

# Tamar Valley

Area of Outstanding Natural Beauty

**Annual Review 2012/13**



# Introduction

Welcome to our latest Annual Review, a year in which we have achieved so much. Successes include the completion of the Tamar Valley Mining Heritage Project and the partnerships and involvement created through the Cordiale project, especially the hedge surveyors and exciting woodfuel work. The particular inspiration for me has been the enthusiasm and commitment of the loyal band of volunteers who support the Tamar Valley AONB.

Thank you to all of you who have given your time and interest, we look forward to a new year of activities that help to conserve, enhance and raise awareness of the beautiful landscape we are privileged to enjoy.

As ever,  
Cllr Neil Burden  
Chairman Tamar Valley AONB Partnership



## Learning Landscapes (Understanding & Awareness)

### Spreading our message

- 11,000 copies of *The Valley* newsletter printed and distributed throughout the Tamar Valley and beyond in April. To save the large cost of posting copies to individual readers, the number of local outlets acting as pick-up points was increased. 10,000 printed in December. *The Valley* is also available to view and download from AONB website.
- Monthly eBulletins produced and emailed to over 950 recipients with an interest in looking after our Valley.
- Social media has continued to be an important communication tool this year, with 303 'likes' on Facebook and 223 followers on Twitter at the end of the financial year.
- Almost £25,000 worth of free press coverage was generated throughout the year, raising awareness of the AONB and its projects. As ever, this is a conservative estimate and does not take into account radio, TV or website coverage.
- www.tamarvalley.org.uk maintained and updated regularly. This year 22,213 new visitors viewed the website (an increase of 2,300 from last year), along with 12,935 repeat visits (up 2,800 from last year). On average, visitors are spending 2.5

minutes on the website and looking at 2.93 pages per visit.

### Events & activities

- Spring Trail Festival attracted 200 people in total to its 30 events offered during the 4-day event, highlighting the range of activities to enjoy and new skills to learn in this special landscape. October's Autumn Trail Festival suffered from unusually low attendance due to insufficient funds (we were unable to produce the usual promotional booklet; reliance on a web-based approach did not seem to work for our target audience).
- The first ever Tamar Valley Discovery Trail Challenge was held in July. Sixty people walked the entire length of this 30-mile route, raising £2,500 for the Devon Air Ambulance Trust. The event was kindly sponsored by Pure



Dartmoor Water and Ginsters. The fastest completion time was 10 ½ hours.

- Events held at the Tamar Valley Centre this year included Beekeeping Courses (Tamar Grow Local), art exhibition to raise money for cystic fibrosis, Open Studios, photographic exhibition and jewellery making workshops. The Centre was open and staffed every day during the summer holidays.
- Other events organised by the AONB team, outside of the Trail Festivals, include Nightjar walk and A Grand Day Out (jointly planned with DCRP encouraging Plymouth residents to explore the Tamar Valley).
- The ever-popular weekly Walk & Talk events continue to provide great benefit to people in the Saltash and Tamar Valley area who are looking to improve their health in a non-competitive and friendly environment. Fifty walks were held in Saltash, while the Tamar Valley group enjoyed 51 walks. In total, 142 walkers registered throughout the year; 73 were new walkers this year. Around 25 walkers regularly attend each walk.

### Meetings and get-togethers

- Tamar Valley AONB Annual Conference – Valley Voices – attended by over 50 Partners and other delegates in November. The event focussed around the 2014-

# The Year at a Glance



2019 AONB Management Plan to gain thoughts & ideas for the future direction of the work of the AONB team.

- Evening of discussion around River Issues was held in March (this had emerged as a key theme from the Annual Conference). Over 40 people enjoyed talks from a range of speakers, including the Tate artist Adam Chodzko (Tamar Project).

## Signage

- New branded signage was installed at three gateway railway stations – Calstock, Gunnislake and Bere Alston. As well as the destination name, each sign includes the words ‘Cornwall and West Devon Mining Landscape World Heritage Site’ and ‘Tamar Valley Area of Outstanding Natural Beauty.’ This project was in collaboration with SW Strategic Rail Partnership.
- Shared World Heritage Site and Tamar Valley gateway signage was produced for Gunnislake Newbridge (both sides) Calstock, Gunnislake, Bere Alston and Gulworthy. Thanks to Devon County and Cornwall Councils, West Devon Borough Council and Calstock and Bere Ferrers Parish Councils.

