

PART THREE IMPLEMENTATION

The final section considers how the Objectives of the Management Plan can be achieved

3.1 PUTTING THE PLAN INTO ACTION

Responsibility for Implementation

Section 1.3 (*The AONB Management Plan*) refers to the wide range of individuals, groups and organisations that influence the countryside. Putting the Management Plan into practice requires their active support and participation if it is to succeed.

Co-ordination of effort

The Joint Advisory Committee was established to focus attention on the needs of the AONB and co-ordinate the efforts of local authorities and organisations representing community, farming, landowning, conservation and recreation interests. The Management Plan is a vital tool in the process, but it is the implementation of the Plan's Objectives that brings about the improvements. Although the AONB Unit has a pivotal role to play in co-ordinating the implementation of the Management Plan, it would be inappropriate and indeed impossible for it to directly implement all the Objectives. The co-ordinated delivery of action by partner organisations and individuals is the key to success.

Resources

Many of the proposals set out in the Management Plan will be achieved by influencing the efforts and resources of the many groups and individuals already active in managing the area. It is important to ensure that the AONB benefits from priority funding from Government departments and agencies, not only for work on the ground but also

to support the 'core' AONB Unit. Many sources of grant aid and advice are already available for countryside management, farm diversification, business development, community planning and action, etc. It is important that these national and local schemes work towards delivery of the AONB Management Plan, as well as achieving their own objectives. To this end, the Joint Statement of Intent prepared by the Defra 'family' of organisations in the Yorkshire and Humber region in October 2002 is a significant step forward. Maintaining an adequately-staffed 'core' AONB Unit is important in ensuring that this co-ordination of effort takes place and that appropriate partnerships are developed. The three local authorities have signed a Memorandum of Agreement with the Countryside Agency (CA), which guarantees the local authority funding levels and 75% CA grant support for the 'core' AONB Unit until April 2008.

Whilst it is envisaged that the large majority of funding for projects on the ground will be delivered by national grant aid schemes, there are likely to be instances where local funding is needed to achieve particular Management Plan Objectives. A key task of the AONB Unit will be to identify individual or linked programmes of projects and leverage funding from the most appropriate source. This could be from bodies such as the local authorities, English Nature, Environment Agency, Heritage Lottery Fund, Aggregates Levy Sustainability Fund, Local Heritage Initiative, etc. Much progress has been made in recent years via joint initiatives with the North

York Moors National Park Authority. Schemes such as the Native Woodland Development Project and the Developing the Assets of Protected Areas (DAPA) Project cover both the National Park and AONB areas. These are now beginning to deliver impressive results and further joint working to achieve shared objectives is therefore a key target for the Joint Advisory Committee.

Lord Haskins' Rural Delivery Review (33) suggested a radical re-structuring of Defra and its many functions. Should his recommendations be fully implemented, then the JAC may be playing a much larger role in the co-ordinated delivery of the Government's rural policies.

OBJECTIVE IM1

Consolidate and develop funding and partnership mechanisms to achieve Management Plan Objectives

ACTION

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| <p>IM1.1 Seek appropriate sources of funding to implement projects that are Management Plan priorities.</p> <p>IM1.2 Consider holding annual meetings of the Management Plan Topic Groups, to</p> | <p>encourage closer partnership working.</p> <p>IM1.3 Consolidate and develop partnership arrangements with the North York Moors National Park Authority.</p> |
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Business planning

The first AONB Management Plan was published in 1997 and one of its key Objectives was to appoint an AONB Officer. This was achieved by seconding a Countryside Officer from the County Council to work in the AONB on a part-time basis.

By April 2004 the AONB Unit consisted of two full-time professional AONB staff, supported by a part-time Administrative Assistant. The Unit had also relocated from County Hall (Northallerton) to offices in a farm building conversion at Hovingham.

Much of this transformation was achieved via the preparation of a Business Plan for the Joint Advisory Committee in 2001. This identified the

JAC's strengths, weaknesses, opportunities and threats and mapped out a course of action. As well as building up the staff resources of the AONB Unit and moving its office base into the AONB, the Business Plan also identified improvements to the system of officer working groups that support the Joint Advisory Committee.

Nearly all the objectives of the 2001 Business Plan have now been achieved and the JAC needs to evaluate the success of these and plan for the future. Business planning is considered to be vital to the development of the AONB partnership and is crucial in identifying future initiatives and resource requirements.

OBJECTIVE IM2

Review and evolve the Joint Advisory Committee's Business Plan

ACTION

IM2.1 Assess the achievements of the 2001 Business Plan and agree a review strategy, by April 2005.

IM2.2 Undertake subsequent assessments and reviews as necessary.

AONB Unit performance

As well as monitoring the achievement of Management Plan Objectives, the effectiveness of the AONB Unit's internal management systems and quality of service should also be measured. As part of the County Council's Best Value Service Performance Plan, the AONB Unit has been measuring the customer satisfaction of grant recipients. Information covering three years is now available and is a valuable tool in both

business planning and annual work programming. Likewise, as part of the County Council's Best Value Review of Countryside Services, the AONB Unit has undertaken a European Foundation for Quality Management (EFQM) assessment. A baseline score of the efficiency of the AONB Unit's internal management systems has been obtained, allowing it to be benchmarked against a wide range of other organisations.

OBJECTIVE IM3

Measure customer satisfaction and the systems efficiency of the AONB Unit

ACTION

IM3.1 Measure customer satisfaction (both users and non-users) via regular questionnaires.

IM3.2 Undertake an annual EFQM assessment of the AONB Unit's internal management systems.

