

Cotswolds Conservation Board

Draft Summary Work Programme 2019 - 2022

CROSS CUTTING

Working Together

- Monitor **Section 85** of the Countryside & Rights of Way Act compliance and develop agreed protocols with public bodies.
- Re-inforce the Cotswolds as a **single entity**
- Manage our **changing relationships** with local authorities, agencies NGO's.
- Publish a refreshed **State of the Cotswolds report**
- Influence **strategic planning** at all levels e.g. Sub regional, Unitary, District and Neighbourhood plans.
- Seek to **influence the work of others**. (E) In particular; through strategic partnerships and the publication of position statements and other guidance.
- Deliver the Board's **communications programme**, including its press & PR, websites and social media in accordance with the Board's 2017-20 Communications Strategy. (Living landscape festival in 2020/21)
- Raise the AONB's **economic, business and jobs profile**.
- Deliver the Cotswolds **LEADER** programme to create jobs, invest in business and support local initiatives
- Deliver the **Sustainable Development Fund** targeting grants at projects that support learning with a particular emphasis on young people and/or urban populations within the vicinity of the AONB
- Maintain an **overview of all the grant giving** programs delivered by the Board ensuring a joined up approach.
- Seek opportunities to collaborate in advancing **research** in accordance with the Board's research agenda

Natural and Cultural Capital and Ecosystem Services

- Develop the overarching concept of **cultural capital** as applied to the Cotswolds. Develop our understanding of the cultural assets.
- Develop our understanding of the full range of benefits that the **natural capital** of the Cotswolds AONB provides to society and business & place a value on them.

- Provide landscape advice to bodies implementing **natural flood management** projects to ensure that Cotswold river catchments remain in keeping with the landscape character and special qualities of the AONB

Climate Change

- Support the Cotswolds community in **mitigating and adapting** to climate change particularly through disseminating the results of the Board's demonstration projects

CONSERVING AND ENHANCING

Landscape and Geology

- Shape a 25 year vision for the Cotswolds landscape by engaging communities, the academic sector and other stakeholders in a **Future Landscapes Programme**
- Improve the landscape setting of Bath by supporting the '**BATHSCAPE**' programme
- Develop a new HLF proposal focusing on the **Evenlode** catchment.
- Reinforce the value of the AONB through its **geological resource** (year 2)
- Seek to increase the amount of appropriate **coppicing and woodland management** within the AONB
- Deliver a **rural skills** training programme and develop associated programmes for young people including apprenticeships.

Local Distinctiveness

- Describe and illustrate features that are characteristic and **distinctive** of the Cotswolds
- Publish a single **design guide** for the whole Cotswolds AONB (year 2)

Tranquility

- Champion the value of the AONB through its **tranquility**
- Develop guidance on the **signage** of road and public rights of way to reduce clutter (year 3)

Dark Skies

- Run a behaviour change campaign on **night time lighting** (year 2)
- Pursue **dark sky reserve** status

Historic Environment and Cultural Heritage

- Work with Historic England and the County Councils to monitor and manage **scheduled monuments**
- Develop a Heritage Lottery Fund proposal engaging people in exploring and managing a characteristic suite of heritage assets associated with **Cotswolds stone**.

Biodiversity

- Develop proposals to further enhance the natural **grassland** network including road verges in the AONB through Glorious Grasslands and or the Magnificent Meadows Programmes
- Support the development of the **Treescapes**: Arising from the Ashes programme.
- Support landscape scale conservation through the Cotswolds **Ecological Networks** Forum and the two Cotswolds Nature Improvement Areas

Rural Land Management

- Develop a proposal for a post-Brexit **agri-environment** & rural development scheme that will enhance the Cotswolds.
- Develop a **Cotswolds Choice** brand for landscape friendly local produce and products linked to a new agri-environment scheme.

Development & Transport

- Influence significant **planning and transport proposals** seeking to ensure that development is compatible with the purpose of the AONB designation in line with the AONB Management Plan and associated documents
- Develop, understand and raise awareness of the **relationship between the AONB's natural and built environments**.
- Maintain the AONB **boundary markers** and investigate the inclusion of AONB branding on village and town place name signs

UNDERSTANDING AND ENJOYING

Sustainable Tourism

- Develop the **Cotswolds Discovery Centre** at Northleach as the key interpretation and information point for visitors to the AONB (subject to negotiations).
- Make the Cotswolds the best landscape for the visitor to explore by **public transport** by publishing and promoting the Explore the Cotswolds by Public Transport guide and supporting the associated Cotswolds Discoverer bus/rail ticket scheme.
- Support the development of the Cotswolds **Destination Management Organisation** ensuring it delivers the principles of sustainable tourism
- Grow **Caring for the Cotswolds**, the Cotswolds Visitor Giving Scheme, enabling visitors and the tourism industry to reinvest in the AONB's landscapes.

Access and Recreation

- Promote **countryside access** and the network of walking, riding and cycling routes (Cotswold Cycleway 20/21)
- Maintain the **Cotswold Way** to National Trail Quality Standards
- Promote and help deliver a **guided walks** and events programme and broaden participation in these programmes
- Support **conservation volunteering** opportunities, particularly for the Cotswolds Voluntary Wardens and develop provision for young people
- Develop a programme to **broaden engagement**, particularly from the urban communities and young people surrounding the AONB

Health and Well Being

- Encourage and promote **health walks** (year 2)
- Support outdoors learning by **young people** through visits

GOVERNANCE AND FINANCIAL MANAGEMENT

- Take an **entrepreneurial and commercial approach** to the Board's work. Diversify the Board's funding base and find new ways of resourcing sustainable development and environmental activities for the long term.
- Maintain financial and operational **governance and reporting** processes
- Continue to develop the evidence base and inform discussion concerning the potential designation of the Cotswolds as England's next **National Park**.
- Ensure that the Board has the **resources and systems** to be more efficient and effective to deliver its work programme