

Mendip Hills AONB Partnership 16/11/17

Paper A: Annual Activity Plan 2017-18

Mendip Hills AONB Unit

Activity Plan 2017-18



National Association for AONBs Key Performance Indicators:

1. **Landscapes for Wildlife (nature)** Hectares of land enhanced for nature through the work of AONB teams.
2. **Landscapes for People (wellbeing)** Number of people engaged through the work of AONB teams.
3. **Landscapes for Culture (history)** Number of Scheduled Monuments that have been protected through the work of the AONB team.

Lead: AM Andy Mallender

JH Jim Hardcastle

SC Sarah Catling

SF Sammy Fraser

1. Conserve & Enhance: Project Development					
Work Area	Action	Lead	NAAONB KPI	Progress report	RAG (Red, Amber, Green)
Mendip Way	Upload West and East guide to the AONB website	AM	2	Work Completed East and West guides uploaded	Green
	Commission 2 x promotional videos and promote	AM	N/A	Work Completed 2 videos produced, 1 aimed at over 55s market, 1 x aimed at under 35s market	Green

				October – upload over 55s video January – Upload under 35s video	
	Develop 3 other promotional opportunities to achieve national awareness	AM	N/A	Work Completed: Encounter Walking Holidays itineraries and materials have been completed. October – AONB Mendip Way videos showcased at Visit Somerset/Encounter Walking launch event. Links between AONB and Encounter websites. November – identify other publications, organisations etc. and set up meetings/contacts to plan additional promotion. January – March @WalksBritain and 1 other national promotion delivered.	Amber
Limestone Link	Waymark the AONB section of the route	AM	2	Work Completed Meeting held with B&NES Public Rights of Way, Bath Ramblers contacted as key stakeholder. Use of existing waymarkers agreed (supplied by B&NES). October - Meeting with Cotswolds AONB scheduled for 3 October to plan joint work. November to January - Volunteer Rangers to carry out waymarking of AONB section of L/Link.	Red

	Write route guide in 2 directions. Produce downloadable guides	AM	N/A	Agree work plan and way forward with Cotswolds AONB: October - November – Consult with Bath Ramblers and Bathscape. Issue brief for contractor to walk the route and write directions for route guide, gather GPX data and survey structures. December - appoint contractor December to February - Contractor carry out survey and guide writing. March – produce downloadable guides.	
	Survey route to identify priority improvements. Gather GPS data	AM		See above	
Cheddar Gorge Walk	Work with NT, Longleat, SWT to identify improvements. Plan and execute improvements where necessary	AM	2	Works completed Improvements planned. 1 x gate already installed and new link from Black Rock Gate (avoiding road) opened. The Gorge Walk has been waymarked with new discs in both directions. Profit from SWOF to fund future works. Site meeting with Longleat took place in September, works agreed: - tree work to open up the route to be completed by Longleat's contractor in October- December. - Further work to be completed by Longleat staff with AONB advising on specifications	Amber

				(timings to be confirmed). October – December liaise with Longleat to maximise benefit of tree work. October – provide cross drain and culvert specs and examples to Longleat and advise on drain locations. October – agree payment rate with Longleat for AONB Volunteer tasks. December – site meeting with SF to plan volunteer tasks (scrub clearance and dead hedging to block desire line routes). January – March – 3 AONB volunteer task days.	
Cheddar Parish Access	Map based scoping exercise with PC reps – identify priorities. Report to SCC PROW officers.	AM	2	November - Meeting with PC reps. Follow this with report to SCC PROW Officers	Red
	Site surveys to draw up specifications for targeted improvements. Confirm where SCC will contribute 25% and draw up costed plan.	AM	N/A	November – December – AM to coordinate survey with Cheddar PC/ Cheddar Walking volunteers. December – produce report and work plan.	Red
	Cheddar PC apply for match funding (Sedgemoor Hinckley funds).	AM	N/A	November– confirm Hinckley small grants fund timescales with Somerset Community Foundation (currently scheduled to open in November) November – AM to complete draft application. December – Cheddar PC or Cheddar Walking	Red

