

Mendip Hills AONB Partnership Committee		
Committee meeting date:	21 st November 2019	Paper: F
Title:	Activity Plan and Budget 2020/21	
Presented by:	Jim Hardcastle, Mendip Hills AONB Manager	
To be approved.		



Mendip Hills AONB Unit

Activity Plan 2020-21

NAAONB 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.

1. Conserve & Enhance								
Work Area	Action	Lead	MGT Plan Obj.	Delivery Plan ref.	NAAONB KPI	NE Action Plan Area	Progress report	RAG (Red, Amber, Green)
Blackmoor Reserve and Deer Leap	Coordinate management plans and instigate works that conserve and enhance these sites, based around existing countryside stewardship schemes.	TH	L1, L2, R1, LM2, P1, P2, P3	6.3.1	1, 2, 3	Greener farming; (Resilient landscapes; Building partnerships)		

	Develop interpretation project plans and work with SWHT to deliver improvements. Develop bids to fund additional works outside the HLF project.							
Mendip Way	Updating re-publishing the Mendip Way book - promoting responsible recreation and balancing with conserving the landscape, through joined-up initiatives. Access and interpretation enhancements on the Mendip Way.	TH	R1, R2, R3, R4, P1, P2	4.1 4.2	2	Connecting people with nature		
Limestone Link	Improve signage at start/end	TH	R1, R2, R3, R4, P1, P2		2	Connecting people with nature		
Burrington Commons	Work with Langford Ct Estate and NE to identify management solutions, create and instigate the existing management plan.	JH	L1, BG1, BG2, LM2	6.3.1	1, 2, 3	Resilient landscapes; (Greener farming; Building partnerships)		

Chew Valley Catchment	Work with natural processes to improve water quality and reduce flood risk (NFM) by assessing watercourses and adjacent land use and tackle failures under Water Framework Directive (i.e. Chew Valley)	TH	N1, N2, N3, L1, LM1, LM2, BG3, BG6	5.2.2	1	Greener farming; (Building partnerships)		
Counting on Mendip	Instigate a programme of regularly downloading visitor counter data, fund and install new counters, seek data from other sources.	TH	P3	4.2.3	NA	(Connecting people with nature; Sustainable development; Building partnerships)		
2. Raise Awareness								
Work Area	Action	Lead	MGT Plan Obj	Delivery Plan ref.	NAAONB KPI	NE Action Plan Area	Progress report	RAG (Red, Amber, Green)
Special Qualities	Rebrand walk guides with SQ theme.	SC	L3	4.1.1		Connecting people with nature		
Mendip Rocks!	Work with SESC & Mendip Society to organise a programme of events aimed at family groups and people with geological interests during August and September.	JH	BG5, BG6, P3	8.3.1	N/A	Connecting people with nature; (Building partnerships)		
	Promote the programme to achieve more visitors and more income than 2019.	SC	BG5, BG6, P3	8.3.1	2	Connecting people with nature	(1,037 in 2016, 1,100 in 2017, 1250 in 2018). (£1450.53 in 2016 to £1,587 in 2017, £2567.29 in 2018)	

	Develop STEM and creative input for 2020, supported via funding bids.	TH / JH	BG5, BG6, P3	8.3.1	N/A	(Connecting people with nature)		
Top of the Gorge Festival	Represent the AONB Unit on the steering group run by the National Trust and support the publicity of the event	JH	R2, R4	8.3.1	N/A	(Connecting people with nature; Building partnerships)		
	Organise more local children from more schools to sample rock sports in the gorge.	JH	R2, R4	8.3.1	2	Connecting people with nature		
Mendip Environment Centre	Work with Yeo Valley and other stakeholders to create a 'Mendip Environment Centre' in Burrington Combe.	JH	R2	1.2	NA	Connecting people with nature; (Building partnerships)		
MHAONB Website	Increase visitor traffic TO 45000 Users & 60000 sessions on AONB website. Increase traffic to sub-sites.	SC	L3, H2, R2, N1, P3	1.1	N/A	Connecting people with nature		
Social media	Achieve 3000 followers on Twitter	ALL	L3, H2, R2, N1, P3	1.1	N/A	Connecting people with nature		

