

## Kent Downs AONB Action Plan July 2014 – March 2019

Chapter 2 The Management of the Kent Downs				
Action in JAC priority order	Target/Indicator	Delivery/Funding/ Delivery Risk Rating	Lead (support)	Measure
2.1. External funding and projects – actively securing external funding for strategic and local projects – there is an inevitable balance between strategy and opportunism when operating in an external funded environment. The Unit may lead where appropriate or work on behalf of partners.	Approval of Darent Valley Landscape Partnership Scheme Scope and submit Interreg projects which support AONB Management Plan objectives and priorities and to match fund priority projects (Channel/ 2SEAS/ Europe). Submit collaborative EU LIFE bid Identify and secure new routes to income – e.g. charitable donations/ crowd funding/ sponsorship/ income generation	Kent Downs AONB Unit – funded, but match funding to find for many projects which provides High risk for match funding and external funding is increasingly competitive	Kent Downs AONB Unit Support from relevant partners for each bid.	Financial leverage through external funding Amount of external funding Project delivery measures will be attached to each funding bid.
2.2 Planning role – meeting the Kent Downs AONB planning protocol in support of the conservation and enhancement of the landscape. This includes providing guidance and training, supporting policy development in the Local Authorities and engaging in development management cases.	A key priority identified across work areas was to work with Local Authorities to advocate and implement control/ mitigation policies where threats to the AONB occur.  Secure succession to existing Planning Officer seeking collaborative post with Natural England which will result in efficiencies/ increased capacity.	Kent Downs AONB Unit – funded – but insufficient to meet need. Collaborative funding with Natural England Charging for pre application advice.	Kent Down AONB Unit LPAs	Number of consultations Number of responses Number of decisions/ policy documents reflecting AONB input.
2.3. Enabling action through partnerships –partnership development and avoiding duplication – catalysing and supporting partners to work with the AONB Unit, in the context of the AONB Management Plan and hosting projects where this is the best way to achieve action e.g. Mid Kent Downs Countryside Partnership, Orchards project, North Downs Way.	Widen partnership delivery model to increase delivery <i>through</i> as well as <i>with</i> partners. Key areas of the action plan could be delivered through partner organisations such as Produced in Kent, Campaign for the Farmed Environment and ACRK.  Target to develop new delivery partnerships where appropriate to deliver management plan objectives	AONB Unit to catalyse – potentially provide resources to support time and input but expect partners to contribute too.	Kent Downs AONB Unit to catalyse – partner organisation increasingly deliver	Number of partnerships developed Number of AONB Management Plan objectives delivered through partnership organisations Individual measures agreed through partnership action plans.
2.4. Research and evidence – including monitoring – Ensuring the work of the AONB partnership is grounded in good evidence, properly focused on meeting the best outcomes for the landscape.	Research carried forward through external funded project. Drawing on information provided by statutory agencies and government departments	Where available through external funding bids Provided by statutory agencies and Govt departments as part of core work	AONB/ partner in external funding bids Govt/ statutory agencies	No. AONB led research documents
2.5. Training – Providing training to local authorities and other partners in support the Duty of Regard (Section 85 Countryside and Rights of Way Act 2000)	Training events developed and delivered which meet LPA and other partner’s needs  Needs assessment of partner organisations  Training courses contribute to CPD of partner organisations	Training provided by AONB Unit staff (funded) and external trainers where appropriate.	AONB Unit lead  Partners to assist in training needs assessment	Number training events delivered  Feedback forms
2.6. Advocacy and influence –	Engaging in policy, strategy	Role of AONB Unit where appropriate to engage –	Kent Downs AONB Unit	Strategy and policy consultations

advocating the value and purpose of the AONB and its partnership in policy, decisions and funding streams.	development where this affects the AONB	measured by potential for impact or benefit to the AONB landscape		responded to.
2.7. Communication – a cross cutting activity which supports all areas of work.	Communication plan prepared and implemented to promote AONB	Kent Downs AONB Unit – funded. Consider external support for	Kent Downs AONB Unit	Web count Social media/ followers etc. Press cuttings Communication actions

