

Tamar Valley

Area of Outstanding Natural Beauty

Annual Review 2013/14



Introduction

Welcome to this year's Annual Review. Another year of great achievement under some challenging fiscal pressures across all areas. It's hard to believe that the time has come to produce our new 5-year Management Plan. Our thanks to everyone who has shared their knowledge, time and enthusiasm - it has truly been a great team effort. I am delighted to see that the Sustainable Development Fund is available again for communities to benefit from - long may it continue. And as one successful and inspirational project draws to a close (Cordiale), another one begins - we all look forward to engaging and hearing how 'Helping Hands for Heritage' progresses and strengthens our valued team of volunteers we are privileged to work alongside.

As ever,

CLlr Neil Burden
Chairman Tamar Valley AONB Partnership



Learning Landscapes (Understanding & Awareness)

Spreading our message

- 10,000 copies of The Valley newsletter were printed and distributed throughout the Tamar Valley and surrounding area in the summer. To save costs and paper, the newsletter was produced in a smaller B5 format with fewer pages. 10,000 copies were also distributed for the winter issue. Advertising helped with diminishing budgets.
- Monthly ebulletins produced and emailed to over 1,100 recipients with an interest in the work of the AONB.
- Social media remains an important communication tool that allows us to target different audiences immediately. At the end of the financial year, the AONB had 456 'likes' on Facebook and 425 followers on Twitter.
- Almost £19,000 worth of free press coverage was generated throughout the year, highlighting work and initiatives that the AONB team is involved with. This is a conservative estimate and excludes radio, TV and website coverage.
- Our website received 22,666 new visitors (an increase of 453 new visits from last year), along with 11,480 repeat visits (an increase of 1,455 repeat visits from last year).
- Since re-structuring the website

people are spending 2.23 minutes (down from 2.5 minutes last year) on average on the website and looking at 2.76 pages per visit (down from 2.93 pages last year), suggesting they are finding what they need more efficiently and faster.

Events & Activities

- October's Tamar Trail Festival ran for 6 days, with over 30 activities to enjoy. Of the 18 events organised by the AONB team, over 200 people joined in. The Tamar Trails Family Fun Day was also successful.
- The second Tamar Valley Discovery Trail Challenge took place in June. Thirty people walked the 31-mile route, raising around £1,000 for Butterfly Conservation. Tamar Grow Local, Pure Dartmoor Water and Ginsters supported the event.



- Events held at the Tamar Valley Centre this year included Jewellery Making Workshops, Photographic Exhibition, Cornwall and Drawn to The Valley Open Studio as well as charity Coffee Mornings
- The two Walk & Talk groups in the Tamar Valley (Saltash and Gunnislake & Calstock) continue to provide a great opportunity for those looking to improve their health. 50 walks were held by both groups during this year. Around 15-20 walkers regularly attend each walk.
- Tamar Valley AONB represented at Latchley Show and Churchtown Farm Community Nature Reserve, thanks to Friends of the Tamar Valley. Also at Cycle Expo at Eden, thanks to Tamar Trails Centre and Woodland Riders representatives.

Meetings & get-togethers

- Over 50 delegates attended the Annual Conference in January. Working With Our Communities highlighted five different ways in which the AONB enhanced and supported different communities in the Tamar Valley over the past 12 months. Three successful recipients of this year's SDF money discussed their projects, and Ted Coryton of the Pentillie Castle & Estate revealed his thoughts on how best to manage the landscape into the future.

The Year at a Glance



Signage & Interpretation

- New welcome signs were installed outside the Tamar Valley Centre during the summer. These were funded by the Discover the Extraordinary Project; a RDPE Project for the Cornwall and West Devon Mining Landscape World Heritage Site.
- Four pull-up banners have been produced introducing the Tamar Valley AONB (what it is, where it is, the work we do to keep it special and how to enjoy the Valley). For use at wide range of shows, events, exhibitions and consultation events.

