept informed of key legislation and initiatives relating to water and encouraged to implement these.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A27.1	Knowledge of England Catchment Sensitive Farming Delivery Initiative is widespread with take-up of schemes within the area	Catchment sensitive farming workshops/ farm visits and literature available within the AONB and SV	Catchment sensitive farming workshops/ farm visits and literature available within the AONB and SV				Article in AONB and SV annual report and website	AONB and SV Project Catchment Sensitive Farming team Landowners NFU	Uptake of scheme

2.4 Theme 4: The River and its Tributaries

Objective OB17: Flood management measures in the valley protect people and property and where possible seek to enhance biodiversity and the landscape.

Policy RaT6: Opportunities for biodiversity and landscape enhancements should be sought including during any river works.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A28.1	Routine maintenance and developments should include enhancements for biodiversity; in particular biodiversity action plan species and landscape and for the river's geodiversity	Monitor applications and consultations to seek opportunities	Monitor applications and consultations to seek opportunities	Monitor applications and consultations to seek opportunities			2 enhancements per year	AONB and SV Project Local Authorities EA Landowners	Biodiversity and landscape enhancements within the riverside enhancement

2.4 Theme 4: The River and its Tributaries

Objective OB18: Historic river navigation structures are understood and conserved as heritage features.

Policy RaT7: Historic navigation features are identified, mapped and conserved as heritage features and their historic significance more widely understood.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A29.1	Volunteers trained in survey techniques			Training course in survey techniques				AONB and SV Project MaM: SVLP Essex and Suffolk archaeologists RST RSB	15 volunteers trained in survey techniques
A29.2	Historic navigation features mapped and surveyed			Professionally led volunteer run survey			Survey and mapping carried out	AONB and SV Project EA MaM: SVLP Landowners RST RSB Essex and Suffolk archaeologists	Survey completed

2.5 Theme 5: Traffic and Transport

Objective OB19: Minimise the impact of road transport on the landscape quality and tranquillity of the area, particularly the AONB.

Policy TaT1: Promote the use of sustainable transport modes and seek to integrate walking and cycling provision with the public transport network.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A30.1	Promote access to AONB by sustainable means	Raise awareness of opportunities for the use of sustainable transport to reach AONB and SV	Raise awareness of opportunities for the use of sustainable transport to reach AONB and SV	Raise awareness of opportunities for the use of sustainable transport to reach AONB and SV			1 familiarisation visit for visitor information staff Information on AONB and SV website	AONB and SV Project Local Authorities VMG NEEA	Increased awareness of opportunities to travel to AONB and SV by sustainable means
A30.2	Promote sustainable access and develop schemes within the AONB and SV		Promote opportunities Engage in Local Transport Plans for Essex and Suffolk				Information on AONB and SV website. 1 project in AONB and SV area	AONB and SV Project Landowners. ECC and SCC	AONB and SV Project Landowners. ECC and SCC
A30.3	Promote walking and cycling in the AONB and SV	Submit stage 2 MaM: SVLP bid		3 walking guides and 1 cycle guide			Production of 3 walking guides and 1 cycle guide	AONB and SV Project MaM: SVLP Landowners. ECC and SCC	Guides produced and distributed

2.5 Theme 5: Traffic and Transport

Objective OB19: Minimise the impact of road transport on the landscape quality and tranquillity of the area, particularly the AONB.

Policy TaT2: Reduce negative impact of visitor and tourist transport.

		Timetable							Success criteria
Action	Summary	Year 1	Year 2	Year 3	Year 4	Year 5	Target	Partners	
A31.1	Re-introduce the Hopper Bus in the AONB		Run Hopper Bus	Run Hopper Bus	Run Hopper Bus		500 passengers	AONB and SV Project MaM: SVLP Local Authorities Contractor	Use of bus by visitors and residents
A31.2	Promote sustainable travel within the AONB and implement actions from the VMG action plan	Promote Keep It Special message and implement VMG action plan	Promote Keep It Special message and implement VMG action plan	Promote Keep It Special message and implement VMG action plan			Revise VMG action plan	AONB and SV Project VMG	Visitors aware of special nature of AONB and travel options

2.5 Theme 5: Traffic and Transport

Objective OB19: Minimise the impact of road transport on the landscape quality and tranquillity of the area, particularly the AONB.

