

Annual Review

2018-2019



Our Annual Review provides a brief snapshot of the work of the AONB Partnership and team over the last financial year. We have had a productive year, working with our partners on environmental, community and natural heritage projects and activities across the AONB.

We successfully delivered our ‘What Makes South Devon Special’ programme with the help of a £8000 grant from the Heritage Lottery Fund. It was an action packed seven months and a wide range of individuals were engaged as part of this project, with participation targets well exceeded. The volunteer time is something we should be very proud of, demonstrating true community engagement.

Our Farm Facilitation programme, now in its fourth year, aims to encourage collaboration between farmers in the management of our outstanding countryside and we have delivered a range of events and workshops this year to support this and helped nine landowners into Countryside Stewardship schemes.

Supporting the AONB team is a vibrant Partnership and, in particular, we should thank South Hams District Council and Devon County Council for their support and funding; theirs is an essential contribution to match Defra funds that enables a huge amount to be done, much of which you will read about here.

John Green
Chairman,
South Devon AONB Partnership

Left - right: Avon Farmers Group AGM, Graham Lethbridge (Host), George Eustice (MP Secretary of State for DEFRA), Roger English (AONB Manager), Cathy Case (Speaker), David Camp (Speaker)

Cover photo: Blackpool Valley near Stoke Fleming © Anna Potgieter



Our year in numbers



£8K grant

Exploring the 'Special Qualities' of the AONB



£7.5K grant

CABA hosting



£2.5K grant

Pacific Oyster Project

17,800

Total equivalent value of volunteer time in non cash contributions (as specified by HLF) to these activities -

- Walk checkers
- Pacific Oyster Control
- Photographers
- Schools events



volunteer time



471

logged visits this year

22

Geocaches

150

Planning

planning applications consulted on in and around the AONB over the past 12 months



70

attended our Opening View photo exhibition and Annual Forum

1348

attended events organised and led by the AONB team



people

1150

partners, supporters and friends received our news and events bulletins

2204

engaged through community outreach



22 workshops

staged for our Avon Valley Farmers group helping them deliver landscape scale benefits to the 6.5K hectares of land they manage

9 farmers

assisted with Mid-Tier Countryside Stewardship applications to farm in a more nature friendly way

publications

15,000

copies of the popular Discover map leaflet were printed



What Makes South Devon Special



5,000 postcards

1,000 leaflets

16,000

copies of the Explorer guide were printed and distributed listing events, AONB info and ideas for days out.

278,647
tweet impressions



1000
followers on Instagram

Highlights in 2018-2019

What Makes South Devon Special

What Makes South Devon Special was an innovative campaign supported by the Heritage Lottery Fund. We secured a grant of £8K towards a wide range of activities. During the project we worked with lots of people from our communities to discover more about the AONB and look closely at the distinctive character of the natural heritage which makes up this nationally important landscape. It included -

● Events

A programme of events ran from April to October 2018. This included ten special landscape walks, six natural nightscape events and a series of four beginner photography walks. We aimed for an attendance of 290 people but had an actual attendance of 1063. Several of the participants on the photography walks went on to enter images into the photography competition.

Left: Open Farm Sunday attracted over 200 people

Below: Special Qualities Roadshow

Below right: 'A' level student photo walk



● Promotion

We ran a high-profile social media campaign, using Instagram, Twitter and Facebook to reach as many online communities as possible asking them to consider what makes South Devon special. Printed materials included a special leaflet highlighting all the activities as well as displays and exhibition materials.

● Shows

We took displays and activities to four external events during the summer where we talked to over 350 people. The postcards we printed depicting our ten Special Qualities were very popular. We used them to invite comments about what does make South Devon special and where people loved in the AONB. We received 242 responses from the public and comments back from all 46 of our Parish Councils.