3.2 ACTION PROGRAMME

The Management Plan contains a large number of Objectives and recommendations for priority Actions. It is intended that these will form the basis of a rolling work programme, which will identify the necessary level of resources and the various agencies responsible for implementation. The work programme will be endorsed annually by the Joint Advisory Committee and will form the basis of recommendations to partner organisations.

The Objectives and Actions have been summarised in the table below. In each case a lead agency has been suggested,

together with a list of recommended partner organisations. This list is not exhaustive and it is hoped that other groups will wish to join any partnerships that are formed.

The table also gives a provisional timescale and priority rating for each Action. Performance Indicators for each Action, together with Target Outputs, are due to be developed during Years 1 and 2 of the Plan (see **OBJECTIVE MN1** in the **Monitoring** section).

These will then be forwarded to all partner organisations as an Addendum.

Abbreviations for Lead Agencies and Partner Organisations listed in the Action Programme:

ADAS	Agricultural Development and Advisory Service
BCU	British Canoe Union
BHS	British Horse Society
BTCV	British Trust for Conservation Volunteers
CA	Countryside Agency
CLA	Country Land and Business Association
COYC	City of York Council
CSPs	Community Safety Partnerships
CTC	Cyclists Touring Club
DAPA	Developing the Assets of Protected Areas Project
Defra	Department for Environment, Food and Rural Affairs
Defra CSL	Defra Central Science Laboratory
EA	Environment Agency
EH	English Heritage
EN	English Nature
FC	Forestry Commission
FTA	Freight Transport Association
FWAG	Farming and Wildlife Advisory Group

HA	Highways Agency
HDC	Hambleton District Council
IDBs	Internal Drainage Boards
JAC	Joint Advisory Committee
LART	Land-based and Rural Training
MNAP	Malton and Norton Area Partnership
MoD	Ministry of Defence
NAAONB	National Association for AONBs
NEYEDC	North & East Yorkshire Ecological Data Centre
NFU	National Farmers Union
NYCC	North Yorkshire County Council
NYMNPA	North York Moors National Park Authority
NYP	North Yorkshire Police
PCs	Parish Councils
RA	Ramblers Association
RDC	Ryedale District Council
RFS	Royal Forestry Society
RHA	Road Haulage Association
RSPB	Royal Society for the Protection of Birds
RTPs	Rural Transport Partnerships
YF	Yorkshire Forward
Yorwoods	The Yorkshire Woodlands Initiative
YRCC	Yorkshire Rural Community Council
YTB	Yorkshire Tourist Board
YWT	Yorkshire Wildlife Trust

Objective	Summary of Action	Lead Agency	Partner Organisations	Role of JAC	Year/ Priority	
A RICH HERITAGE						
Nature and Biodiversity						
NB1 Knowledge of wildlife resources (p26)	NB1.1	Rolling programme of SINC surveys.	NYCC	EN, NYCC, RDC, HDC	Support	On-going/ 1
	NB1.2	Detailed surveys of specific habitats or species.	JAC	EN, NYCC, RDC, HDC	Lead	On-going/ 2
	NB1.3	Service Level Agreement with the Ecological Data Centre.	JAC	EN, NYCC, RDC, HDC	Lead	1,2/ 2
	NB1.4	Assist farmers, land managers and communities with monitoring wildlife.	JAC	FWAG, EN, CLA, RSPB, BTCV, NFU, Defra, NYCC, RDC, HDC, YWT, PCs	Support	On-going/ 1
	NB1.5	Biodiversity Audit and Action Plan for the AONB.	NYCC/ RDC/ HDC	JAC, NEYEDC, EN	Encourage	1,2/ 2
NB2 Key wildlife sites (p27)	NB2.1	Maintain a register of key sites.	NYCC	JAC, RDC, HDC, EN, YWT	Advise and /or Support	On-going/ 1
	NB2.2	Protect best sites through designation.	NYCC/ RDC/ HDC/ EN	YWT	Support	On-going/ 2
	NB2.3	Local Planning Authority policies that prevent development in Ancient woodland.	NYCC/ RDC/ HDC	JAC, FC, EN	Encourage	1-3/ 2
	NB2.4	Monitor development proposals.	JAC	EN, NYCC, RDC, HDC	Lead and Advise	On-going/ 2
	NB2.5	Ensure farmers and landowners are aware of the existence of sites.	JAC	EN, NYCC, RDC, HDC	Lead, Support	On-going/ 1
NB3 Local participation in nature conservation sites (p29)	NB3.1	Local involvement with monitoring and management of wildlife.	JAC	YWT, BTCV, NYCC, RDC, HDC, PCs	Lead	On-going/ 2
NB4 Implementation of Local BAP targets for woodland habitats (p31)	NB4.1	Management of Local Priority Sites.	JAC/ FC	EN, NYCC, RDC, HDC, Defra	Lead and Encourage	On-going/ 1
	NB4.2	Restoration of Plantations on Ancient Woodland Sites.	JAC/ FC	FC, EN, Defra	Lead and Encourage	On-going/ 1