Policy TaT3: Ensure transport policies relating to the AONB and Stour Valley recognise the importance of their special qualities.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A32.1	Input into Essex and Suffolk Local Transport Plans to reflect the importance of the AONB and SV	Comment on Local Transport Plans	Comment on Local Transport Plans	Comment on Local Transport Plans			One policy to reflect AONB and SV	AONB and SV Project Local Authorities	Raised awareness of importance of AONB and SV
A32.2	Monitor applications relating to transport infrastructure	Comment on transport related applications/projects	Comment on transport related applications/projects	Comment on transport related applications/projects			Comment on 3 applications	AONB and SV Project Local authorities Highways authorities	Raised awareness of importance of AONB and SV

2.5 Theme 5: Traffic and Transport

Objective OB19: Minimise the impact of road transport on the landscape quality and tranquillity of the area, particularly the AONB.

Policy TaT4: Minimise and mitigate the impact of Heavy Goods Vehicles and other traffic in and through the area, particularly on its sunken lanes, protected lanes and historic villages.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A33.1	Re-introduce the Hopper Bus in the AONB		Run Hopper Bus	Run Hopper Bus	Run Hopper Bus		500 passengers	AONB and SV Project MaM: SVLP Local Authorities Contractor	Use of bus by visitors and residents
A33.2	Promote sustainable travel within the AONB and implement actions from the VMG action plan	Promote Keep It Special message and implement VMG action plan	Promote Keep It Special message and implement VMG action plan	Promote Keep It Special message and implement VMG action plan			Revise VMG action plan	AONB and SV Project VMG	Visitors aware of special nature of AONB and travel options

2.5 Theme 5: Traffic and Transport

Objective OB19: Minimise the impact of road transport on the landscape quality and tranquillity of the area, particularly the AONB.

Policy TaT5: Ensure that the transport implications of any development in or near the area, in particular the AONB, take account of its special qualities.

		Timetable							Success criteria
Action	Summary	Year 1	Year 2	Year 3	Year 4	Year 5	Target	Partners	
A34.1	Ensure transport related issues are considered during the planning process	Respond to applications and consultations	Respond to applications and consultations	Respond to applications and consultations			Respond within appropriate timescale	AONB and SV Project JAC Local Authorities NT CPRE DVS	Protect tranquillity and landscape quality of AONB and SV
A34.2	Make representations to satellite navigation companies		Liaise with parish councils and other interested groups to identify problem areas	Make representations to satellite navigation companies			Produce report on at risk areas	AONB and SV Project Highways Authorities PCs CPRE DVS LAs	Reduction in conflict between road users and the nature of the AONB and SV

2.5 Theme 5: Traffic and Transport

Objective OB20: Encourage the development and use of public transport systems and railway stations promoted as gateways to the area for visitors and commuters.

Policy TaT6: Ensure Network Rail, community railway partnerships and rail operators promote the area appropriately.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
35.1	Information and interpretation at stations, AONB and SV web site		Information material produced				Material at Manningtree and Bures stations	AONB and SV project NEEA Community rail partnership VMG	Increased use of railways to visit AONB and SV

2.5 Theme 5: Traffic and Transport

Objective OB21: Minimise the impact of local, regional and national infrastructure transport developments, including maintenance, on the biodiversity and landscape quality and tranquillity of the area, particularly the AONB.

Policy TaT7: Minimise and mitigate the impact of any developments to major transport infrastructure including the A12, rail network and overflying aircraft and local airstrips.

Action	Summary	Timetable					Target	Partners	Success criteria
		Year 1	Year 2	Year 3	Year 4	Year 5			
A36.1	Seek to minimise potential adverse affects of aircraft overflying AONB	Respond to NATS consultations	Respond to NATS consultations	Respond to NATS consultations			Respond within appropriate timescale	AONB and SV Project JAC Local Authorities NT CPRE DVS	Protect tranquillity and landscape quality of AONB and SV
A36.2	Seek to minimise potential adverse affects of development of rail network	Respond to applications and consultations	Respond to applications and consultations	Respond to applications and consultations			Respond within appropriate timescale	AONB and SV Project JAC Local Authorities NT CPRE DVS	Protect tranquillity and landscape quality of AONB and SV
A36.3	Seek to minimise potential adverse affects of A12	Respond to applications and consultations	Respond to applications and consultations	Respond to applications and consultations			Respond within appropriate timescale	AONB and SV Project JAC Local Authorities NT CPRE DVS	Protect tranquillity and landscape quality of AONB and SV



DEDHAM VALE

AREA OF OUTSTANDING NATURAL BEAUTY
& STOUR VALLEY PROJECT

DEDHAM VALE AONB AND STOUR VALLEY MANAGEMENT PLAN 2010-2015

DELIVERY PLAN