

Local FiPL Delivery and the Protected Landscape Management Plan

This section of the framework outlines a process to follow in each Protected Landscape in relation to linking FiPL project approvals to the AONB / National Park Management Plan. It provides an example of management plan outcomes and indicative projects; each Protected Landscape team should produce a short list of such projects to aid decision making and help guide applications.

Each protected landscape team will need to make sure that FiPL delivers against their management priorities, however they are expressed locally (note the term ‘priorities’ is used here as a proxy for management plan outcomes/objectives/policies/actions). PL teams will undertake the actions set out in the table below:

What?	How?
Ensure that applicants, the FiPL panel and the staff delivering the programme all have clear and easily accessible information on management plan priorities	<ol style="list-style-type: none"> 1. Provide a summary of priorities on the PL website and ensure that local communication about the programmes draws applicants’ attention to it. This material can also be sent directly to applicants. 2. FiPL staff and Panel members have a copy of the above material
Ensure the material on management plan priorities affects application outcomes	<ol style="list-style-type: none"> 1. The national scoring system itself includes an element of fit with the management plan 2. FiPL staff use the management plan priorities in the provision of advice and guidance, and with initial recommendations to the panel. 3. Panel members use fit with the management plan as part of the scoring system
Ensure recording of outcomes against management plan delivery	<ol style="list-style-type: none"> 1. Use existing recording mechanisms to ensure FiPL projects are recorded as contributing to management plan delivery 2. Ensure that final sign-off of projects includes confirmation that they delivered management plan priorities identified in the application
Provide guidance on the kinds of projects that will deliver management plan priorities	<ol style="list-style-type: none"> 1. Produce an indicative list of the kinds of projects that would deliver local priorities and make it available to applicants, FiPL staff and Panel members as outlined above

Management Plan Priorities to deliver through FiPL – Malvern Hills AONB

FiPL projects will be expected to deliver against the following aspects of the Malvern Hills AONB Management Plan 2019-2024:

1. **AONB Management Plan Objectives** (*these are what must be achieved in order to make progress towards the vision*)
2. **Top Conservation Priorities for the Malvern Hills AONB**

Objectives

FiPL projects should contribute to at least one, preferably more, of the objectives of the AONB Management Plan:

AONB Management Plan Objectives - Looking after our natural and cultural environment

1. Conserve and enhance the distinctive landscapes of the AONB and its setting
2. Implement appropriate adaptation and mitigation measures to address climate change.
3. Protect important geological and geomorphological sites and promote effective long-term management
4. Establish and maintain coherent and resilient ecological networks across the AONB and beyond
5. Conserve and enhance the historic environment and cultural heritage of the AONB. people take action to look after our natural and cultural heritage
6. Ensure that sustainable farming and forestry become the primary means by which the distinctive landscapes of the AONB are managed

AONB Management Plan Objectives – Supporting community life

7. Enable vibrant communities to grow by stimulating diverse and sustainable economic prosperity
8. Ensure that development fully reflects the distinctive character and natural beauty of the AONB
9. Ensure the AONB is widely recognised and valued as a sustainable visitor destination.
10. Reduce the impact of the motor vehicle while promoting sustainable accessibility management.

AONB Management Plan Objectives – Enjoying and understanding

11. The development and management of informal recreation should respect the character of the AONB.
12. Everyone can enjoy and explore the AONB in ways that respect the purposes of designation.
13. Residents and visitors value the special qualities of the AONB

14. Support and manage a wide range of volunteers in order to conserve and enhance the natural beauty of the AONB.

Indicative Projects

The kinds of indicative projects which might support delivery of the Management Plan outcomes include:

Plan Outcome	Indicative projects
<p>1. Conserve and enhance the distinctive landscapes of the AONB and its setting</p>	<p>A series of hedgerows across a landholding are gapped up and brought back into good condition, equipment to allow a less intensive regime of hedge cutting is purchased and shared by a local landowner group; an estate provides succession planning for in-field trees to replace significant trees in the landscape.</p>
<p>2. Implement appropriate adaptation and mitigation measures to address climate change.</p>	<p>Revert poor arable land to a diverse sward permanent pasture which will store carbon; plant appropriate trees in a transitional landscape consistent with landscape change and nature recovery principles; gap up a historic traditional orchard; a ground source heat pump is installed to heat a holiday cottage on a farm.</p>
<p>3. Protect important geological and geomorphological sites and promote effective long-term management</p>	<p>A previously unvisited Local Geological Site is cleared and interpreted; a local geological group undertakes a study of a site through a community project and interprets the location’s historic significance.</p>
<p>4. Establish and maintain coherent and resilient ecological networks across the AONB and beyond</p>	<p>Two isolated areas of woodland are linked by a fenced area which allows for natural regeneration; a network of hay meadows is restored, using species rich donor sites to spread green hay on recipient meadows close-by; an area of wood pasture is created in an appropriate location to support priority species which are in decline in the area.</p>
<p>5. Conserve and enhance the historic environment and cultural heritage of the AONB.</p>	<p>A management plan is produced for an area of historic landscape in multiple ownership; a series of limekilns close to a right of way are consolidated and interpreted, a traditional building is restored and made available for people to explore and learn about. A volunteer group is established and supported to look after a section of the Pennine Way.</p>
<p>6. Ensure that sustainable farming and forestry become the primary means by which the distinctive</p>	<p>A series of land owners in a local area collaborate to effectively control pests which are preventing natural regeneration of their woods; meat products from extensively grazed livestock on species rich meadows are stored, sold and locally promoted; baseline monitoring of soil carbon, biodiversity value etc is carried out to inform future management and transition to more sustainable land management.</p>

landscapes of the AONB are managed	
7. Enable vibrant communities to grow by stimulating diverse and sustainable economic prosperity people come together to celebrate their heritage and increase local pride	<i>This area of the plan is unlikely to be supportable through FiPL</i>
8. Ensure that development fully reflects the distinctive character and natural beauty of the AONB of all ages have increased opportunity to learn about and be inspired by our natural and cultural heritage	<i>This area of the plan is unlikely to be supportable through FiPL, though proposals including development should be consistent with this objective.</i>
9. Ensure the AONB is widely recognised and valued as a sustainable visitor destination. people get health and wellbeing benefits from nature	<i>This area of the plan is unlikely to be supportable through FiPL</i>
10. Reduce the impact of the motor vehicle while promoting sustainable accessibility management and culture increasingly underpins the economy and supports local services	A map of walks is developed for use by visitors to a holiday cottage, preventing the need for people to move further afield, electric bikes are purchased to enable visitors to a small campsite to explore the area; parking improvements at a key site provide safe access to popular walking routes and reduces congestion for visitors and local residents; A pop-up camping facility is supported on a farm, alongside the provision of new walking trails and on site activities, including stargazing and dawn chorus walks; a locally branded beef and lamb initiative is support with developing a brand which promotes the links between the product and the landscape in which it is reared
11. The development and management of informal recreation should respect the character of the AONB.	<i>This area of the plan is unlikely to be supportable through FiPL, though proposals including development should be consistent with this objective</i>

<p>12. Everyone can enjoy and explore the AONB in ways that respect the purposes of designation.</p>	<p>Engagement with youth groups in urban areas beyond the AONB boundary breaks down barriers to participation and leads to a programme of farm visits and exploration activities in the field, where the participants discover more about the source of their food and public goods like clean air and water, and more about themselves; engagement with representatives of BAME communities in nearby cities leads to a project in which people can articulate barriers to access and engagement in the AONB and a programme of activities is devised and delivered to increase confidence to explore the landscape, including guided events; A project engaging with local care homes reconnects elderly people with their landscape through short walks and sensory activities in nature – back at the care home they are supported to grow on plug plants for hay meadow restoration; engagement with a group supporting visually impaired people leads to a programme of engagement activities introducing groups to engage in local activities. Infrastructure and human resourcing is put in place to enable those with special educational needs to learn in the AONB environment.</p>
<p>13. Residents and visitors value the special qualities of the AONB</p>	<p>A series of farm walks across a cluster of farms provides new access opportunities, links to the rights of way network and interprets farming and the natural and historic features encountered en route;</p>
<p>14. Support and manage a wide range of volunteers in order to conserve and enhance the natural beauty of the AONB.</p>	<p>A year-long traineeship is provided, working alongside a local expert, with associated certification; a farmers of the future programme links 10 participants with a series of farms on a 12 month course learning about different aspects of farming and utilising (and paying for) the skills and expertise of 'farmer-trainers' ; alongside a project manager with a local agricultural association</p>