Objective		Summary of Action	Lead Agency	Partner Organisations	Role of JAC	Year/ Priority
	NB4.3	Creation of new native woodland.	JAC/ FC	FC, Defra	Lead and Encourage	On-going/ 2
	NB4.4	Creation of wet woodland and marshy grassland along riparian corridors.	JAC	Defra, NFU, CLA, FC, IDBs	Lead and Encourage	On-going/ 1
NB5 Implementation of local BAP targets for grassland habitats (p32)	NB5.1	Management of Local Priority Sites.	JAC	Defra, EN, NYCC, RDC, HDC	Lead and Encourage	On-going/ 1
	NB5.2	Special Interest Road Verges.	JAC	NYCC	Lead and Advise	On-going/ 1
	NB5.3	Restoration of grassland and lowland heath.	JAC	Defra, FC	Encourage	On-going/ 1
	NB5.4	Creation of new grassland habitats.	Defra	JAC	Encourage	On-going/ 1
NB6 Implementation of Local BAP targets for wetland habitats (p33)	NB6.1	Management of Local Priority Sites.	JAC	Defra, EN, EA, NYCC, RDC, HDC	Lead and Encourage	On-going/ 1
	NB6.2	Restoration of sites that have declined in interest.	JAC	Defra, EA	Lead and Encourage	On-going/ 1
	NB6.3	Creation of new habitat.	JAC	Defra	Encourage	On-going/ 1
NB7 Implementation of Local BAP targets for important species (p34)	NB7.1	Local Target Areas and co-ordinated management measures.	JAC	RDC, HDC, EN, EA, Defra	Lead and Encourage	2, 3, 4/ 1
	NB7.2	Management of key sites for specific plants and invertebrates.	JAC	NYCC, RDC, HDC, EN, EA, Defra, PCs	Lead and Encourage	On-going/ 1
NB8 More sympathetic management of farmland (p35)	NB8.1	The Entry Level Environmental Stewardship Scheme.	Defra	JAC, NYCC, RDC, HDC	Encourage	On-going/ 1
	NB8.2	The Higher Level Environmental Stewardship Scheme.	Defra	JAC, NYCC, RDC, HDC	Encourage	On-going/ 1
NB9 Assistance to farmers and land managers (p36)	NB9.1	FWAG Whole Farm Plans.	JAC	FWAG	Lead	1/ 1
	NB9.2	Applications to grant schemes.	JAC	FWAG, Defra, FC	Lead	On-going/ 1
	NB9.3	Flexible package of assistance.	JAC	Defra, EN, NYCC, RDC, HDC	Lead	On-going/ 1
	NB9.4	Demonstrate 'best practice'.	FWAG	JAC, EN, EA	Co-ordinate	On-going/ 2

Objective	Summary of Action	Lead Agency	Partner Organisations	Role of JAC	Year/ Priority	
Cultural Heritage						
CH1 Knowledge of the cultural heritage of the AONB (p38)	CH1.1	Historic Landscape Characterisation survey.	EH/ NYCC	JAC	Support	2, 3/ 1
	CH1.2	Further thematic research.	JAC	EH, NYCC	Lead and/or Support	On-going/ 2
	CH1.3	Regular surveys of built heritage.	NYCC/ RDC/ HDC	JAC	Support and Advise	On-going/ 1
	CH1.4	Studies of individual Historic Parks and Gardens.	EH/ JAC/ NYCC	CLA	Support or Lead	2, 3, 4/ 2
	CH1.5	Recording local history and traditions.	JAC	NYCC	Lead	On-going/ 1
CH2 Statutory protection (p39)	CH2.1	Provide survey information to English Heritage and local authorities.	JAC/ NYCC	RDC, HDC	Lead and Support	On-going/ 1
CH3 Local participation in cultural heritage sites (p41)	CH3.1	Local involvement in monitoring and management of cultural heritage features.	JAC	NYCC, RDC, HDC, PCs, CA	Lead and Support	On-going/ 1
CH4 Preserve diversity, quality and distinctiveness of the historic heritage (p44)	CH4.1	Historic landscape conservation and management advice.	NYCC/ EH	JAC	Support and Advise	On-going/ 1
	CH4.2	Encourage entry into agri-environment schemes.	JAC	Defra, NYCC, EH	Lead	On-going/ 1
	CH4.3	Conservation Plans for SAMs and other important sites.	EH/ NYCC	JAC	Support and Advise	On-going/ 1
	CH4.4	Management Plans for Historic Parks and Gardens.	EH/ JAC	Defra, NYCC	Support or Lead	On-going/ 2
	CH4.5	Flexible package of assistance.	JAC	NYCC, RDC, HDC, EH	Lead	On-going/ 1
	CH4.6	Grant aid scheme for repair and restoration of Buildings at Risk.	NYCC/ RDC/ HDC	EH, JAC	Support	On-going/ 1
	CH4.7	Demonstrate 'best practice'.	EH/ NYCC	JAC	Co-ordinate	On-going/ 2