● Working with schools

We worked with three local primary schools, bringing artists in to work with them to produce music, performance and art inspired by visits to an area highlighting a special quality near to them. This work was made into a film which was shared at our celebration finale at The Flavel Centre in Dartmouth. We also worked with 'A' level photography students and four expert photographic artists, taking them out to different sites around the AONB. Their work was exhibited as part of the finale event and many of them went on to enter the under 18 section of the photography competition.



● Geocaches

We set out a new series of What Makes South Devon Special geocaches, each hidden in an area of the AONB to highlight a different special quality. As they proved so popular we decided to keep these caches out and commit to maintaining them into the future.





3 of our 10 Special Qualities Postcards - wild & rugged coastline, landscape rich in wildlife, open tops & hidden valleys

● Photography competition

The photography competition was very popular achieving 188 entries. The exhibition of 45 finalists attracted lots of viewing, with 68 people coming to the opening event and 100s of further visits over the month-long public showing. It was also on show at the Aerial Centre in Totnes during December and at the South Hams District Council reception area in January 2019. We also have a superb new selection of photos to use for our range of printed and online publications.



Winner Jeremy Willcocks with Monty Halls and sponsors Tina Doyle (Coast and Country) and Kate Ryder (Alf Resco)



Top: Our photography competition exhibition at The Flavel Centre, Dartmouth

Right: Under 18 winner Anna Potgieter with Explorer & Presenter Monty Halls



South Devon AONB Management Plan (2019-2024)

After many months of consultation and drafting, the plan was signed off in March. Many stunning images taken by local photographers help to bring the document to life and illustrate the policy-led Plan written in sections focussing on Place, People and Partnerships. Easy to view and download online, the plan details local authority adopted policies that conserve and enhance the area providing a useful reference document for communities, planners and developers. It also provides an overview of the designation in context and what makes the area special. Integral annex documents include Planning Guidance (Version 1), Estuaries Management Plan, a State of the AONB report and other associated documents.



Glover review

We were pleased to have the opportunity in February to meet with Lord Cameron of Dillington who is part of the Landscapes Review Panel. Its aim is to assess whether the protections for National Parks and AONBs are still fit for purpose. In particular, what might be done better, what changes will help and if the definitions and systems in place are still valid.

We had a morning of useful discussions about the good value that AONBs offer. One request was to ensure parity between AONBs and National Parks through the alignment of statutory purposes, specifically to include for AONBs 'wildlife and cultural heritage' and to add the promotion of understanding and enjoyment of their area's special qualities as a subsidiary purpose. We look forward to the Panel's report and recommendations.





Newly discovered seagrass meadow on Salcombe - Kingsbridge Estuary



Beef production farm walk

South Devon AONB Estuaries Partnership

Together with our other local estuary community forums, the recently reformed Dart Estuary Forum has met twice during this period and has been well represented by the wider local community interested in their conservation and environmental management.

As part of our local estuaries biosecurity work, local volunteers have helped the Estuaries Officer to survey the shores of the estuaries for the potentially invasive Pacific oyster that has smothered some of our shores to the detriment of the local wildlife and amenity use of that foreshore. The Pacific oyster is just one of several 'Invasive Non-Native Species' found around our shores of all our estuaries and our Estuary Biosecurity Plans help raise an awareness of their issues and how we all have an interest in their local management.



The AONB's estuaries management plan has been formally annexed to the AONB Management Plan as part of its formal review and has taken on some of the key estuaries plan policies to help conserve them.



South Devon AONB is an active and joint host of the South Devon Catchments Partnership, together with the Westcountry Rivers Trust and encouraging the Environment Agency's Catchment Based Approach. As we have always promoted, good healthy water quality is vital to the conservation of our estuaries, and as the last downstream element of each water catchment system, it is vital that we are actively promoting the benefits of good healthy water quality there too ... to each and everyone within each estuary catchment.

Avon Valley Farmer's Group

We staged a range of workshops during the year and helped nine farmers into mid-tier schemes. DEFRA Minister George Eustice was guest speaker at the AGM held at Holsome Park in June. Members Cathy Case and David Camp outlined their hopes and aspirations for a Brexit that values the contribution farmers can make towards delivering public goods whilst placing equal value on the production of high quality food.