## A Living Landscape (Economy, Community & Planning)

### Mountain Bike Development Project

- The Woodland Riders received the key to the completed reception hut in February.
- New Uplift Service started in February operating at the Gawton Gravity Hub
- ‘Making your business cycle friendly’ booklet produced, aimed at tourism providers, highlighting different types of cyclists and how best to cater for them.
- The new downhill track hosted the South West Championships and the hut was used as a registration venue. This was the first time the hut had been fully open to the public.
- Dirt Magazine published a very favourable article about the new track and hut.
- The Mountain Bike Development Officer met with 22 rural business owners informing them about the project and partner projects (such as 1SW). The meetings helped business owners take a fresh look at catering for visiting cyclists.
- Project was finally completed and claim submitted to Greater Dartmoor LEAF in February. The project has generated a momentum which is continuing despite the end of direct funding.
- It is estimated that the new facility

and tracks have contributed approximately £10k to the local economy. However, due to the delay in the building completion, the uplift was not established until the end of the financial year.

### Tamar Valley Tourism Association (TAVATA)

- Last April, a new tourist map of the Tamar Valley was produced and distributed to complement the existing family of 5 leaflets.
- This March, TAVATA held a special event in Tavistock to welcome new and potential members. As a result, seven members were recruited.
- TAVATA have joined together with the South East Cornwall Tourist Association (SECTA) and the Best of Bodmin Moor Tourist Association (BoBM) to form the Gateway to Cornwall Partnership, developing a stronger relationship with Visit Cornwall to increase the profile of the Tamar Valley and south east Cornwall to encourage more visitors.
- At the end of this financial year, TAVATA membership stood at 240, representing businesses from sectors including holiday accommodation, restaurants, pubs, cafes, garden centres/nurseries, attractions & activity providers.

### Tamar Valley Food

- Free drop-in sessions held at Tamar Valley Centre & in Buckland Monachorum (October), offering

# The Year at a Glance cont.



local food producers and retail outlets advice & support on obtaining funding and strengthening links between suppliers and retailers. Joint initiative between AONB, Cordiale and Tamar Grow Local.

- Two Produce Markets\* held at Cotehele Quay. Fresh local produce was on sale, and also the chance to sign up for bee keeping courses, Bohetherick Farm beef and pork boxes and community agriculture projects and courses taking place in the Valley. (\*Initiative between Tamar Grow Local and National Trust Cotehele).

## Tamar Valley Centre

- Three exhibitions and events held at the Centre throughout the year (see Learning Landscapes for details).
- The AONB are taking a team approach to increase use of the Tamar Valley Centre as a means to generate income and to become a place for the community to use and enjoy more regularly.

## Natural Assets (Understanding, Protecting & Conserving)

### AONB Atlas

- In 2008-9 the Tamar Valley AONB produced a State of the AONB Report, a snapshot of the 'health' of the AONB landscape. The results are now available to view in an online

Atlas. This will provide a valuable baseline for future monitoring work.

## Tamar Valley Orchards

- Report produced from comprehensive survey that was undertaken in 2010-11 of all traditional orchards within the AONB. Joint initiative with Peoples Trust for Endangered Species. Over the space of 6 months, seven volunteers visited a total of 155 orchards gathering basic information. It is encouraging that many orchards have been replanted by enthusiastic owners.
- During January & February, 25 volunteers spent two days learning restoration pruning and post-planting aftercare of young trees on two sites in St Dominick parish (Pentillie and Strawberry Hill).



## A Sense of Place (Promoting Local Distinctiveness)

### Tamar Valley Art

- Drawn to the Valley's Open Studios took place again at the end of August, attracting over 6,000 visitors and generating over £45,000 in sales collectively. The Tamar Valley Centre hosted 4 artists where £1200 was raised in art sales.
- Drawn to the Valley continues to grow in stature and numbers, going from strength to strength supporting the arts and tourism in the Valley. Being the 10th Anniversary in 2013, big things are planned.
- The development phase of the Tamar Project concluded with an exhibition of 'Ghost' a beautiful wooden kayak at the Tamar Valley Centre. 'Ghost' and the Tate artist, Adam Chodzko, took 60 people from the Valley on very personal journeys in this craft. In addition, the key outputs from this phase have been a unique 4 hour art-film archive of Tamar River; special edition posters for all schools and communities (including a set for the Tamar Valley AONB); an Exhibition of 'Ghost' and symposium with the artist and other invited speakers at Peninsula Arts. Plymouth University have also taken on the management and development of this project.
- A number of Drawn to the Valley members have been involved with the Tamar Project.