<b>Chapter 3 Sustainable Development</b>				
<b>Action in JAC priority order</b>	<b>Target/Indicator</b>	<b>Delivery/Funding</b>	<b>Lead (support)</b>	<b>Measure</b>
3.1a. Work with Local Authorities to update tranquillity mapping for the Kent Downs AONB (supports NPPF requirements)	Agree LPA objectives and scope methodology and costs using National Park model – Dec 2014  Establish costed project with timetable for delivery – March 2015  Project Delivered – March 2016	Kent Downs AONB Unit – funded  Kent Downs AONB Unit/ External funding expected	Kent Downs AONB Unit	Objectives and scope agreed with LPAs  Project plan agreed.  Project completed.
3.1b. Provide training events for Local Authorities and other partners to assist in the understanding and implementation of AONB policies and guidance – in support of the Statutory Duty of Regard.	Agree key training subjects with LPA partners on annual basis.  2 Training events agreed and completed each financial year	Kent Downs AONB Unit/ external experts as appropriate	Kent Downs AONB Unit	10 training events completed in plan period
3.2. Develop and promote sustainable development exemplars in the Kent Downs AONB.	Work with LPAs/ LEADER groups to identify examples – arrange field visits with JAC/ LPAs and others – create new partnerships with LPA economic development teams in addition to planning/ environment  Establish Kent Downs category in Kent Design Awards	Kent Downs AONB Unit – funded  Seek partnership funding for Kent Design Award  Establish new partnership with LPA economic development/ regeneration teams to promote sustainable development approach in Kent Downs	Kent Downs AONB Unit/ LPAs/ Kent Design Awards	1 exemplar identified each year with promotion and field visit.
3.3. Establish clear evidence base for the most effective responses (adaptation and mitigation) to climate change from a Protected Landscape Management perspective – where appropriate pursue responses through projects or partnerships.	External research document provided to AONB JAC and partners.  Bid submitted 2014  Report completed March 2015	External research commissioned and funded – through AONB partnership in CaReLands project phase 2.  Seek alternative funding if CaReLands bid unsuccessful	Kent Downs AONB Unit	External research document completed.  Priority Actions identified in document acted upon by end of plan period.
3.4. Engage in policy development, at a local and national scale, to advocate the purposes and benefits of the AONB.	Reactive – responding to/ engaging with policy consultations.	AONB Unit seeking advice from partners/ external experts and research findings.	Kent Downs AONB Unit	No. consultations responded to.
3.5a. Secure appropriate developer contributions to mitigate impacts from agreed developments.	Reactive – where AONB Unit/ Executive engages in Development Management cases	AONB Unit/ LPA partners	Kent Downs AONB Unit (LPA DM teams)	Value of developer contribution/ number of mitigation schemes established
3.5b. Cross cutting action to pursue all actions in ways with mitigate, and provide resilience to climate change.	Test all actions for climate change impacts.	Test all actions for climate change impacts.	Kent Downs AONB Unit	
3.6. Complete Buildings and Settlement Design Guidance for the Kent Downs AONB	Ongoing action – complete HLF partnership application with Design South East.  Follow with training courses linked to action above.		Design South East (AONB Unit)	Design Guidance published.

<b>Chapter 4 Landform and Landscape Character</b>				
<b>Action in JAC priority order</b>	<b>Target/Indicator</b>	<b>Delivery/Funding</b>	<b>Lead (support)</b>	<b>Measure</b>
4.1. Work with partners and communities to identify visual detractors from the landscape and seek resources for their removal or mitigation	<p>Contact community and partner groups to identify detractors, land ownership and select 1 ? project each year.</p> <p>Promote undergrounding of overhead cables to communities and partners and select and deliver 1 project each year</p> <p>Promote and engage with National Grid project to mitigate/ underground pylons in Kent Downs AONB 1 project in plan period.</p>	<p>Partnership delivery between AONB Unit and advocates from communities and partners. Funding required.</p> <p>Kent Downs AONB Unit working with UK Power Networks - Funded</p> <p>Kent Downs AONB Unit - Funded</p>	<p>Kent Downs AONB Unit (sponsor partner/ community)</p> <p>Kent Downs AONB Unit/ UK Power Networks</p> <p>National Grid (Kent Downs AONB Unit).</p>	<p>Number of landscape detractors removed or mitigated</p> <p>Number of undergrounding projects agreed and implemented – km of overhead cable undergrounded</p> <p>Number of Pylon mitigation projects completed</p>
4.2. Work with the police and local partners to overcome illegal and inappropriate activity which detracts from the qualities of the AONB.	<p>Continue Securing the Landscape Project on North Downs Way and in the Medway Valley. Retain dedicated PCSO</p> <p>Support Securing the Countryside project as part of Up on the Downs Landscape Partnership</p> <p>Establish Securing the Landscape scheme as part of Darent Valley Landscape Partnership scheme</p>	<p>Through partnership with Kent Police, North Downs Way Steering Group, Valley of Visions partners Funded/ external funding sought.</p> <p>Up on the Downs Landscape Partnership Scheme – AONB Unit/ partnership supporting through advocacy and influence - Funded</p> <p>Established through HLF funded Landscape Partnership Scheme in Darent Valley – funding sought</p>	<p>Kent Downs AONB Unit / Kent Police (North Downs Way Steering Group, Local Communities and Landowners)</p> <p>Up on the Downs Landscape Partnership Scheme (Kent Downs AONB Unit and other scheme partners)</p>	<p>Decline in reported crime</p> <p>Number of arrests</p> <p>PCSO role retained</p> <p>Decline in reported crime</p> <p>Number of arrests</p> <p>PCSO role established</p> <p>Decline in reported crime</p> <p>Number of arrests</p> <p>PCSO role established</p>
4.3. Lead on strategic landscape action plans and where appropriate support with funding bids in areas of identified opportunity or threat.	<p>Retain and manage sites/ investments from Valley of Visions Scheme</p> <p>Support Up on the Downs Landscape Partnership Scheme, now hosted through Dover District Council</p> <p>Secure Darent Valley Landscape Partnership Scheme Application 2014, if successful phase 2 submitted April 2016 project commencement 2016-2017 – completed 2022.</p>	<p>Retain staff to support retention of benefits achieved through Valley of Visions Scheme – funded but funding sought to enhance.</p> <p>Team established in Dover DC – AONB Unit support – funded.</p>	<p>Kent Downs AONB Unit</p>	<p>HLF monitoring</p> <p>HLF monitoring</p> <p>HLF monitoring</p>
4.4. Identify, manage or restore and where appropriate create viewpoints.	<p>Contact community and partner groups to identify viewpoints focusing on North Downs Way Corridor land ownership and select 1 project each year.</p>	<p>North Downs Way – funded but match funding required</p>	<p>AONB Unit/ North Downs Way Steering Group</p>	<p>Number of viewpoints established/ enhanced.</p> <p>Visitor feedback recorded from viewpoints</p>
4.5. Promote the use of landscape design and management guidance through training, communications, partnerships and projects.	<p>Training; see 3.1b above.</p> <p>Ensure that externally funded and partnership projects implement</p>	<p>Through training events established by AONB Unit – funded</p> <p>Through influencing and securing external funding</p>	<p>AONB Unit</p> <p>Partner projects (AONB Unit)</p>	<p>Number of training events.</p> <p>Number of projects demonstrating application of design guidance</p>