				to submit application including info from survey report.	
	Run training day in gate installation.	AM	2	January – run training day with Cheddar PC, Cheddar Walking and AONB Task Volunteers	Red
	Set up work programme for volunteer tasks – AONB, Mendip Ramblers, Cheddar PC/Cheddar Walking.	AM	2	December – March – Volunteer tasks	Red
North Somerset Community Connections	Promote Cheddar PC framework to North Somerset Communities – Bleadon, Hutton, Banwell, Winscombe and Sandford.	AM	N/A	December – produce report on Cheddar project and send to target PCs. Use as basis for AONB e-newsletter. Send as press release/ Mendip Times article.	Red
	Secure 1 x community sign up	AM	2	January – March – attend PC meetings to promote sign-up for 2018/19. March - at least 1 new community signed up.	Red
	Develop and submit a LEADER bid with NSC & NT for Strawberry Line & Mendip Way junction	AM	N/A	Met with NT and NSC to identify works. NT agreed to submit LEADER bid. November – obtain written consent form all landowners. Complete leader expression of Interest with NT. November – submit leader EOI and confirm timetables for full grant submission. Confirm list of contractors to tender for works. December – complete full project plan with	Amber

				specifications ready for full leader application.	
Working Holidays	Work with NE and Swallet Farm to prepare and promote the offer	AM	N/A	Offer promoted at present via social media and to other AONB volunteers. Need to achieve wider promotion targeting young groups and older people using Wells and Bath as a draw CANCELLED due to low bookings	Red
	Work with partners to successfully deliver the week	AM	1, 2	CANCELLED due to low bookings	Red
Burrington Commons	Work with Langford Ct Estate and NE to identify management solutions, create and instigate an action plan	AM	1, 2, 3	Meeting held with Langford Ct Estate and NE to coordinate works to deliver the management plan for the area.	Amber
2. Raise Awareness					
Work Area	Action	Lead	NAAONB KPI	Progress report	RAG (Red, Amber, Green)
Mendip Rocks!	Invite Mendip Society on to steering group and secure financial support from them	AM	N/A	Represented on steering group and MS contributed £500	Green
	Work with SESC & Mendip Society to organise a programme of events aimed at family groups and people with geological interests during October.	AM	N/A	Event list agreed.	Green

	Promote the month to achieve more visitors and more income than 2016	AM	2	Promoted via AONB website, social media, Mendip Times, press releases, posters and leaflets	Amber
South West Outdoor Festival	Represent the AONB Unit on the steering group run by the National Trust and support the publicity of the event	JH	N/A	Attended 7 meetings and 1 test day on site	Green
	Organise local school children to sample climbing and caving in the gorge and visit the festival site on 8/9/17	JH	2	90 pupils visited the gorge and site on 8/9	Green
	Identify and help to organise a legacy 'adventure' event in Cheddar Gorge area	JH	N/A	Partners and visitors to be consulted during the event. Legacy event scheduled for July 2018	Amber
MHAONB Website	Manage the transition to a new look website	SC	N/A	Draft designs agreed. Awaiting draft site to be built in background	Amber
Social media	Achieve 2300 followers on Twitter	ALL	N/A	1928 (31/8/17) 2031 (23/10/17)	Amber
	Achieve 1500 likes on Facebook	ALL	N/A	1364 (31/8/17) 1418 (23/10/17)	Amber
	Achieve 1500 views on YouTube channel	ALL	N/A	1017 (31/8/17) 1844 (23/10/17)	Green
	Start Instagram account	ALL	N/A	Commenced 12/10/17 Followers 73	Green