Objective		Summary of Action	Lead Agency	Partner Organisations	Role of JAC	Year/ Priority
LIVING AND WORKING IN THE AONB						
Local Communities						
LC1 Assist local communities with projects (p50)	LC1.1	Pass information from AONB events to the relevant organisation/ agency.	JAC		Lead	1/ 1
	LC1.2	Lobby Government on relevant national rural issues.	JAC	NYCC, NAAONB	Lead	On-going/ 1
	LC1.3	Encourage Village Appraisals.	JAC	CA, RDC, HDC, YRCC	Lead and Support	On-going/ 2
	LC1.4	Implementation of identified projects.	JAC	CA, RDC, HDC, BTCV, YRCC	Lead and Support	On-going/ 1
	LC1.5	AONB Village Forum.	JAC	RDC, HDC	Lead	2/2
Agriculture						
AG1 Government support mechanisms for sustainable farm and rural business development (p52)	AG1.1	Lobby on development of new rural support mechanisms and agri-environment schemes.	JAC/ NYCC	Defra	Lead	1,2/ 1
	AG1.2	Funding for the Howardian Hills AONB.	Defra/ YF	JAC	Encourage	On-going/ 1
	AG1.3	Promote rural support mechanisms to farmers and landowners.	Defra/ JAC	NYCC, RDC, HDC, NFU, CLA	Support	On-going/ 1
AG2 Conservation advice and appropriate assistance (p54)	AG2.1	Provide specialist advice within the AONB.	JAC	NYCC, RDC, HDC, FWAG, Defra, ADAS	Lead/ Support/ Advise	On-going/ 1
	AG2.2	Flexible package of assistance for small-scale conservation projects.	JAC	NYCC, RDC, HDC, FWAG, Defra, ADAS	Lead	On-going/ 1
	AG2.3	Demonstrate 'best practice'.	JAC	FWAG, Defra, NFU, CLA	Co-ordinate and/or Lead	On-going/ 2
AG3 Sustainable farm diversification projects (p58)	AG3.1	Positive approach to planning control.	NYCC/ RDC/ HDC	JAC	Encourage and Support	On-going/ 1
	AG3.2	Lobby Government on incentives for biofuel and industrial crop production.	JAC	NFU, CLA	Lead	1,2/ 2
AG4 New farm buildings (p59)	AG4.1	High standards of design, siting and landscaping measures.	NYCC/ RDC/ HDC	JAC	Advise and Support	On-going/ 1

Objective	Summary of Action	Lead Agency	Partner Organisations	Role of JAC	Year/ Priority	
Forestry and Woodland						
FW1 Woodland management proposals (p62)	FW1.1	Effective Felling Licence control.	FC	JAC, NYCC, RDC, HDC	Support	On-going/ 1
	FW1.2	Consultation procedure between JAC and Forestry Commission.	JAC/FC		Lead	1,2/ 1
	FW1.3	'Group felling', 'shelterwood' and 'selection' systems.	FC/JAC	RFS	Encourage	On-going/ 1
FW2 Multi-purpose approach to woodland management (p65)	FW2.1	Management in accordance with the UK Forestry Standard.	FC	JAC, RFS	Support and Encourage	On-going/ 1
	FW2.2	Use of the (English) Woodland Grant Scheme and Environmental Stewardship Scheme.	FC/Defra	JAC, RFS, EN, NYCC, RDC, HDC	Encourage	On-going/ 1
	FW2.3	Woodland management plans.	FC	JAC, RFS	Encourage	On-going/ 2
	FW2.4	Encouragement to achieve UKWAS certification.	FC/Yorwoods	JAC, RFS, EN, NYCC, RDC, HDC	Encourage	On-going/ 2
FW3 Local provenance trees and shrubs when re-stocking (p67)	FW3.1	Promote the use of natural regeneration.	FC/JAC/Defra	EN, NYCC, RDC, HDC	Support and/or Lead	On-going/ 1
	FW3.2	Co-ordinated control of pest species.	FC/RFS		Encourage	2,3/ 2
	FW3.3	Promote the use of local provenance nursery stock.	FC/JAC/Defra	EN, NYCC, RDC, HDC, BTCV	Support and/or Lead	On-going/ 1
	FW3.4	Work with local forest nurseries.	Yorwoods	JAC, FC, BTCV	Support	On-going/ 1
FW4 Alternative markets for timber products (p69)	FW4.1	Small-scale wood fuel heating systems.	Yorwoods	FC, YF, JAC, Defra CSL	Support and Encourage	On-going/ 2
	FW4.2	Use of timber in the local furniture industry.	Yorwoods	FC, RFS, JAC	Support and Encourage	On-going/ 1
	FW4.3	Demonstrate on-site processing equipment.	Yorwoods/FWAG	JAC, FC, RFS	Encourage and/or Lead	2,4/ 2
FW5 New farm woodland (p70)	FW5.1	Use forestry grant procedures to advise on siting and design.	JAC	FC	Lead	On-going/ 1
	FW5.2	Promote the availability of advice and grant aid schemes.	JAC/FC/Defra	NYCC, RDC, HDC, RFS	Lead	On-going/ 1

Objective		Summary of Action	Lead Agency	Partner Organisations	Role of JAC	Year/ Priority
FW6 Development of grant incentives that achieve Management Plan Objectives (p71)	FW6.1	Grant incentives for basic annual woodland management tasks.	FC/ Defra	JAC, RFS, NAAONB	Encourage	1/ 1
	FW6.2	Grant incentives for PAWS restoration.	FC	JAC, RFS, EN, NAAONB	Encourage	1/ 1
	FW6.3	Grant incentives for specific priority work, in line with the Regional Forestry Framework.	FC	JAC, RFS, EN	Encourage	1-5/ 1
	FW6.4	'Scoring system' for new woodland.	FC	JAC	Encourage	On-going/ 1
	FW6.5	Flexible package of assistance for small-scale conservation projects.	JAC	FC, NYCC, RDC, HDC	Lead	1 only?/ 2
FW7 Demonstrate best practice and encourage a multi-skilled workforce (p72)	FW7.1	Local demonstration sites/events.	Yor-woods	JAC, FC, FWAG, RFS	Co-ordinate and/or Lead	2, 4/ 2
	FW7.2	Skills Audit and/or Training Needs Analysis.	Yor-woods	JAC, FC, RFS, MNAP, FWAG, LART	Encourage	2, 3/ 2
	FW7.3	Promote woodland training courses.	JAC	Yorwoods, FWAG, FC, RFS	Lead	On-going/ 2
Development						
D1 New development (p75)	D1.1	Appropriate policies in Development Plans.	NYCC/ RDC/ HDC	JAC	Advise	On-going/ 1
	D1.2	Consultation arrangements.	NYCC/ RDC/ HDC	JAC	Advise	On-going/ 1
D2 Design of new development and management of existing buildings (p76)	D2.1	Rural Design Guidance.	RDC/ HDC	JAC, NYCC	Advise	1-3/ 1
	D2.2	Encourage Village Design Statements.	RDC/ HDC	JAC	Encourage	On-going/ 2
	D2.3	Guidance on building restoration techniques.	NYCC/ RDC/ HDC	JAC	Support	2, 3, 4/ 2
	D2.4	Conservation Areas.	RDC/ HDC	NYCC, JAC, CA	Encourage and Support	On-going/ 1
	D2.5	Assist with works identified in Conservation Area appraisals.	NYCC/ RDC/ HDC	EH, CA, JAC	Support	On-going/ 1