A Living Landscape (Economy, Community & Planning)

Sustainable Development Fund

- Twelve local projects were awarded a proportion of the £5,000 available through the Sustainable Development Fund in August. £55,000 worth of projects were made possible through this funding.
- The range of projects supported included;
 - The creation of basket nests for osprey on The Tamar estuary through the Cornwall Wildlife Trust,
 - planting of local cherry trees in St Dominick Community Orchard,

- the installation of benches along the Tamar Trails,
- refurbishment of Landulph Memorial Hall to increase use by the community,
- a Yurt for Harrowbarrow School's Forest School

Planning

- Planning policies have been reviewed and updated, in liaison with WDBC, SHDC and CC officers as part of the Management Plan review process. A planning workshop was coordinated and hopefully this will become a regular group.
- A joint response was provided on behalf of Cornwall and Tamar Valley AONBs on the Cornwall Core Strategy.
- Reviewed and drafted initial

comments on Cornwall Local Plan Pre-submission.

- A new pre-application service was introduced this year, to enable the AONB team to advise on aspects of potential developments in the context of their impact upon the AONB designation.
- Since November 2013, 27 planning applications of varying scales across South Hams District Council, West Devon Borough Council and Cornwall Council LPA's have been reviewed, and responses provided on 16 of these applications. These include:
 - The application for 6 low cost houses in Latchley which we considered would have a significant impact on the village and was inappropriate in the proposed setting was turned down at appeal.
 - An application for 3 large wind turbines at Mendennick which would impact the setting of the TVAONB and Cornwall AONB at Rame was also withdrawn following a joint response to the Planning application
 - Provided consultation comments on major application 00554/2013 – Callington Rd, Tavistock which relates to 750 dwellings, railway regeneration, primary school, small retail unit and associated infrastructure.
 - Provided response to WDBC and SHDC Strategic Housing Land Availability Assessment (SHLAA) consultation.



The Year at a Glance cont.



Neighbourhood Planning

- In May, nine people from Buckland Monachorum parish joined members of the AONB team for a training session on Neighbourhood Planning. This increased their understanding of landscape development and inspired confidence when responding to development proposals and planning applications.
- Also met with Calstock Parish Council representatives to discuss Neighbourhood Planning.

Tamar Grow Local

- Tamar Valley Food Hubs established in 2013, with funding from the Tamar Valley AONB's Cordiale project. It now delivers regular weekly produce to 127 people within the Tamar Valley. The group has collection points and new access to the Plymouth markets. 46 local suppliers are supported through this initiative.
- In August, Tamar Grow Local moved into new premises and opened their new honey extraction facility, in Callington.
- In September, honey, apples and eggs from the Tamar Valley were taken by river from Calstock to Plymouth's Royal William Yard. Here, they were transformed into an apple pie by a group of school children from Buckland Monachorum, under the watchful eye of top River Cottage chef, Joe Draper.
- Tamar Grow Local scooped one national and one regional award

for enterprise and community contribution in November. The Western Morning News Business Awards announced them as winner of the Best Community Contribution category for their work with local food businesses, growers and bee-keepers in the Tamar Valley. They also won the Enterprise category for their 'Growing the Valley' project at Manchester's Local Food Recognition Awards.

Natural Assets (Understanding, Protecting & Conserving)

Invasive Plants

- Giant hogweed, Japanese knotweed and Himalayan balsam continues to be controlled, thanks to £15,000



funding received this year from the Environment Agency.

- Landowner engagement work was carried out through FWAG South West. 56 landowners were visited, a further 4 contacted by telephone and information packs were sent to an additional 10.
- An event was held in May at Ferry Farm, for landowners to learn how to identify and treat the three main invasive plants within the Tamar Valley. Organised by Tamar Invasives Group, 60 people attended.

Woodfuel

- Woodfuel demonstration event attended by 31 people at the Tamar Valley Centre, with presentations from Forest Fuels, Crops 4 Energy and Silvanus Trust. A site visit to see an installed woodchip boiler and store was hosted by Ian Forrest at Collacombe Barton.
- Pentillie Estate installed a 130kw wood chip boiler following a feasibility study carried out by Crops 4 Energy
- Community Supported Woodlands – handbook and toolkit by Kate Royston (Robbee Smole) & Dave Readman completed. A number of stakeholder events were organised that fed into the production of the handbook.
- As part of the Renewable Heat at Work programme the last Cordiale demonstration day was held by Devon Hedge Group and Treco to learn about woodfuel from hedges



and to see an on farm boiler, 25 people participated.