## Cultural Heritage (Saving our Heritage)

### Tamar Valley Mining Heritage Project

- *Seriously NOT Boring Tamar Trails Book* published and launched in April. The book features 5 activity trails for children and their families along the old mineral railways, and was written by Sue Gearing and Les Davies from the Mendip Hills.
- *Nine Walks in the Tamar Valley* book produced, by Bill Scolding.
- Weekly activities, including archery taster sessions, bug hunting, willow weaving and bush craft, were held along the Tamar Trails during the summer holidays to raise awareness of the trails and to generate interest in the new Centre that due to open.
- The building of the Tamar Trails Centre, Gulworthy, began in September and was officially launched and opened for the public to enjoy at the end of March. This is the final part of the jigsaw for the TVMHP, and acts as a start and finishing point for exploring the 25km of tracks and trails. The Centre houses the Beech Café and a meeting room. Visitors can also view the wildlife cams from here and hire bicycles. Around 1,000 visitors came along to the free open day.
- The focus of conservation works at Devon Great Consols was the 1920s arsenic works, including the Brunton calciners, reverberatory refiner

furnace, flues and condensing chambers. A wooden staged overlook was provided and an interpretive panel installed that relayed its history and showed how the complex worked. Away from the Scheduled Monument, a far greater interpretive point was installed in the old mine office ruin, where highlights of the whole story of the mine is told on all-weather interpretation panels fixed to an internal framework that is a reversible installation in the consolidated ruin. It takes the mine from its copper bonanza days of the 1840s, 50s and 60s, to the arsenic years of the 70s-1900, and the brief revival in the 1920s. And of course

- Creative installations by Alastair Guy put along Bedford United Mine Trail.



- Five orientation boards installed around Tavistock, in February, to help visitors and residents explore the historic town.
- The TVMHP has now ended. The legacy of the project is being managed by West Devon Borough Council.

### Calstock Parish Heritage Project

- Exhibition celebrating the Project attracted over 300 people at its first venue in January – the Tamar Valley Centre. The exhibition, *Uncovering the Past*, continued its tour to Rilla Mill and Calstock, as well as several local history society events.
- AONB team, Calstock Parish Archive and Calstock Footpath Society joined forces to research the history of public rights of way and permissive paths across the Calstock parish, to identify which are of historic value.
- The Community Dig at Calstock's Roman Fort site inspired a short film and booklet to be produced and an interpretation board to be created and installed.

# The Year at a Glance cont.



## Working Together (International, national & regional co-ordination)

### Cordiale

Here are the main highlights from the year. For full details,

[www.tamarvalley.org.uk/cordiale](http://www.tamarvalley.org.uk/cordiale)

### Woodfuel

- One technical wood fuel exchange was organised in Brittany. 14 people attended as part of the Tamar Valley delegation to look at the organisation and practical arrangements for woodchip platforms or hubs, co-operative bocages management and institutional boilers.
- Woodfuel Demonstration Day, held in March, attracted 29 people from farm and rural businesses. The Cordiale team organised a site visit to look at a woodchip boiler and chip store, then tested a variety of tools to help inform farmers and landowners about installation and supply.
- Managed a contract to investigate the potential for a hub to store, process and distribute wood fuel.
- Commissioned a series of wood fuel audits at farm, estate and parish scale, and a series of studies on the feasibility of switching from fossil to wood fuel and installing wood fuel boilers – this has/will result in at least two wood fuel boiler installations.

- Commissioned a series of hedge audits to quantify the potential of wood fuel that could be obtained from hedges.
- Investigated the installation of wood fuel boilers at a range of institutions, inc. a school, hotel and estate buildings.
- Developed a number of tools to assess the potential for biomass production and also the potential for wood fuel boiler installation.

### Hedges

- Training days held in hedge survey techniques and species recognition in April, as part of the Cordiale 'significant hedges survey' project. 40 local people attended the training events, resulting in 200 thirty-metre stretches of hedgerow being surveyed throughout Calstock, Bere Ferrers, Buckland Monachorum and St Dominick parishes.
- A free drop-in event for farmers, wood-fuel users and enthusiasts to learn more about the value in hedges, was held in November at Stourtown Farm. Demonstrations including hedge laying, hedge surveying and wood fuel preparation.

### Landscape and Art

- Cordiale and Drawn to the Valley launched 'Harvesting Time' project, where 10 artists created a contemporary piece of artwork that reflected the history and heritage of the Tamar Valley. The artists visited a

cherry orchard, an area of river and the silver mining area on the Bere Peninsula during the summer, as sources of inspiration. The finished works were exhibited at the Tamar Valley Centre in October, where they were enjoyed by 160 people.