Objective		Summary of Action	Lead Agency	Partner Organisations	Role of JAC	Year/ Priority
D3 Mitigation of intrusive features (p78)	D3.1	Local landscape works.	JAC	NYCC, RDC, HDC, Utility Companies	Lead	On-going/ 1
	D3.2	Liaison arrangements with public utility companies.	JAC	NYCC, RDC, HDC, Utility Companies	Lead	1, 2/ 1
	D3.3	Resist increases in aircraft noise.	RDC/ HDC/ JAC	NYCC, MoD	Support and Advise	On-going/ 1
D4 Advice on business and diversification opportunities (p79)	D4.1	Closer liaison between Local Planning Authorities and the DAPA Project.	JAC	NYCC, RDC, HDC, DAPA	Lead	1, 2/ 2
	D4.2	Explore mechanisms to continue service.	NYM NPA	YF, JAC, CA	Support	1, 2/ 1
D5 Re-use of redundant farm buildings (p80)	D5.1	Support appropriate proposals to re-use farm buildings.	NYCC/ RDC/ HDC	JAC, Defra	Support and Encourage	On-going/ 1
D6 Modern communications technology (p81)	D6.1	Applications for broadband and mobile phone installations.	RDC/ HDC	JAC	Advise and Support	On-going/ 1
	D6.2	Identify suitable sites for masts and site/mast sharing opportunities.	RDC/ HDC/ JAC	NAAONB	Lead	On-going/ 2
D7 Affordable housing opportunities (p82)	D7.1	Local Housing Needs Surveys.	RDC/ HDC/ PCs	JAC	Encourage and Advise	On-going/ 1
	D7.2	District Councils to further develop and adopt measures.	RDC/ HDC	JAC	Encourage and Advise	On-going/ 1
Roads, Transport and Traffic Management						
RT1 Solutions to specific traffic routing problems (p86)	RT1.1	Full-movement interchange at the A64/B1257 junction.	NYCC/ HA	JAC, RDC	Encourage	On-going/ 1
	RT1.2	Weight restriction on the Castle Howard Avenue.	NYCC	JAC	Encourage	5?/ 1
	RT1.3	Monitor freight traffic in the AONB, to identify patterns in HCV through-traffic.	NYCC	JAC	Encourage	2, 4/ 2
	RT1.4	Address any issues raised during monitoring.	NYCC	FTA, RHA	Encourage	On-going/ 2

Objective		Summary of Action	Lead Agency	Partner Organisations	Role of JAC	Year/ Priority
RT2 Initiatives to modify driver behaviour and reduce conflict with traffic (p87)	RT2.1	Regular monitoring of traffic speeds.	NYCC	JAC	Encourage, Co-ordinate	On-going/ 1
	RT2.2	Regular programme of speed-checks.	NYP	NYCC, JAC	Encourage, Co-ordinate	On-going/ 1
	RT2.3	Events in local villages.	NYCC/ NYP	JAC, Safer Ryedale & Hambleton CSPs	Co-ordinate	On-going/ 1
RT3 Maintain the existing rural character of the road network in the AONB (p89)	RT3.1	Consultation arrangements between the JAC and highway authority.	JAC	NYCC	Lead	1,2/ 1
	RT3.2	Design protocol for road signage, etc.	JAC	NYCC	Encourage, Co-ordinate	1,2/ 1
	RT3.3	Visually prominent road signage.	NYCC/ HA	JAC	Advise and Encourage	On-going/ 1
	RT3.4	Inventory of historic 'roadside furniture'.	JAC	NYCC, RDC, HDC	Lead	1,2/ 1
	RT3.5	Maintenance and restoration of historic 'roadside furniture'.	JAC	NYCC, RDC, HDC	Lead and Encourage	On-going/ 1
RT4 A64 Trunk Road (p90)	RT4.1	Monitor future proposals and seek early discussions with Highways Agency.	JAC	NYCC, RDC, HA	Lead	On-going/ 1
RT5 Encourage the use of alternatives to the private car (p92)	RT5.1	Identify transport service improvements.	NYCC	JAC, RTPs, Voluntary sector	Advise	On-going/ 1
	RT5.2	Encourage implementation of identified measures.	JAC	NYCC, RTPs, CA, Voluntary sector	Encourage	On-going/ 1
	RT5.3	Promote the availability of alternative transport services.	JAC	NYCC, RTPs, Voluntary sector	Lead and Encourage	On-going/ 2
	RT5.4	Green Travel Plans.	NYCC/ RDC/ HDC	JAC	Encourage	On-going/ 2