Enewsletters	Distribute a minimum of 24 enewsletters (12 to the public list, 12 to the Partnership list)	JH	2	14 x public, 6 x Partnership	Amber
	Achieve 600 on the enewsletter database	ALL	N/A	Currently 500	Amber
Visitor Guide	Design and print an updated visitor guide to establish an 'adventure' based brand	JH	N/A	Produced, currently on 3 rd reprint	Green
	Ensure regular distribution of the guides and find 4 new outlets for distribution	SC	N/A	Distributed. New outlets to be identified	Amber
3. Landscape Planning					
Work Area	Action	Lead	NAAONB KPI	Progress report	RAG (Red, Amber, Green)
Planning liaison	Meet key planners in all relevant authorities	CC	N/A	Sandford and Winscombe – Planning Committee Liaison with L Payne from CPRE – linked with Mike. Follow-up with Mike Rolfe periodically. Met with N.Somerset planning officers. Met with Matt from National Grid – further meeting in the diary. Liaison with Laura Horner from SCC.	Green
Applications	Comment on applications as and when necessary	CC	N/A	Monitor up to date (51 DM and 14 Policy) 3 historic app responses for N.Somerset 3 consults in still to look at. Callow went out early August, Blagdon	Green

				Gardens last week and Cheddar NP today.	
Regional	Liaise with other AONB planners and partner organisations via email and face to face	CC	2	Met with Lisa and EJ – potential landscape training in November	Amber
Training	Develop a training programme for planners and parish councillors	CC	N/A	Training session on 24/11/17 in Taunton. Promotion underway	Amber
4. Involve the Community					
Work Area	Action	Lead	NAAONB KPI	Progress report	RAG (Red, Amber, Green)
Volunteers (Rangers)	Maintain the rota of site visits, meetings and social gatherings	AM	2	Maintained with good attendance	Green
	Create a walks programme delivered by volunteers	AM	2	2 dates fixed for Christmas walks.	Amber
	Identify new training and development opportunities	CC	2	Judith Chubb-Whittle planning volunteer started October, 3 days/month	Green
	Create 4 new volunteer rangers from areas not covered	AM	2	4 Volunteers recruited from areas not previously covered e.g. Bleadon, Binegar.	Green
Practical Task Volunteers	Maintain a programme of fortnightly tasks focussed around the special qualities	SF	1, 2	Maintained and enhanced with high profile days at Black Rock and working alongside corporate volunteers	Green

Young Rangers	Complete the 2015-17 programme securing feedback from those involved	SF	2	Excellent feedback and PR gained from this programme	Green
	Take two Young Rangers to Europarc camp and promote the benefits of this	SF	2	2 x Young Rangers returned from Switzerland and PR gained	Green
	Promote, select and start the 2017-19 Young Ranger programme with activities aimed at creating environmental decision makers of the future	SF	2	Introduction evening on 5/9/17. New and existing volunteers brought in to help with activities and plan the programme	Green
Mendip Hills Fund	Allocate more than £6000 of grants	JH	1, 2, 3	Currently approx. £6000 in pot. Need to organise collection of badge boxes and identify new fund sources.	Red
	Promote the fund regularly via social media and other outlets	JH	N/A	Current Facebook page has 69 Likes. Recently tried targeted Facebook ad for £18. Gained wide reach but only 2 extra likes. Try again with a different audience when fund is to be opened. 23/10/17 Facebook 97 Likes. 1 new event signed up and high profile company about to do public launch of supporting the fund.	Red
	Administer the panel to meet in November and March	JH	2	Fund open for applications in October. Unsure of how many applications at present. Panel meeting November 29 th .	Amber

5. Partnership, Management, Regional & National Work

Work Area	Action	Lead	NAAONB KPI	Progress report	RAG (Red, Amber, Green)
Partnership	Administer 2 x meetings per year minimum	JH	N/A	1 x completed. Discussions needed as Chair's term is complete. New chair needed for November 2017 onwards	Amber
OSG	Administer 4 x meetings per year minimum	JH	N/A	Meetings scheduled. 2 x completed	Amber
Regional representation	Attend SWPLF and Somerset AONB meetings	ALL	N/A	JH attended SWPLF meeting July 2017.	Amber
National representation	Attend NAAONB meetings, contribute to responses, forums and communications	ALL	N/A	JH and AM attended national conference in Winchester, July 2017. JH attending Lead Officers & Chairs meeting, November 28 th , London.	Green
AONB Unit	Create activity plan for Unit and individuals	ALL	N/A	As seen, linked to individual 1:1s	Amber
AONB Unit project management	All to be using Basecamp project management system.	ALL	N/A	Used sporadically, needs commitment for new projects	Red