### Diarykeepers

- Over 90 Tamar Valley residents, aged 4-80 kept a diary during the month of June, inspired by the diaries kept by St Dominick market gardener Joe Snell between 1914 and 1938.
- The entries – no more than 2 sentences per day – were transcribed and formed the basis of a unique community event, involving readings and installations, created through the words of Valley residents. The event was held in a glass house in St Dominick, in October. 60 visitors joined the fun, and celebrated this much-loved Cordiale project - Diarykeepers. A film was also made to capture the essence and showcase the process, which is available to view on the Tamar Valley AONB website.

### Archaeology

- 24 Bere Alston residents took part in Cordiale's Community Archaeology Project in July, digging 11 test-pits in back gardens across the village to find out more about its history. 36 pupils from village school also took part, digging pits on their school



field. Assessment report completed by Dr Chris Smart.

## Volunteering

- Initial work to establish a group of volunteer wardens to help monitor and maintain the Tamar Valley Discovery Trail and Tamar Trails was carried out. The group will be known as Trail Makers. Thirty volunteers have so far signed up.

## National Association for AONBs

- Over 160 delegates, including Corinna Woodall and Simon Bates from the Tamar Valley AONB team, met in York on 17th – 19th July for the National Association for AONB's 14th Annual Conference "Shaping nature on a landscape scale". Key messages included how the UK's natural environment underpins our economic prosperity, our health and our wellbeing.

## Biodiversity

- First Tamar Valley Bioblitz event held in September, at Pentillie Estate, attracting over 300 visitors to the 2-day event.

## Tamar Community Trust

- Wacker Quay Community Group worked tirelessly to get the new Wacker to Antony Trail ready for its official opening in June, and since then in maintaining and enhancing the 1.8km route, with the Tamar Community Trust (TCT).
- TCT has made progress in several areas of the Tamar Valley, including work with the Woodland Trust and West Devon Borough Council.
- Close liaison continues between TCT, Tamar Valley AONB and Friends of the Tamar Valley, to share labour, resources and information.

## South West Protected Landscapes

- Dave Dixon, who has managed the South West Protected Landscapes Forum, is now to be seconded to the National Association for AONBs. It was decided, however, that this has been a successful model for joint working and that the group will continue to meet and continue the co-ordinated approach for which this region is admired.

## Development Planning

- A Planning Information Leaflet was produced with the support of Cornwall AONB and is downloadable from our website.
- Tamar Valley AONB worked on a joint submission with Cornwall AONB to ensure input from the Protected Landscapes to the Cornwall Local Plan.

## Friends of the Tamar Valley

- Monthly talks held throughout the winter at Tamar Valley Centre.
- Led 2 walks for the AONB's Spring Tamar Trail Festival, attracting 25 walkers to each event.
- Promoted the AONB at Churchtown Farm Open Day, Saltash and Latchley, Chilsworthy and Cox Park Show during the summer.



## Staffing

- A new Manager for the Tamar Valley AONB, Corinna Woodall, was appointed and joined the team in April 2012.
- A number of projects ended this financial year, as well as staff retiring, so we unfortunately said goodbye to Rosemary Teverson, Chaz Curry, Paul Smitherman, Shirley Eveleigh and Tish Valva.

# Delivering the AONB Management Plan 2012/13

The Tamar Valley AONB Management Plan 2009 - 2014 is split into 6 policy themes; Landscape Management, Sustainable Management, Understanding and Awareness, World Heritage Site, AONB Management and Implementation & Review. This guides the work of the AONB team. The following chart illustrates our progress within each area of work, and in particular, the projects for each. For a copy of our Management Plan please visit [www.tamarvalley.org.uk](http://www.tamarvalley.org.uk) or call the AONB office on 01822 835030.