Objective	Summary of Action	Lead Agency	Partner Organisations	Role of JAC	Year/ Priority
ENJOYING THE AONB					
Recreation, Access and Tourism					
RA1 Encourage sustainable recreational developments <i>(p96)</i>	RA1.1 Use planning policies to encourage appropriate recreational developments.	NYCC/ RDC/ HDC	JAC	Encourage and Support	On-going/ 1
RA2 Promote the AONB in a selective way <i>(p97)</i>	RA2.1 Provide information for use in Tourism Guides and at TICs.	JAC	YTB, RDC, HDC, COYC	Lead	Annual/ 2
	RA2.2 Forum of local tourism providers.	JAC	Private sector, YTB, RDC, HDC, COYC, EH	Lead	Annual/ 1
RA3 Recreational management measures <i>(p97)</i>	RA3.1 Small-scale management works.	JAC	NYCC, RDC, HDC	Lead	On-going/ 1
	RA3.2 Investigate scope for additional public toilet facilities.	JAC	RDC, HDC, Village Hall Cttes	Lead	1,2,3/ 1
RA4 Management of the Public Rights of Way network <i>(p100)</i>	RA4.1 Complete Rights of Way survey and improvement programme.	JAC/ NYCC	RA	Lead	1,2/ 1
	RA4.2 Monitor path condition.	NYCC	RA, BHS, JAC	Support	On-going/ 1
	RA4.3 Rectify identified problems.	NYCC	CLA, NFU, RA	Support	On-going/ 1
	RA4.4 Community involvement in path management.	NYCC	JAC	Encourage and/or Lead	On-going/ 1
RA5 The Definitive Map <i>(p101)</i>	RA5.1 Complete Definitive Map review for the Ryedale District.	NYCC		Encourage	1-5/ 1
	RA5.2 Identify existing route anomalies and rectify.	JAC/ NYCC	RA, BHS, CTC	Lead and Encourage	On-going/ 1
RA6 Improvements to the Public Rights of Way network <i>(p101)</i>	RA6.1 Encourage creation of new access routes/areas.	JAC/ Defra/ NYCC	RA, BHS, CTC	Lead and Support	On-going/ 1
	RA6.2 Support appropriate Public Rights of Way route alterations.	NYCC	JAC	Support	On-going/ 2

Objective		Summary of Action	Lead Agency	Partner Organisations	Role of JAC	Year/ Priority
RA7 Recreational conflicts (p102)	RA7.1	Encourage path improvements.	NYCC	JAC, FC, RFS, NFU, CLA	Encourage or Lead	On-going/ 1
	RA7.2	Monitor illegal use of footpaths.	NYCC	JAC	Advise	On-going/ 2
	RA7.3	Make advisory signage available.	NYCC	JAC	Advise and Support	On-going/ 2
RA8 'Open access' opportunities in Forestry Commission woodland (p103)	RA8.1	Encourage low-key works on freehold Forestry Commission land.	FC	JAC	Encourage	1-3/ 1
	RA8.2	Assist in negotiations on leasehold sites as appropriate.	JAC	FC	Advise and Support	On-going/ 1
RA9 Circular routes (p104)	RA9.1	Identify appropriate routes.	JAC	NYCC, RA, CTC, BHS	Lead	1,2/ 1
	RA9.2	Publish and distribute guide leaflets.	JAC/ NYCC	RA, CTC, BHS, RDC, HDC, YTB, Defra	Lead and Support	2,3,4,5/ 1
RA10 Network of leisure bus routes and services (p104)	RA10.1	Explore options to extend network.	JAC/ NYCC/ NYM- NPA		Lead	On-going/ 2
	RA10.2	Implement identified improvements.	NYCC/ JAC/ NYM- NPA		Support	On-going/ 2
	RA10.3	Investigate provision of facilities for transporting bicycles.	NYCC/ NYM- NPA	JAC, RTPs	Support	1,2/ 1
RA11 Informal car parking facilities (p105)	RA11.1	Carry out appropriate improvement works.	JAC/ NYCC	RDC, HDC, RA	Advise and /or Lead	On-going/ 1
	RA11.2	Assess measures to improve parking facilities at Kirkham Priory.	JAC	NYCC, EH	Lead	1,2/ 1
	RA11.3	Investigate the use of Village Hall facilities by recreational visitors.	JAC	Village Hall Cttes	Lead	1,2,3/ 1
RA12 Water recreation on the River Derwent (p106)	RA12.1	Use planning controls to discourage recreational use.	RDC	JAC	Support	On-going/ 1
	RA12.2	Countryside management measures to resolve local issues.	JAC	RDC, EN, CLA, NFU, BCU	Lead	On-going/ 1