	according to Kent Downs AONB Design Guidance	Promoting Design guidance through third party grants – for instance LEADER programme	3 <sup>rd</sup> party projects (Kent Downs AONB Unit)	3 <sup>rd</sup> party grant documents requiring reference to AONB design guidance
4.6. Update and coordinate landscape character assessments for the Kent Downs AONB – promoting action based approaches to the conservation of natural beauty.	Landscape Character and condition review carried out at AONB level drawing from projects in Medway and Darent Valley – established as evidence base for next management plan review – completed by April 2018	Priority for Kent Environment Strategy and AONB but funding not secured.	Kent Downs AONB Unit (KES)	Area of AONB subject to updated landscape character assessment

<b>Chapter 5 Biodiversity</b>				
<b>Action in JAC priority order</b>	<b>Target/Indicator</b>	<b>Delivery/Funding</b>	<b>Lead (support)</b>	<b>Measure</b>
5.1a. Work collaboratively with Produced in Kent to add value to products from the Kent Downs which enhance biodiversity.	Scope opportunity to add value to key products from Kent Downs AONB biodiversity focused management  Establish marketing and branding campaign  Develop pilots through Orchards project  Monitor response	Kent Downs AONB Unit establishing partnership with Produced in Kent and others.  Funding required – collaborative applications opportunity for LEADER / Collaborative EU Interreg projects.  Establish whether opportunity delivers benefits to business	Kent Downs AONB Unit/ Produced in Kent	Intelligence led project established if appropriate.
5.1b. Work with partners to target areas of priority in the Kent Downs AONB for the New Environmental Land Management Scheme (NELMS)	Identify key priority areas in the AONB based on BOA/ KNP information promote opportunities for collaboration  Kent Downs character and qualities represented in guidance  Kent Downs AONB sites benefiting from funding – target key sites entered and successful  4 Cluster farm applications identified and if appropriate submitted	KWT/ KNP Kent Downs/ NFU/ CLA/ CFE partnership to establish priorities in context of emerging NELMS guidance. Funded  Collaborate with NFU/ CLA CFE to establish applicant clusters to benefit from NELMS – AONB Unit – potential funding from NELMS for ‘animation’	Kent Downs AONB Unit	Targets agreed with wide partnership for Kent Downs – NELMS guidance influenced to benefit Kent Downs character and qualities  Number successful schemes in Kent Downs  Number of cluster farms agreements achieve
5.2. Partner with national and regional projects to enhance biodiversity – for instance ‘operation turtle dove’, EU LIFE and living landscapes, RSPB biomass project.	Kent Downs supporting key national biodiversity projects as identified  AONB Unit role to enhance project activity and support.  National projects delivering successfully in Kent Downs AONB	Kent Downs AONB Unit support to existing funded national projects –KD Unit part of a collaborative LIFE IP	RSPB (turtle dove/ biomass)/ South Downs National Park (LIFE)/ Plantlife (magnificent meadows)	Number of projects operating successfully in Kent Downs  Measure of Kent Downs Added value.
5.3a. Focus guidance, training and appropriate projects on meeting the priority sequence for biodiversity management – enhance existing sites first, extend them, connect them.	See action 3.1b	See action 3.1b	See action 3.1b	See action 3.1b
5.3b. Promote the Kent Downs AONB Management Plan, benefits and characteristics of the Kent Downs with the Kent Nature Partnership.	Retain influential role (Board and or Management Group membership) in Kent Nature Partnership to promote	AONB role in Kent Nature partnership funded	Kent Downs AONB Unit	Membership of KNP Board  KNP guidance reflects AONB needs
5.4 Work in partnership with the Kent Nature Partnership to deliver a Kent Downs response to Biodiversity 2020 (UK’s commitment to meet international targets).	Map for Kent establishing targets for Bio 2020 in Kent – Kent Downs AONB unit and partnership assists in delivering Kent Targets through projects partnerships and influence.	Meeting Bio 2020 targets will require funding AONB Unit role funded. Funding sources include AONB led HLF and Interreg Bids/ LEADER and NELMS – Unit seeks to influence and support elsewhere  Support Orchards project to deliver on key habitat	KNP/ Kent Downs AONB Unit	Achievement of KNP targets (to be determined) in AONB  AONB Unit role in achieving targets  Orchards project delivers to time / project targets
5.5 Work collaboratively to collect, interpret and disseminate data on biodiversity.	AONB Led/ partnered projects provide information/ collaboration with KBRC	Part of proper management of Kent Downs led/ partnered projects	Kent Biological Records Centre (Kent Downs AONB Unit)	Number of records sent to KBRC