Devon Greater Horseshoe Bat Project

- The Tamar Valley AONB became a partner in the Devon Greater Horseshoe Bat Project and contributed £500 of match funding to the project development.
- This partnership project, led by the Devon Wildlife Trust has been successful in raising £65,600 to develop this county-wide project to a second round application.

Hedges and the historic landscape

- The significant hedge survey drew to a close at end of July. Over 200 survey forms were completed.

Cultural Heritage (Saving our Heritage)

Tamar Valley Mining Heritage Project Legacy

- Morwellham Quay took on the daily management and opening of the former Methodist chapel on-site in May. It was bought by the Devon Historic Building Trust and leased to West Devon Borough Council in 2011. Since then, the building has undergone a transformation as part of the Tamar Valley AONB's Tamar Valley Mining Heritage Project.

The chapel is open to visitors, free of charge, during the hours that Morwellham is open.

- In July, a book promoting nine walks that encourage exploration of the historic landscape of the Tamar & Tavy valleys, was produced. Devon & Cornwall Tamar Trails, provides great insight into how the Tamar Valley AONB once was, why the landscape is how it is today and what you can expect to experience during your walk.
- Tamar Trail Festival was held in autumn, with support and funding from the Legacy group. This included an Open Day at the Tamar Trails Centre which several hundred people participated.
- The Tamar Community Trust now manage the Tamar Trails on behalf of West Devon Borough Council. Signage along the Trails has been a

priority this year, with huge support from our team of volunteers.

- The AONB team have been collating and researching the educational resources that would be appropriate to use from the Trails Centre, with a view to running training days for teachers and local group leaders.
- Work has started to bring together the educational materials created from the MHP project and take these forward as an offer to schools.

Calstock Parish Heritage Project

- Although the Project had finished, one more viewing of 'Uncovering the Past' was held in October at Stoke Climsland. The Old School hosted the exhibition for a weekend.

A Sense of Place (Promoting Local Distinctiveness)

Tamar Valley Art

- Cornwall Open Studios took place at the end of May. The Tamar Valley Centre hosted 3 artists attracting 150 visitors.
- At the end of August, Drawn to the Valley Open Studios took place. Artists showcased their work and welcomed visitors through the doors for two weeks, this raised £396 for the Tamar Valley Centre.



The Year at a Glance cont.



River Tamar Project

- The River Tamar Project has been awarded a large funding grant from the Arts Council of England for the International River Film Festival, planned for September 2014.

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

National Association for AONBs

- This year's Landscapes for Life Conference, organised by the National Association for Areas of Outstanding Natural Beauty (NAAONB), was themed around water.
- Held in July, the Conference brought delegates together in Ipswich to discuss the part that the UK's Protected Landscape Family have in ensuring that our water systems are well managed and our environment is safeguarded for future generations.

Diarykeepers Archive

- The Diarykeepers archive, including entries from all diaries submitted during June 2012's project, was produced and made available for all to see in the Calstock Parish Archive, Tamar Valley Centre.

Cordiale

- 'Involving our communities' was the topic of a two-day exchange day in May, when partners and delegates from South West England's AONBs and protected landscapes in North East France came together in North Devon.
- Ideas were shared during site visits that showed best practice examples of community engagement projects that were delivered as part of the Cordiale project across the two countries.
- The wider Cordiale team including those from the Tamar Valley AONB and the 8 other protected landscapes within the project, met in France in June for a closing conference. This marked the culmination of the 3-year project and celebrated its achievements.



- The final Cordiale exchange to Brittany, focusing on Woodfuel, was held in September. Eleven people attended from the Tamar Valley AONB and Blackdown Hills AONB.
- The "Toolkit" was launched as a means of sharing learning and practice with others involved in landscape management.
- Final claim for Cordiale was submitted in December, and the Interreg Iva project phase complete.

Valley Volunteers

- Drop-in day held in October at the Tamar Trails Centre, to sign up new volunteers as part of the Valley Volunteers scheme.
- At 31st March, there were 397 volunteers on the mailing list.