Objective	Summary of Action	Lead Agency	Partner Organisations	Role of JAC	Year/ Priority	
RA13 Forum to discuss tourism, recreation and access issues (p106)	RA13.1	Expand membership of existing Recreation and Access Forum.	JAC		Lead	1/ 1
	RA13.2	Hold regular meetings of the new Forum as necessary.	JAC		Lead	Annual?/ 1
AWARENESS AND PROMOTION						
AP1 Awareness and understanding of the AONB designation, its importance and the role of the Joint Advisory Committee (p108)	AP1.1	Install 'gateway signs' on roads entering the AONB.	JAC	NYCC	Lead	1,2/ 1
	AP1.2	Establish AONB information points.	JAC	RDC, HDC	Lead	1-5/ 1
	AP1.3	General information leaflet about the AONB.	JAC	NYCC, RDC, HDC	Lead	2,3/ 1
	AP1.4	Provide information via the Annual Report, Newsletter and website.	JAC	NYCC, RDC, HDC	Lead	Annual/ 1
	AP1.5	Maintain a high public profile in the local media.	JAC		Lead	On-going/ 1
	AP1.6	Consider establishing a Trail around the AONB.	JAC	RDC, HDC	Lead	2,3,4/ 2
	AP1.7	Consider a major event to celebrate the anniversary of the AONB Designation.	JAC	CA	Lead	2 or 5/ 2
AP2 Awareness of the biodiversity and cultural heritage interest of the AONB (p109)	AP2.1	Information leaflets for individual AONB villages.	JAC/ PCs/ Local interest groups	NYCC, RDC, HDC, CA	Lead and Encourage	2-5/ 2
	AP2.2	Guided walks on local farms.	JAC	NFU, CLA, FWAG	Lead	Annual/ 1
	AP2.3	Install information boards at suitable sites.	JAC	NYCC	Lead	On-going/ 1
	AP2.4	Annual programme of guided walks and talks.	JAC	RDC, HDC	Lead	Annual/ 1
	AP2.5	Programme of activities with local schools.	JAC	NYCC, BTCV, Defra	Lead	1-5/ 1
AP3 Volunteering (p110)	AP3.1	Establish a 'Friends of the Howardian Hills AONB' group.	JAC	NYCC, RDC, HDC, BTCV	Lead	1,2/ 1

Objective		Summary of Action	Lead Agency	Partner Organisations	Role of JAC	Year/ Priority
AP4 Future strategic guidance (p110)	AP4.1	Review of the AONB Interpretation Strategy.	JAC		Lead	3/ 1
PUTTING THE PLAN INTO ACTION						
Implementation						
IM1 Funding and partnership mechanisms (p132)	IM1.1	Seek funding to implement projects.	JAC	<i>Various</i>	Lead	On-going/ 1
	IM1.2	Annual meetings of Topic Groups.	JAC	<i>Various</i>	Lead	Annual/ 1
	IM1.3	Partnership arrangements with the North York Moors National Park Authority.	JAC	<i>NYMNPA, CA, FC, YF</i>	Lead and Support	On-going/ 1
IM2 JAC Business Plan (p133)	IM2.1	Assess achievements of 2001 Business Plan and agree a review strategy.	JAC		Lead	1/ 1
	IM2.2	Subsequent assessments and reviews.	JAC		Lead	5/ 1
IM3 Measure customer satisfaction and systems efficiency (p133)	IM3.1	Measure customer satisfaction via regular questionnaires.	JAC		Lead	On-going/ 1
	IM3.2	Undertake an annual EFQM assessment.	JAC		Lead	Annual/ 2
Monitoring						
MN1 Develop suitable Indicators (p150)	MN1.1	Develop a full set of AONB Condition Indicators.	JAC	<i>NYCC, FC, EH, Defra, RDC, HDC, CA, EN</i>	Lead	1, 2/ 1
	MN1.2	Develop a full set of AONB Unit/JAC Performance Indicators.	JAC	<i>NYCC, FC, EH, Defra, RDC, HDC, CA, EN</i>	Lead	1, 2/ 1
	MN1.3	Establish baseline April 2004 data.	JAC	<i>NYCC, FC, EH, Defra, RDC, HDC, CA, EN</i>	Lead	1, 2/ 1
MN2 Report progress against Indicators (p150)	MN2.1	Information on Condition Indicators on a 5-yearly cycle.	JAC	<i>NYCC, FC, EH, Defra, RDC, HDC, CA, EN</i>	Lead	5/ 1
	MN2.2	Information on Performance Indicators on an annual cycle.	JAC	<i>NYCC, FC, EH, Defra, RDC, HDC, CA, EN</i>	Lead	Annual/ 1

3.3 MONITORING

The Management Plan is not an end in itself but marks another step in the continuous process of target setting, monitoring and review. Priorities will change, new issues will emerge and the Plan will need to adapt to changing circumstances.

The annual work programme will be used to match available resources to the various Objectives and Actions. It can also be used for **performance monitoring** of the work of the Joint Advisory Committee – i.e. how many events have been held, how many metres of new hedge have been planted using JAC funds, etc. This is also known as ‘output’ monitoring. The Countryside Agency is working to produce national guidance on the reporting and evaluation of the performance of AONB Units.

It is vitally important however that **condition monitoring** is also carried out, to ensure that the work completed by the JAC achieves its main objectives. This is often called ‘outcome’ monitoring. For example, 10 ‘speeding awareness’ events may have been held in AONB villages, but have they actually changed driver behaviour?

It will be clear from the above that two broad sets of Indicators are needed in order to monitor the achievements of the AONB Unit and the Management Plan. The main challenge is to identify ways of measuring the change in ‘condition’.

Monitoring of the work in AONBs nationally is at an early stage, with training seminars having been held in summer 2003 to help the process. This may ultimately lead to a standardised

set of Indicators for AONBs, although the National Parks have been trying to agree a similar approach for a number of years now. This Management Plan will therefore begin the process of identifying relevant Condition and Performance Indicators, the most appropriate organisation to measure them, what the current baseline position is and what the targets/parameters should be.

Developing Indicators

There are already a number of Indicators that could be used to monitor the Condition of the AONB and for which data is available. These are shown in Figure 8, although it must be emphasised that this is an initial suggestion rather than a finalised list. The list will be refined during the life of this Plan, with a view to identifying 10-15 Indicators that give a clear, accurate and easily-measurable picture of the ‘state of the AONB’.