	Achieve 3000 likes on Facebook	ALL	L3, H2, R2, N1, P3	1.1	N/A	Connecting people with nature		
	Achieve 9000 views on YouTube channel	ALL	L3, H2, R2, N1, P3	1.1	N/A	Connecting people with nature		
	Achieve 1600 followers on Instagram	ALL	L3, H2, R2, N1, P3	1.1	N/A	Connecting people with nature		
Enewsletters	Distribute a minimum of 24 newsletters (12 to the public list, 12 to the Partnership list)	JH	L3, H2, R2, N1, P3	1.1	2	Connecting people with nature		
	Achieve 1000 on the newsletter database	ALL	L3, H2, R2, N1, P3	1.1	N/A	Connecting people with nature		
Talks & other opportunities	Deliver 7 talks & attend relevant events	JH, TH	L3, H2, R2, N1, P3	1.1	2	Connecting people with nature		

3. Planning

Work Area	Action	Lead	MGT Plan Obj	Delivery Plan ref.	NAAONB KPI	NE Action Plan Area	Progress report	RAG (Red, Amber, Green)
Planning liaison	Liaison with LPAs and other consultees on development management and policy (strategies and plans).	CC	D1, D4	1.1	N/A	Sustainable development; (Building partnerships)		
	Two newsletters to planning managers (DM & policy) & planning officers. June & January	CC	D1, D4	1.1	N/A	(Sustainable development; connecting people with nature)		
	GIS workspace to support the review of planning matters & applications	CC	D4	5.1	N/A	Sustainable development		
Landscape Planning Guidance	Development of paid service for Pre-application advice from the AONB Unit in conjunction with Local Planning Authorities.	CC	D1, D4	7.1	N/A	Sustainable development		
	Produce updated Landscape Character Assessment guidance.	CC	D1, D4	7.1	N/A	Sustainable development		
	Sustaining Landscape Character within the Mendip Hills AONB – guidance doc to support planning officers on the landscape character areas & special qualities within	CC	D1, D4	7.1	N/A	Sustainable development; (Resilient landscapes)		

	those areas and planning considerations.							
Applications	Update planning protocol to reflect what applications we would want to be consulted on.	CC	D1	7.2	N/A	Sustainable development		
Regional	Liaise with other AONB planners and partner organisations.	CC	D1, D4	N/A	2	Building partnerships; (Sustainable development)		
Training	Develop a training programme for planners on LVIAs in November.	CC	D4, P2	1.1	2	Sustainable development; (Building partnerships)		
4. Involve the Community								
Work Area	Action	Lead	MGT Plan Obj	Delivery Plan ref.	NAAONB KPI	NE Action Plan Area	Progress report	RAG (Red, Amber, Green)
Volunteer Rangers	Submit funding bids and seek sponsorship to support the volunteer rangers.	TH	P1, P2	8.1	2	(Connecting people with nature)		
	Develop the Mendip Shed to create a base for the volunteer rangers and other groups to use with a functioning workshop.	TH	P1, P2	8.1	2	Connecting people with nature		
	Successfully induct a new cohort of volunteer rangers.	JH	P1, P2	8.1	2	(Connecting people with nature)		
	Plan and deliver the rota of site visits, meetings and social gatherings	LH	P1, P2, R4	8.1	2	(Connecting people with nature)		

	Develop the volunteer ranger walks as a tourism product.	JH	P1, P2, R4	1.1	2	Connecting people with nature		
Drystone wall rebuild.	Identify vulnerable walls from GIS to target and monitor.	TH/LH	P1, P3	2.2.1, 3.1	1, 3	Resilient landscapes		
	Train 10 volunteers via DSWA	TH	P1, P3	2.2.1	2	(Connecting people with nature)		
	Restore 100m drystone wall via 2 x monthly practical tasks.	TH	P1, P3	2.2.1, 3.1	1, 3	Resilient landscapes		
Practical Task Volunteers	Maintain a weekly programme of tasks focussed around the special qualities. Start weekend tasks.	TH/LH	P1, P2, L2	2.2, 4.2	1, 2	Connecting people with nature; (Building partnerships)		
Young Rangers & Advanced	Maintain and promote the 2019-21 Young Ranger programme with activities aimed at creating environmental decision makers of the future	ALL	P1, P2, L2	8.1	2	Connecting people with nature		
Natural Capital	GIS mapping of people's views, priorities and memories of the landscape.	TH	H1, H2, N1, L4, D4, P2, BG4	3.2.2	2	Sustainable development; (Connecting people with nature)		
Mendip Hills Fund	Achieve donations of >£15000	JH	P2, P3	8.4	1, 2, 3	Connecting people with nature; (Resilient landscapes)		