South West Protected Landscapes

- The South West AONBs, together with Dartmoor and Exmoor National Parks continue to meet as the South West Protected Landscapes Forum (SWPLF) with the advent of Dave Dixon being seconded to the NAAONBs.

'Our Land' tourism initiative

- The Tamar Valley AONB hosted a meeting on 18 April for other AONBs and Destination Management Organisations in Cornwall and Devon to consider the possibility of becoming part of the sustainable tourism 'Our Land'



project that had been developed with the South East protected landscapes, funded through RDPE and Responsible Travel.

Tamar Community Trust

- The Tamar Community Trust have taken on the management of the Tamar Trails through a Service Level Agreement with West Devon Borough Council
- Dave Readman is employed by TCT for c.1 day a week initially to coordinate the required management through regular volunteer tasks.
- A Management Agreement has been signed between TCT and the Woodland Trust to take on the responsibility of managing Cleave Wood in Bere Alston as a community woodland.
- Wacker Quay continues to be managed with the support of TCT. New interpretation boards have been produced in conjunction with the local school.

Management Plan 2014-2019

- Consultation held to help inform the new 5-year Management Plan to guide the work of the Tamar Valley AONB Partnership and Team. Four workshops held during August captured stakeholder views on priority issues for the Plan to address.
- Six consultation events were held throughout the Tamar Valley during

the consultation period of 19th October to 15th December.

- Draft Management Plans were sent to parish/town council/one stop shop offices and libraries throughout the Valley for the public to view during this time. Online opportunities were also provided for feedback and input. 450 individual comments were received.
- Management Plan and Summary Document produced, now in the process of having the Plan fully adopted by all local authority partners.

Helping Hands 4 Heritage

- A successful application was made to the Heritage Lottery Fund for an 'Our Heritage' grant to support a two-year volunteer-led project



called 'Helping Hands for Heritage.'

- £93,700 of HLF funding was awarded in March 2014 with further match funding from a number of partners including the Tamar Valley AONB, World Heritage Site, Tamar Community Trust, Devon County Council, Calstock Parish Council and Buckland Monachorum Parish Council contributing to total project costs of £127,000, plus a number of in-kind contributions.
- With about 30 project partners, the project will enable high-quality and varied training for volunteers to develop skills and opportunities for researching, monitoring, recording and conserving on the heritage qualities of the AONB. This will provide an opportunity to develop and build the 'Valley Volunteers' scheme and build capacity for partner organisations addressing heritage needs across the AONB.

Staffing

- Jill Turner, who provided administrative support for the past 5 years, and Cordiale's Simon Bates and Nolwenn Boat who worked tirelessly for 3 years on the high profile Cordiale project, left us in September. Alex Midlen provided significant support to Cordiale and the production of the Management Plan, and left the team in February.
- We welcomed Ben Dancer, AONB Planning Consultant, in September, who is working with the team on a part-time basis.

Delivering the AONB Management Plan 2013/14

The Tamar Valley AONB Management Plan 2009 - 2014 was split into 6 policy themes this has guided the work of the AONB team over the last five years. A significant proportion of the Action Plan has been achieved and where this has not been fulfilled or remains uncompleted there have been good reasons for this - nonetheless I hope you will agree a large amount of work has been undertaken in the final year of this plan period to help keep our AONB special and to provide an excellent springboard for the next Plan for the Tamar Valley.