<b>Chapter 6 Farmed Landscape</b>				
<b>Action in JAC priority order</b>	<b>Target/Indicator</b>	<b>Delivery/Funding</b>	<b>Lead (support)</b>	<b>Measure</b>
6.1. Collaborate with farming representatives and other Protected Landscapes to provide practical and where appropriate financial support to retain cattle and sheep in the landscape, particularly where they provide grazing for high biodiversity sites in the Kent Downs.	<p>Establish evidence base for intervention drawing from farming representative and restocking the Weald project/ KNP target maps</p> <p>Identify appropriate interventions to meet need (investments/ grants/ marketing etc.)</p> <p>Consider implementing project approach through CFE</p>	AONB Unit led collaboration proposed with Campaign for the Farmed Environment (CFE) to establish and deliver projects – funding needed – potential for EU project funding.	Kent Downs AONB Unit/ Campaign for the Farmed Environment (CFE)	<p>Project scoped</p> <p>Project established</p> <p>Ha of land where management is enhanced</p> <p>Number of farm businesses assisted</p>
6.2. Advocate the needs of the Kent Downs farmed landscape in funding packages – eg LEADER/ Agri Environment schemes.	<p>Ensure funding programmes support character and qualities of Kent Downs AONB.</p> <p>Provide timely input to development of 3 LEADER Local Development Strategies – September 2014</p> <p>Provide timely input to the development of the New Environmental Land Management Schemes (NELMS) – 2014 – 15</p> <p>Provide input to management and delivery of LEADER and NELMS</p>	AONB Unit – engage in consultations/ delivery boards - Funded	Kent Downs AONB Unit	<p>Number consultation responses promoting needs of Kent Downs farmed landscape</p> <p>Number of grants provided to Kent Downs farmers</p> <p>Reference to character and qualities of Kent Downs in LEADER and Agri Environment programmes.</p>
6.3a. Work collaboratively with Produced in Kent (PinK) to achieve added value for products which support the characteristics and qualities of the Kent Downs.	<p>Identify products/ producers and marketing opportunities from best practice and PinK. – confirm feasibility of project idea – March 2015</p> <p>Marketing programme established if feasibility positive</p> <p>Pilot through Orchards Project</p>	AONB Unit and PinK funded – additional funding required for feasibility and marketing – potential EU project/ Big Lottery Local Food bid (if funding is re-established).	Kent Downs AONB Unit/ PinK Collaborative project	<p>Feasibility study completed</p> <p>Project established with added value measures.</p> <p>Orchards project targets met</p>
6.3b. Take early lead to ensure Kent Downs receives maximum benefit from the new Environmental Land Management Grants – promoting collaboration and grant applications.	<p>Focused project to achieve maximum recognition of character and qualities of the Kent Downs AONB in NELMS – target proper recognition in targeting statement.</p> <p>Subsequent project to support and catalyse applications to NELMS from AONB farms</p>	<p>Kent Downs AONB Unit engage in consultation – assert character and qualities Funded.</p> <p>Kent Downs AONB Unit/ CFE/ NFU/ CLA project to engage farmers in NELMS – funding required – potentially support available through NELMS</p>	Kent Downs/ CFE (NFU/ CLA/ NE/ KWT/ KCC/ KNP)	<p>NELMS targeting and guidance recognises character and qualities of Kent Downs AONB in target statements and guidance.</p> <p>Number of successful applications to NELMS in AONB – measured each year.</p>
6.3c. Promote and collaborate with farmers groups to develop cluster farm approach to benefit from funding opportunities and deliver multiple gains for the AONB Landscape.	See 6.3b above	See 6.3b above	See 6.3b above	See 6.3b above
6.4a. Promote and through training and guidance provide practical support for farm business diversification, reducing emissions and integrated farm planning in the Kent Downs AONB.	Scope need to revise Farm Diversification Tool Kit republish and promote or link with Direct Gov advice.	Kent Downs AONB Unit collaboration with CFE	Kent Downs AONB Unit/ CFE (Local Planning Authorities)	<p>Farm Diversification Toolkit republished and promoted</p> <p>Number of downloads</p>



6.4b. Work with farmers, Environment Agency, Rural Board and Kent Environment Strategy to achieve landscape sensitive farming which supports water framework directive and reacts to substantive water stress in Kent.	Scope potential role of AONB Unit with EA and partners Engage with Catchment Sensitive Farming groups to influence management plans to conserve and enhance landscape quality  Potential LIFE bid	Kent Down AONB Unit/ Catchment Sensitive Farming groups		Project measure if scoped as relevant activity for AONB Unit
6.5. Publish best practice guidance for polytunnels where they affect the Kent Downs AONB	Finalisation of established project – target March 2015	Kent Downs AONB Unit	Kent Downs AONB Unit (Local Planning Authorities)	Best Practice Guidance published
6.6. Engage with farmers involved in new and novel crops (eg viticulture) to promote best practice through training/ grant support.	Identify new and novel crops which may have an impact on the character and qualities of the AONB Landscape  Identify best practice and opportunities to influence	Kent Downs AONB Unit / CFE/ partner protected landscapes		