George Eustice, Secretary of State DEFRA

Planning

Over the past 12 months we have been consulted on over 150 planning applications including several major developments, marina and housing developments, hotel development/refurbishments and a micro brewery.

Redevelopment of former Philip & Son shipbuilding yard at Noss on Dart



AONB Partnership financial profile 2018-2019

Core costs & income

The **core costs** of the AONB Partnership were jointly funded.

AONB Partnership core income

Defra	£124,260	72.8%
Devon County Council	£17,919	10.5%
Plymouth	£1,000	0.6%
South Hams District Council	£20,749	12.2%
Torbay Council	£3,000	1.8%
Income earned	£3,639	2.1%
SeaMoor Lotto	£104	<1%
Total	£170,671	100%

AONB Partnership core expenditure

Staff costs	£140,411	82.2%
Hosting costs	£10,444	6.1%
Office costs	£5,314	3.1%
Communication costs	£2,900	1.7%
Partnership support costs	£5,595	3.3%
Commissioned work	£863	<1%
Other core expenditure	£5,144	3.0%
Total	£170,671	100%

Contribution to partnership programmes

In addition to the direct project expenditure run through the AONB Partnership, the AONB Unit also manages the budget for the **Slapton Line Partnership**.

Slapton Line Partnership

Total spend for 2018-19 was £12,578 mainly focused on the completion of a Beach Management Plan and the emergency response to Storm Emma following substantial damage to the A379 forcing its closure for 6 months. This activity is funded by a variety of partners, with the budget held by South Hams District Council on behalf of the Slapton Line Partnership.

The total AONB Partnership expenditure on core, direct and indirect projects during 2018-19 was £322,174.

Direct project costs & income

The **project costs** directly incurred by the AONB Partnership in support of AONB Management Plan priorities were funded by a wider range of sources:

AONB Partnership direct project income

Defra	£32,601	23.5%
South Hams District Council	£19,900	14.3%
Salcombe Harbour Authority	£10,700	7.7%
Duchy of Cornwall	£7,150	5.1%
Devon County Council	£4,872	3.5%
Dart Harbour and Navigation Authority	£5,000	3.6%
National Trust	£4,000	2.69%
Environment Agency	£7,500	5.4%
Parish Councils	£488	0.4%
Rural Payments Agency	£15,000	10.8%
Natural England	£2,574	1.9%
Heritage Lottery Fund	£8,000	5.8%
SW Coast Path Association	£1,555	1.1%
Coastal Revival Fund	£14,380	10.4%
Devon Local Nature Partnership	£1,500	1.1%
Devon Landscape Policy Group	£2,160	1.6%
Sustainable Community Locality Fund	£50	<1%
Events	£1,226	<1%
Other income	£269	<1%
Total	£138,925	100%

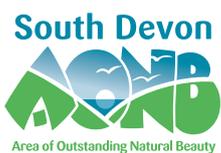
AONB Partnership direct project expenditure

Estuary project costs	£44,685	32.2%
"Explorer" publication, events programme and outreach work	£5,545	4.0%
Community projects staff costs and associated work	£33,176	23.9%
River catchment coordination and project delivery	£1,598	1.2%
Interpretation panels	£2,363	1.7%
Explore South Devon project	£1,750	1.3%
AONB Management Plan review	£1,410	1.0%
Countryside Stewardship Facilitation Programme	£12,310	8.9%
What Makes South Devon Special project	£8,903	6.4%
Wembury corridors and connections development	£850	<1%
Community orchard landscapes project	£6,041	4.3%
AONB Gateway signs	£1,607	1.2%
Misc expenditure	£154	<1%
Upfront project contributions for activity in future years	£18,533	13.3%
Total	£138,925	100%



Photo credits: Back cover Lannacombe Bay © Julia Kelland.

All others AONB Photo Competition entries, contributed or © South Devon AONB Unit. Design by South Hams District Council.



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