Management Plan Policy				Completed	Development / Implementation	Not Started
Landscape Management						
Landscape Heritage	(4 actions)	LM1	50%	50%		
Biodiversity	(6 actions)	LM2	33%	33%	33%	
Geodiversity	(5 actions)	LM3	20%	20%	60%	
Natural Resources	(2 actions)	LM4	50%	50%		
Working the Land	(6 actions)	LM5	83%		17%	
Local Distinctiveness	(2 actions)	LM6	50%	50%		
River Management	(5 actions)	LM7	40%	60%		
Landscape for enjoyment	(10 actions)	LM8	90%		10%	
Sustainable Management						
Sustainable Communities	(4 actions)	SM1	100%			
Transition Tamar	(1 action)	SM2	100%			
Climate Change	(2 actions)	SM3	50%	50%		
Local Supply Chains	(5 actions)	SM4	80%		20%	
Understanding and Awareness						
Interpreting, Educating, Communicating	(8 actions)	Ua1	100%			
Cultural Identity	(3 actions)	Ua2	75%	25%		
World Heritage Site						
Tamar Valley WHS Management	(2 actions)	Ws1	100%			
Conserving the Mining Landscape	(3 actions)	Ws2	80%	20%		
Morwellham Quay	(1 action)	Ws3	100%			
AONB Management						
AONB Partnership	(1 action)	Am1	100%			
Tamar Community Trust	(1 action)	Am2	67%	33%		
AONB Staff unit	(1 action)	Am3	100%			
Implementation and review						
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 2014 was as follows:

Our overall performance	69%	20%	11%
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Financial Review April 2013 - March 2014

This year continued to see a further reduction in the Tamar Valley AONB's core funding from Defra. With a number of smaller projects having concluded in the previous financial year the main project activity was centred around ensuring that the final desired outcomes were achieved for the Cordiale project. The other key priority for the team in this year has been the extensive review, consultation and drafting of a new Management Plan for the period 2014-19 and effort was also invested in developing and applying for funding to establish new projects to ensure the conservation and enhancement of the AONB continues.

Tamar Valley AONB funding bodies

	Contribution to core budget
Defra Core	£147,933
Cornwall Council	£29,000
Devon County Council	£13,167
West Devon Borough Council	£8,835
South Ham District Council	£580
Other income	£31,246
Total	£230,761

Tamar Valley AONB Core Budget Expenditure

Description	Tamar Valley AONB Expenditure
Salaries and associated costs	£165,325
Other employment costs	£18,127
Equipment	£3,636
Office costs	£6,374
Building costs	£2,268
Communication / Partnership	£6,653
Professional services	£9,544
Vehicle and transport costs (excluding Staff)	£3,455
Total	£215,382

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	£30,000
River Art Project	Funding towards a community art project	-	£6,000
Tamar Valley Mining Heritage Project	Partnership project conserving & providing access to the mining heritage	-	£5,500
Sustainable Development Fund	Small community grants to support projects that help to conserve and enhance the AONB	-	£4,807.80
Invasive Species Plant Project	Project to control Giant hogweed, Japanese knotweed and Himalayan balsam	£11,376	-
Total		£177,877	£46,307.80

Tamar Valley AONB Sustainable Development Fund

Applicant	Project Description	Requested	Awarded / Claimed	Total Project amount (including kind)
Harrowbarrow School Parent Staff Association	Funding of a Yurt for outdoor education	£500	£500.00	£8,000
Friends of Tamar Valley	Publication of the Tamar Journal	£500	£484.10	£1,200
Denham Orchard	Planting & adoption of orchard trees by Plymouth Schools	£500	£250.00	£1,000
Work Skills South West CIC	Encourage individuals who have physical and mental health conditions to use the Tamar Trails	£470	£470.00	£12,390
Cornwall Wildlife Trust	Building of an osprey platform	£300	£300.00	£1,500
Landulph Memorial Hall	Creation of a modern pre-school facility in the existing village hall.	£500	£385.00	£24,798
Tamar Adventures	Creation of a sculpture which doubles as a bird feeder - a feeder tree	£500	£500.00	£1,250
Tamar Community Trust	additional seating on the Tamar Trails	£500	£320.00	£1,200
Antony Parish Council	Installation of 4 benches on the Antony to Wacker Trail.	£400	£320.00	£800
St Dominick Community Orchard and Apiary Group	Planting of new orchard trees, supporting wildlife and biodiversity	£492	£278.70	£492
Greater Horseshoe Bat Project	Support for the Development Phase		£500.00	£65,600
Drawn to The Valley	Review of "Natural Beauty"		£500.00	
Total			£4,807.80	£118,230

Tamar Valley

Area of Outstanding Natural Beauty

Tamar Valley AONB

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www.facebook.com/TVAONB

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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.