<b>Chapter 7 Woodland and trees</b>				
<b>Action in JAC priority order</b>	<b>Target/Indicator</b>	<b>Delivery/Funding</b>	<b>Lead (support)</b>	<b>Measure</b>
7.1. Develop collaborative projects to increase the value of woodland and forestry products through branding and practical support such as wood fuel market development.	Scope opportunity for increasing value of woodland products – through examining best practice –  Establish feasible projects for Kent Downs – deliver projects	Kent Downs AONB Unit scoping study – collaboration with PinK/ FC.  Project lead established/ scope for LEADER and Interreg funding	Kent Downs AONB Unit/ PinK/ FC	Feasibility study completed  Number of projects established  Added value  Project success measures
7.2. Engage with businesses, Local Authorities and the forestry/ woodland sector to ensure the sustainable management of woodland in the Kent Downs – beyond minimum standards.	Seek and secure funding for woodland management planning and advice in Kent Downs – Drawing from LEADER/ Farming and Forestry Productivity Scheme (FFPS) when published	Kent Downs AONB Unit  Potential EU Interreg project with CRPF	Kent Downs AONB Unit CRPF FC	Number of woodland management plans Number of training events
7.3. Support the forestry and woodland economy to promote sustainable management by providing or securing practical support for skills development and resources for equipment and timber processing/ aggregation.	Seek and secure funding for woodland investment in Kent Downs – Drawing from LEADER/ Farming and Forestry Productivity Scheme (FFPS) when published	Kent Downs AONB Unit  Potential EU Interreg project with CRPF	Kent Downs AONB Unit CRPF FC	Number of projects funded supporting sustainable woodland management
7.4. Engage with the wide variety of woodland owners and managers to support the vision, aims and policies of the plan – provide training and engagement events as well as projects in support.	Establish projects and support for farmers/ woodland owners and foresters in Kent Downs – promote guidance – eg Chalara management Deer management/ Game management/ management of heritage sites in woodlands.  2 events each year of management plan	Drawing from best practice and established guidance and new guidance where necessary –  Funding needed to publish and establish training courses.  Potential EU funded project with CRPF	Kent Downs AONB (Deer Initiative/ Game Conservancy Trust/ FC	Number of Training Courses  Feedback forms
7.5. Promote and seek resources to fund the establishment of new 'fine landscape trees' and restocking and connection of woodlands in response to losses through deer and disease and to adapt to climate change.	GIS based project to target areas/ based on Landscape Character and Risk to fine trees. Promote fine landscape tree planting to support landscape character – drawing from NELMS and Forestry and woodland Grants/ Woodland Trust  GIS project completed end 2015 – coincide with TCV tree project  Planting commences and sustainable ongoing project established in 2016	Strategic mapping provided by Funding through NELMS capital/ Woodland Trust/ partnership with TCV	Kent Downs AONB Unit/ CMPS partnership project/ Woodland Trust/ TCV ancient Tree project	Target area mapping completed  Number of trees planted/ maintained  Number of volunteers involved  Funding secured
7.6. Work in partnership to establish a clear evidence base and strategic framework to pursue further sustainable woodland management in the Kent Downs.	GIS based project to understand extent of Kent Downs Woodland still un managed – Identify ownership and management opportunities.  Evidence base completed December 2014  Strategy in place end 2015	Research base funded through ADAFOR project  Develop partnership with FC/ NE in light of NELMS funding.	Kent Downs AONB Unit/ FC	
7.7. Advocate the use of local nursery stock/ regeneration material to	Agree scope with FC/ Woodland Trust. Establish list of Kent Based nurseries	Kent Downs AONB Unit research in partnership with WT/ NE and FC. Funded	Kent Downs AONB Unit (FC/ WT/ NE)	Project scope completed

mitigate the risk of further disease in the woodlands of the Kent Downs – where this is supported by evidence.	with appropriate plant security/ provenance. April 2016  Develop supplier list and advocate in NELMS/ AONB and partner led projects/ to LPAs	Promotion through		Guidance document prepared and circulated  Guidance referred to in consultations/ projects and partnerships
7.8. Establish an evidence based Kent Downs wide, effective response to the threat posed to woodland by deer.	Scope priority level with woodland experts by April 2014 (NB JAC priority for this action is low but woodland partners rate it much higher)  In light of advice generate project scope and	Kent Downs AONB Unit generates collaborative project funded	Kent Downs AONB Unit (Deer initiative/ FC/ WT/ woodland owners)	Evidence gathered ref need/ priority  Project initiated if priority level elevated.

<b>Chapter 8 Historic and Cultural Heritage</b>				
<b>Action in JAC priority order</b>	<b>Target/Indicator</b>	<b>Delivery/Funding</b>	<b>Lead (support)</b>	<b>Measure</b>
8.1. Work with Heritage partners to scope an innovative AONB wide project to better understand the historic heritage of the AONB and update the Historic Landscape Character Assessment.	Scope best practice from established projects. Establish Kent Downs partnership and project scale and scope – application timetable.	Initial task is scoping the project – led by AONB Unit and funded beyond this a separate project will be planned and timetabled	Kent Downs AONB Unit (KCC Heritage/ English Heritage/ North Pennines AONB/ Local Archaeological Trusts).	Project scoped and agreed if appropriate  Father measures established as part of project.
8.2. Establish a partnership with the key cultural organisations in Kent to promote a contemporary cultural celebration of the Kent Downs to support enjoyment, understanding and economic regeneration.	Kent Downs arts and culture focused partnership established with work strands agreed – supporting existing projects (Darent Valley Landscape Partnership/ The Ash Project) and collaborating with culture led tourism and regeneration activities.  Partnership established by March 2015 with projects and partnerships scoped and agreed October 2015  Ash Project Arts bid completed Dec 2014.  Darent Valley Landscape Partnership (Samuel Palmer connection) completed May 2014		Kent Downs AONB Unit/ KCC Arts/ Folkestone Triennial/ Stour Valley Arts Kent Cultural Heritage Task and finish group/ Arts Council England	Partnership established.  Partnership tasks agreed and implemented  Ash Project Applications successful and project measures met  Darent Valley Application successful and project measures met
8.3. Work collaboratively to provide advice, guidance and training covering the historic heritage of the Kent Downs	See 3.1b above	See 3.1b above	See 3.1b above	See 3.1b above
8.4. Support design guidance projects with training and advice.	See 3.1b above	See 3.1b above	See 3.1b above	See 3.1b above
8.5a. Secure funding for and complete an innovative, community focused buildings and settlement design guide.	Established project with application to Heritage Lottery Fund being developed in partnership with Design South East.  Application submitted (by DSE) end March 2015  Project commences Autumn 2015	AONB Unit in partnership with DSE – DSE take lead AONB support application process and project delivery – new project officer part of delivery if project funded	DSE (Kent Downs AONB Unit/ Local Planning Authorities)	Number of communities involved in design workshops  Number of individuals involved  Design Guidance published.  Monitoring arrangements embedded in project funding application
8.5b. Celebrate and promote best practice in the historic built environment.	Linked with Action 3.1b and 3.2 above – provide historic component to actions	Linked with Action 3.1b and 3.2 above – provide historic component to actions	Linked with Action 3.1b and 3.2 above – provide historic component to actions	Linked with Action 3.1b and 3.2 above – provide historic component to actions
8.5c. Work in partnership to record memories of WWII and the impact of WWI on the landscapes of the Kent Downs	Low priority action so AONB role to support others active in this area and generate opportunities through AONB led projects	Low priority action so AONB role to support others active in this area and generate opportunities through AONB led projects	Low priority action so AONB role to support others active in this area and generate opportunities through AONB led projects	Low priority action so AONB role to support others active in this area and generate opportunities through AONB led projects