Management Plan Policy				Completed	Development / Implementation	Not Started
<b>Landscape Management</b>						
Landscape Heritage	(4 actions)	LM1	50%		50%	
Biodiversity	(6 actions)	LM2	17%	33%	50%	
Geodiversity	(5 actions)	LM3	20%	20%	60%	
Natural Resources	(2 actions)	LM4	50%		50%	
Working the Land	(6 actions)	LM5	67%			33%
Local Distinctiveness	(2 actions)	LM6	50%		50%	
River Management	(5 actions)	LM7	40%	40%	20%	
Landscape for enjoyment	(10 actions)	LM8	60%		30%	10%
<b>Sustainable Management</b>						
Sustainable Communities	(4 actions)	SM1	50%		50%	
Transition Tamar	(1 action)	SM2	100%			
Climate Change	(2 actions)	SM3	50%		50%	
Local Supply Chains	(5 actions)	SM4	60%		20%	20%
<b>Understanding and Awareness</b>						
Interpreting, Educating, Communicating	(8 actions)	Ua1	88%			13%
Cultural Identity	(3 actions)	Ua2	25%	75%		
<b>World Heritage Site</b>						
Tamar Valley WHS Management	(2 actions)	Ws1	100%			
Conserving the Mining Landscape	(3 actions)	Ws2	25%	75%		
Morwellham Quay	(1 action)	Ws3	100%			
<b>AONB Management</b>						
AONB Partnership	(1 action)	Am1	100%			
Tamar Community Trust	(1 action)	Am2	33%	67%		
AONB Staff unit	(1 action)	Am3	100%			
<b>Implementation and review</b>						
AONB performance Indicators	(1 action)	Ir1	100%			
Implementation of the plan	(1 action)	Ir2	100%			
Environmental Impact	(1 action)	Ir3	100%			
State of the AONB monitoring	(1 action)	Ir4	100%			

There are 85 actions within our Action Plan, our overall progress as of March 31st 2013 was as follows:

<b>Our overall performance</b>	47%	36%	17%
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# Financial Review

April 2012 - March 2013

With a further decrease of 5% in our core funding from Defra, for the third consecutive year the AONB team have had to find ways of making savings. 2012/13 also saw the culmination, or peak in a number of projects that the AONB were involved with. Much of the focus and energy this year was on ensuring that projects were completed to budget and on time. The Mountain Bike Development Project finished in January 2013 within budget and successfully negotiating the Dartmoor Greater LEAF LEADER grant claim process. The HLF Calstock Parish Heritage Project also came to a close with expenditure as profiled. Most significantly was the end of the HLF funded Mining Heritage Project which finally completed at the end of March 2013, delivering on budget and within HLF's approved purposes (despite a number of complicating factors, not least the weather affecting completion times of capital builds). Cordiale continues and the AONB continues to support a number of local organisations and projects.

## Tamar Valley AONB Core Budget Expenditure

Description	Tamar Valley AONB Expenditure
Salaries and associated costs	£173,500
Other employment costs	£18,371
Equipment	£2,061
Office costs	£6,066
Building costs	£3,168
Communication / Partnership	£13,869
Professional services	£7,595
Vehicle and transport costs (excluding Staff)	£1,455



## Projects Supported by the Tamar Valley AONB

Projects	Description	Total Project Expenditure	AONB Match Funding
Cordiale	European cooperation project promoting sustainable landscape management	£166,501	£34,000
Tamar Valley Mining Heritage Project	Partnership project conserving & providing access to the mining heritage	£940,027	£6,000
Calstock Parish	Project focusing on exploring Calstock's historic environment	£13,463	Staff time
Mountain Bike Development Project	Development of reception building and downhill mountain bike track for the Woodland Riders	£63,602	£16,500
Tamar Community Trust	Development of Tamar Community Trust activities	-	£12,000
River Art Project	Funding towards the community arts project	-	£7,000
Health Walks	Continuation of the Health Walks scheme that was initially funded by SDF	-	£5,500
Friends of the Tamar Valley	Grant towards printing the Tamar Journal	-	£750

# Tamar Valley

Area of Outstanding Natural Beauty

## Tamar Valley AONB

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www.tamarvalley.org.uk  
www.facebook.com/TVAONB  
www.twitter.com/TVAONB

## Main Communication Messages from the AONB:

1. The Tamar Valley AONB team exists to conserve & enhance the natural beauty & cultural heritage of the AONB, ensuring it can meet the challenges of the future
2. We will promote public understanding & enjoyment of the nature & culture of the Tamar Valley AONB, and encourage people to take action for conservation
3. The Tamar Valley is a vibrant, dynamic, living landscape that helps communities work together to share responsibility of this unique resource
4. The AONB team makes best use of resources to add value to work that is already being achieved by other organisations within the Valley
5. The Tamar Valley's combination of wildlife, heritage & estuarine landscape is distinct & special in a national context. We need your help to keep it this way.



## Our Vision for the Tamar Valley

To ensure that by working together the Tamar Valley Area of Outstanding Natural Beauty will be managed in a way that conserves and enhances its unique cultural identity and outstanding natural beauty for the benefit of all the people who live, work and visit the area, now and in the future.

The **CORDIALE Project** is a partnership between:



Cordiale was selected under the European Cross-border Cooperation Programme INTERREG IV A France (Channel) – England, co-funded by the ERDF

The **Tamar Valley Mining Heritage project** is a partnership between:



This project is part funded by the European Union under the European Regional Development Fund: investing in rural areas.