The Actions contained in this Management Plan form the basis for Performance monitoring of the AONB Unit and Joint Advisory Committee. There are a large number of potential Indicators that could be used – over 70 have been identified already. These are contained in the **Supplementary Technical Information booklet**, under their relevant section headings. It is not possible to refine this list any further at present, due to the Management Plan publication timetable. It is therefore proposed to complete this task during the early years of the Plan.

OBJECTIVE MN1

Develop suitable Indicators to monitor the condition of the AONB and performance of the AONB Unit/JAC

ACTION

MN1.1 Develop a full set of AONB Condition Indicators.

MN1.3 Establish baseline April 2004 data for all Indicators.

MN1.2 Develop a full set of AONB Unit/JAC Performance Indicators.

Monitoring performance

Having established a finalised list of Indicators, mechanisms will need to be put in place to monitor these and report progress on a regular basis. Reporting against Management Plan targets is a core-funded role of the AONB Unit.

It is proposed to measure the Condition Indicators on a 5-yearly cycle, linked to Management Plan reviews. This will allow progress to be assessed and relevant new targets set. Data from the

nearest available year will be used and this will be published in both the updated Management Plan and the Annual Report.

Performance Indicators will be compiled and monitored on an annual basis. Progress against the Action Programme will be reported to the Joint Advisory Committee and also published in the Annual Report.

OBJECTIVE MN2

Report progress against identified Indicators

ACTION

MN2.1 Compile and report information on Condition Indicators on a 5-yearly cycle.

MN2.2 Compile and report information on Performance Indicators on an annual cycle.

Figure 8: Suggested Condition Indicators

Indicator	Rationale	Desired Condition/ Target	Data Collection Organisation	Data Source
Percentage of woodland cover	Woodland is a key component of the Howardian Hills landscape	<i>Lower Limit: 15%; Upper Limit: 25%</i>	Forestry Commission	<i>National Inventory of Woodland and Trees</i>
Percentage of AONB woodland managed within the (E)WGS and ESS or Woodland Grant Scheme ((E)WGS) or Environmental Stewardship Scheme (ESS)	Woodland management within the (E)WGS and ESS will be conforming to the UK Forestry Standard	<i>Upper Limit: Not set Lower Limit: Current level</i>	Forestry Commission, Defra	<i>Forestry Commission, Defra</i>
Percentage of agricultural land	Agricultural land is a key component of the Howardian Hills landscape <i>(Any decline should generally be to the benefit of woodland rather than development)</i>	<i>Upper Limit: 80%; Lower Limit: 60%</i>	Defra	<i>Agricultural Census statistics</i>
Ratio between arable land and grassland	A balance between cropped land and grassland is essential to maintain the landscape character of the AONB	<i>Lower Limit: 75%:25%; Upper Limit: 65%:35% ?</i>	Defra	<i>Agricultural Census statistics</i>
Percentage of the AONB farmland area within the Countryside Stewardship Scheme (CSS) and the Higher Level Environmental Stewardship Scheme (HLS)	It is assumed that land within CSS/HLS Agreements is managed in a more environmentally sensitive way than land not in these Schemes	<i>Lower Limit: 35%; Upper Limit: Not set</i>	Defra	<i>Defra</i>
Percentage of the AONB farmland area within the Entry Level Scheme (ELS)	It is assumed that land within ELS Agreements is managed in a more environmentally sensitive way than land not in ELS	<i>Lower Limit: 30%; Upper Limit: Not set</i>	Defra	<i>Defra</i>
Area of Registered Historic Park and Garden, as a percentage of total parkland landscape.	Parkland is an essential component of the AONB landscape. Inclusion in the Register signifies national importance	<i>Lower Limit: Current level; Upper Limit: Not set</i>	English Heritage	<i>Register of Historic Parks and Gardens</i>

Indicator	Rationale	Desired Condition/ Target	Data Collection Organisation	Data Source
Percentage of Management Plan Local Priority Sites in Favourable Conservation Management	The Local Priority Sites are the sites/features considered to be in need of most attention	<i>Lower Limit: Current level</i>	JAC	JAC
Number of Buildings at Risk (BAR) improved and removed from the Register	Relevant BARs are included as Local Priority Sites. They are the most vulnerable Listed Buildings/structures in the AONB	<i>Lower Limit: 5 Buildings/ structures repaired and removed from Register</i>	Ryedale District Council, Hambleton District Council	<i>Ryedale District Council, Hambleton District Council</i>
Complaints about traffic speed	Speeding traffic received the most comments during the community consultation exercise	<i>A decline in the percentage of respondents who name speeding traffic as a problem</i>	JAC	<i>Community consultation events</i>
Complaints about Public Rights of Way	The AONB has an extensive Rights of Way network. It is assumed that fewer complaints indicates that the network is in a better condition	<i>Upper Limit: Current level</i>	North Yorkshire County Council	<i>Countryside Access Management System (CAMS)</i>
Percentage of AONB villages with shops/ pubs, compared to the County average	The loss of village shops or pubs is a heavy blow to local community spirit and business enterprise	<i>Lower Limit: Current level</i>	Yorkshire Rural Community Council?, JAC	<i>Yorkshire Rural Community Council?</i>
Awareness of the Howardian Hills AONB designation	All people who visit, live or work in the AONB should be aware of its national importance	<i>Lower Limit: 25% (at 2002 Survey)</i>	JAC	<i>AONB Visitors and Users Survey</i>