<b>Chapter 9 The Heritage Coasts</b>				
<b>Action in JAC priority order</b>	<b>Target/Indicator</b>	<b>Delivery/Funding</b>	<b>Lead (support)</b>	<b>Measure</b>
9.1. Collaborate with tourism and cultural partnerships to benefit the conservation and enhancement of the Heritage Coasts and the economic regeneration of nearby communities.	Establish Heritage Coast Forum or similar organisation to support Action – closer engagement established with Visit Kent (VK)/ Our Land businesses. Ensure tourism component is high priority in Dover Strait Implementation Plan and Heritage Coast Management Plan	Partnership organisation already funded – need to develop collaborative funding models with VK/ Our Land and LPA partners	WCCP/ Kent Downs AONB Unit/ LPAs/ VK (Nord pas de Calais/ Heritage Coast Forum)	Partnership established  Tourism funding bids submitted
9.2. Support and where appropriate lead on efforts to secure international recognition for the Strait of Dover – to support environmental, social and economic advancement.	Through NOSTRA partnership establish project which demonstrates the social, economic and environmental benefits of securing WHS status in context of the Coast/ a Strait. Submit Interreg Europe funding bid with NOSTRA partners – March 2015  Use findings of project to provide plan and programme for achieving World Heritage Status for the Strait  Establish partnership at September 2014 NOSTRA meeting bid submitted March 2015	Kent Downs AONB/ KCC collaborative project with NOSTRA partners funded  Funding bid through Interreg Europe	KCC/KDAONB/ Dover DC/ Shepway DC/ (WCCP/ UOTD team/ Heritage Coast Forum/ Nord pas De Calais – support from NOSTRA partners)	Partnership established  Interreg Europe application – lead partner agreed and application submitted.  Interreg Europe project will establish measures.
9.3. Work with existing partnerships to establish a new and 'new model' Heritage Coast Management Plan – drawing from the vision, aims and policies of the AONB Management Plan.	Examine best practice from Heritage Coasts elsewhere in Britain/ EU Dec 2014  Work with NE to pilot new approach in context of Designation Strategy. Dec 2014  Scope new plan with partners March 2015  Draft October 2015  Final March 2016	Lead needs to be established from partnership  Costs of plan preparation covered by core  HC Plan to cost and timetable implementation	Kent Downs AONB Unit/ WCCP/ NE/ UoTD team	Lead agreed  Heritage Coast Management plan drafted and published  Heritage Coast Management Plan to have its own action plan/ measures.
9.4. Promote the benefits of the Heritage Coasts to nearby urban communities and promote positive engagement and involvement.	Communication action and embedded in projects and HC management plan	Communication action and embedded in projects and HC management plan	Kent Downs AONB Unit/ WCCP/ NE/ UoTD team	
9.5. Scope the opportunity for a Fishing Local Action Group (effectively LEADER funding for fisheries) covering the MCZs and marine extent of the Heritage Coast.	Working with East Kent LEADER Local Action group – scope opportunity for FLAG and proper AONB/ Heritage Coast role – Dec 2014	tbc	tbc	tbc
9.6. Work in partnership to establish a new Heritage Coast Forum.	An action to be carried forward as part of the Heritage Coast Management Plan if agreed appropriate	An action to be carried forward as part of the Heritage Coast Management Plan if agreed appropriate	An action to be carried forward as part of the Heritage Coast Management Plan if agreed appropriate	An action to be carried forward as part of the Heritage Coast Management Plan if agreed appropriate

<b>Chapter 10 Geology and Natural Resources</b>				
<b>Action in JAC priority order</b>	<b>Target/Indicator</b>	<b>Delivery/Funding</b>	<b>Lead</b>	<b>Measure</b>
10.1. Promote a strategic approach to green infrastructure provision across the AONB through policy and practical action.	Promote through policy and development management responses  Scope need, opportunity and cost to carry forward GI planning at AONB level in partnership with LPAs/ context of NPPF	Through AONB Planning Role NB planning role will establish areas where charge out will be appropriate  Potentially substantive project which would have to be separately funded		
10.2a. Work in partnership to establish innovative ways to secure payment for the sustainable management of the natural resources of the Kent Downs (Payments for Ecosystems services).	Establish best practice examples from partner protected landscapes			
10.2b. Work more closely with Environment Agency to promote landscape enhancement as part of the Catchment Management Approach.	Establish direct contact with each Catchment management group operating in Kent Downs  Alert to AONB considerations  Engage where appropriate in shared action plans	Engagement role funded.  Projects	Catchment Management Groups	Catchment Management Plans reflect character and qualities of Kent Downs Landscape
10.3a. Provide advice and guidance to farmers and land managers to promote the conservation of Kent Downs natural resources.	I training event provided in partnership with CFE each year	Kent Downs AONB partnership with CFE	Kent Downs AONB Unit/ CFE	Training events run  Attendance  Feedback
10.3b. Promote the geodiversity of the Kent Downs – to support wider landscape character objectives.	Consider GeoPark status for AONB drawing on best practice in other EU Geoparks  Promote through projects/ consultation responses	Kent Downs AONB Unit	Kent Downs AONB Unit (Natural England)	Geo park status scoped and benefits identified  Projects include geodiversity where appropriate  Consultations include Geodiversity reference where appropriate
10.4. Engage in minerals policy and planning to support the best outcomes for the Kent Downs AONB Landscape.	Reactive action need to engage with both policy development and minerals and waste development management  Target – timely and influential interventions in policy and development management	Through AONB planning role/ relationships with Natural England and KCC	Kent Downs AONB Unit planning role	Consultation responses timely, recorded and influential.

<b>Chapter 11 Vibrant Communities</b>				
<b>Action in JAC priority order</b>	<b>Target/Indicator</b>	<b>Delivery/Funding</b>	<b>Lead (support)</b>	<b>Measure</b>
11.1. Support rural businesses where they support the quality of the landscape and communities through training and advice, seeking funding and promoting best practice.	<p>Provide direct support to farming and forestry businesses – see sections above</p> <p>Provide support to tourism businesses through Our Land/ Collaboration with Visit Kent/ external funding –</p> <p>Proximity project application submitted</p> <p>Our Land business plan agreed and project secured and rolled forward.</p> <p>Ensure LEADER and LEP funding and projects reflect policies and qualities and characteristics of the AONB</p>	<p>Our Land follow business plan to establish not for profit business model</p> <p>AONB Unit involved in LEADER Executives</p> <p>AONB Unit generating and supporting business to apply to LEADER/ LEP funding</p>	<p>Kent Downs AONB Unit/ Visit Kent</p> <p>(LEADER LAGs)</p> <p>(Kent Rural Board)</p>	<p>Jobs created and secured</p> <p>Visitor spend</p> <p>Businesses supported/ established.</p>
11.2a. Engage with communities to promote the benefits of the AONB, its management plan and the Unit and partnership.	<p>Regular communications with community representatives direct from AONB Unit and through community support partnerships – eg ACRK</p> <p>Provide advice and support where requested</p> <p>Provide information and advice</p>	<p>Through AONB Comms/ Planning roles NB planning role will establish areas where charge out will be appropriate</p> <p>Collaboration with ACRK – may require funding</p> <p>Neighbourhood planning/ further planning support will require funding</p>	<p>Kent Downs AONB Unit (LPAs/ ACRK/ KALC)</p>	<p>Number communications sent/ read rate etc</p> <p>Number of advice provided to communities/ individuals</p>
11.2b. Engage community action through practical, focused projects (orchards, woodlands, grazing, youth engagement, celebration, arts etc.) generating engagement through action.	<p>See projects identified above - which provide focus for community involvement. Additional projects to promote community engagement.</p>	<p>Projects to have community engagement focus</p>	<p>Kent Downs AONB Unit and partner projects</p>	<p>Numbers of individuals/ community groups involved</p> <p>Volunteer numbers</p> <p>Number projects</p>
11.2c. Establish and support focused community activities which reduce the community environmental foot print and meets the objectives of the AONB Management Plan.	<p>Identify opportunities for substantive reduction in footprint through CaReLands research project See action 3.3 above – and targets – research document completed March 2015</p> <p>From research develop projects through successor to CaReLands</p>	<p>EU Interreg funding through CaReLands partners</p>	<p>Kent Downs AONB Unit/ CaReLands partners</p>	<p>Bid successful – financial gearing</p> <p>Research document completed</p> <p>Projects develop own targets/ monitoring</p>
11.3. Support and promote voluntary activity and engagement particularly through project activity.	<p>See 11.2b above</p>	<p>See 11.2b above</p>	<p>See 11.2b above</p>	<p>See 11.2b above</p>
11.4a. Seek a strategic and project based response to engaging neighbouring communities in the enjoyment, conservation and enhancement of the Kent Downs.	<p>Project applications on time and successful – involving where appropriate benefit to neighbouring communities</p> <p>Establish partnership to horizon scan role of AONBs in SE in light of growth in London/ Thames Gateway.</p>	<p>Project applications / AONB Unit/ partners</p> <p>Partnership project with Farrells/ Defra/ Natural England</p>	<p>Kent Downs AONB Unit</p>	<p>Project secure – No. individuals benefitting from AONB led projects</p> <p>High level strategy/ vision established</p>
11.4b. Work with Local Planning Authorities to provide explanation for policy VC3.	<p>Establish task and finish group through planning function</p>	<p>Through Kent Downs AONB Planning Role</p>	<p>Kent Downs AONB Unit/ LPAs</p>	<p>Policy narrative agreed</p>

	Explanation agreed by LPAs – Summer 2015			
11.4c. Establish close collaboration – through training, joint projects and information exchange and promoting understanding of the policies of the AONB – with organisations which are set up to support rural communities.	Areas for collaboration agreed with ACRK – March 2015 -	Delivery arranged with most appropriate organisation and funding model approved – focus on guidance advice and collaboration which supports AONB/ ACRK/ KALC activities	Kent Downs AONB Unit/ ACRK/ KALC	Partnership arrangement agreed Activities monitored
11.5. Support local community and neighbourhood planning and design guidance – particularly through promoting AONB guidance and providing training.	See 3.1a above  Neighbourhood planning advice provided through establishment of standing advice based on AONB Management Plan and policies – standing advice drafted summer 2015  Occasional support to neighbourhood plan preparation	Through AONB Planning role – NB planning role will establish areas where charge out will be appropriate		
11.6. Promote AONB community activity where it supports the vibrancy of community life.	General support through comms role	General support through comms role	Kent Downs AONB Unit	



<b>Chapter 12 Access, Enjoyment and Understanding</b>				
<b>Action in JAC priority order</b>	<b>Target/Indicator</b>	<b>Delivery/Funding</b>	<b>Lead (support)</b>	<b>Measure</b>
12.1. Collaborate with the police and local partnerships to reduce illegal and inappropriate access to the Kent Downs – focusing on areas of opportunity and recognised harm.	See 4.2 above	See 4.2 above	See 4.2 above	See 4.2 above
1.2a. Promote public access connections to the AONB, particularly to AONB sites such as the Country Parks.	Establish partnership and closer working relationship with AONB site managers/ Country Parks and travel companies/ KCC sustainable transport team/ North Downs Way Steering Group  Scope project seek funding/ support/ scope collaboration with Green Traveller  Project established for summer 2016	Established through project	Kent Downs AONB Unit, initially	Project established  Number sustainable transport links provided to AONB Sites/ NDW
12.2b. Promote and through projects deliver better engagement with schools and young people	Projects target to involve schools	Through project inception	AONB Unit – project manager	Numbers schools involved and engaged  Numbers school pupils involved engaged.
12.3. Collaborate with organisations which manage sites in the AONB to promote its characteristics and qualities– through training, guidance and projects.	Relates to action 12.1 and 3.1 above – but focus on promoting AONB design guidance for site managers/ project managers.  Closer partnership established yr 1 of delivery – 2014/15  Training events provided through action 3.1 above	AONB unit core role – funded  Projects initiated to support delivery of action objective	AONB Unit/ (partners)	Numbers of training events  Project measures established
12.4a. Provide hosting and leadership role for North Downs Way National Trail - consider role in Coastal Trail.	North Downs Way Steering Group and Manager supported and hosted as part of AONB Unit.  North Downs Way strategy prepared and adopted by Steering Group  Relationship (grant management) properly managed with Natural England – project budget out turns and properly managed.  Much closer relationship built with tourism organisations/ LPAs/ regen  Strategy projects delivered	North Downs Way funded through Natural England grant.  Strategy will lead to external funding applications and match funding – targets established as part of NDW management	Kent Downs AONB Unit (Natural England/ NDW steering group/ LPAs/ Visit Kent)	North Downs Way Strategy completed December 2014  Strategy to have its own targets and measures.
12.4b. Advocate the importance of high quality maintenance of Public Rights of Way in the AONB – as a fundamental premise for enjoyment and access.	Advocacy Role for AONB Unit and North Downs Way Steering Group.  Formal approach made to KCC Public	AONB Advocacy	Kent Downs AONB Unit/ Chair	

	Rights of Way team/ Member to promote the priority attached to maintenance by AONB partnership			
12.5. Continue work to establish high quality car free access to the Kent Downs from urban/ growth areas, focusing on the river valleys.	Ongoing project in Medway Valley/ Stour Valley and Darent Valley. Advocacy role with Highways authority  Scope opportunity to work with green traveller  Practical delivery of objective through supporting/ initiating projects/ feasibility studies –  Along water's edge/ Darent Valley Landscape Partnership.	AONB coordination role core function – continued need to secure funding in step-by-step way to secure delivery  Seek LEP funding for significant projects	Kent Downs AONB Unit/ KCC/ Medway Sustainable transport teams/ Explore Kent/ Visit Kent	Funding secured  Length of river/ other path upgraded to multi user
12.6a. Work with partners to coordinate interpretive provision across the AONB.	This project will start with interpretation along North Downs Way – then, if successful take the audit approach applied to interpretation across AONB.  North Downs Way Audit complete FY 2015/16 applied to AONB if successful	Through North Downs Way project  Kent Downs AONB Unit (funded)	NDW officer  Kent Downs AONB Unit	Funding secured  Funding required
12.6b. Work in partnership with Health Authorities and commissioners to secure health benefits associated with access in the AONB.	Collaborative project with Kent Nature Partnership CMPs – Influence JSNA to include access to green space  Initiate/ promote/ Engage in projects to provide practically based health and wellbeing improvement through access to green space in context of Kent Downs AONB	Collaboration with NHS and Kent Nature Partnership (KNP) – funding to be secured.	KD AONB Unit/ Kent Nature Partnership and Countryside Management Partners	Project management measures to be defined through NHS/ KNP
12.7. Providing guidance and training events in support of best practice in access, enjoyment and understanding of the AONB.	See 3.1 above	See 3.1 above	See 3.1 above	See 3.1 above
12.8. Establish clearer working relationship with Local Access Forum agreeing which partner leads on activity.	Support LAF as requested	Support LAF as requested	Support LAF as requested	Support LAF as requested