	Promote the fund regularly via social media and other outlets Achieve 300 likes on Facebook. Create and distribute targeted material to sign up 3 x events and 5 x business supporters.	SC	P2, P3	8.4	NA	Connecting people with nature		
	Administer the panel to meet in November and March	JH	P2, P3	8.4	2	(Building partnerships)		
	Establish Donr text giving service for the fund and AONB Unit.	SC	P2	8.4	2	Connecting people with nature		
Nature & Wellbeing	Work with SWT and other partners to deliver a bid to support work with groups and individuals with mental health conditions and special educational needs to deliver activities focussed on improving people's health and wellbeing through contact with nature / landscape	TH	P1, P2, L3, R4, N1	8.2.2	2	(Building partnerships)		
5. Partnership, Management, Regional & National Work								
Work Area	Action	Lead	MGT Plan Obj	Delivery Plan ref.	NAAON B KPI	NE Action Plan Area	Progress report	RAG (Red, Amber, Green)

Partnership	Administer 2 x meetings per year minimum.	JH	ALL	N/A	N/A	Connecting people with nature; Building partnerships		
OSG	Administer 4 x meetings per year minimum	JH	ALL	N/A	N/A	Building partnerships		
Regional representation	Actively participate in regional and Somerset wide environmental partnerships that will benefit the Mendip Hills and protected landscapes	ALL	ALL	N/A	N/A	Building partnerships		
National representation	Attend NAAONB meetings, contribute to responses, forums and communications	ALL	ALL	N/A	N/A	Building partnerships		
AONB Unit	Create activity plan for Unit and individuals	ALL	ALL	N/A	N/A	Building partnerships		

Management Plan Review – Objectives/Policies

Landscape Quality Objectives:

L1 Promote appropriate management to ensure that the distinctive Mendip Hills AONB landscape is maintained and enhanced

L2 Provide opportunities to acquire and develop skills required to care for and promote the landscape and its special qualities.

L3 Increase awareness and appreciation of the purposes of designation and the special qualities of the AONB

L4 Increase awareness of the benefits of supporting local products and services that help conserve and enhance the landscape.

Biodiversity and Geodiversity Objectives:

BG1 Ensure that there is no net loss of characteristic habitats and species.

BG2 Promote a landscape scale approach to the conservation and expansion of coherent and resilient ecological networks within and adjoining the AONB.

BG3 Increase monitoring and awareness of the biodiversity resource of the Mendip Hills AONB so that it is sufficiently understood to continue to guide the successful conservation of the characteristic habitats and species.

BG4 Promote a holistic approach to implementing AONB Management Plan objectives, National Character Area Statements of Opportunity and a locally designated Nature Improvement Area's objectives

BG5 Recognise and celebrate geological sites and features of the Mendip Hills AONB to ensure the successful conservation both of the geology and wildlife habitat they provide.

BG6 Increase awareness of the Mendip Hills geology, particularly cave systems in relation to the importance they play in water management and water supply.

Historic Environment and Cultural Heritage objectives;

H1 Improve the recording, interpretation and understanding of all aspects of the AONBs historic environment to ensure local communities and visitors enjoy a rich experience of the sense of place.

H2 Increase awareness and communicate the significance of the high quality historic environment of the Mendip Hills AONB

H3 Promote appropriate management of sites, structures and landscapes designated for their international, national, regional or local importance in the historic environment to ensure no further loss of heritage assets.

Recreation, Access and Tourism objectives:

R1 Maintain, improve and promote public access and quiet recreational activities with measures to ensure access for all in accordance with the purposes of AONB designation.

R2 Support the development of tourism and day visits that benefits the local economy, conserves and enhances the landscape and improves understanding of the Mendip Hills.

R3 Develop and promote more sustainable methods of travel to and around the AONB for enjoyment and recreation.

R4 Support healthy lifestyles by encouraging more people to use the Mendip Hills for sustainable outdoor activities.

Natural Resources objectives:

N1 Recognise and promote the benefits and relevance of the AONB as a valuable source of ecosystem services, economic and health benefits.

N2 Promote conservation of water resources and enhance their quality taking measures to reduce low flows and flooding by appropriate management and use.

N3 Promote sustainable management of soils in accordance with best practice to minimise erosion and water pollution and maximise resilience to drought.

Land Management objectives:

LMI Support sustainable farming to ensure it remains as the principle land use and contributes to maintaining the special qualities of the AONB.

LM2 Support and promote rural land management that conserves and enhances natural resources, including biodiversity, landscape character the historic environment and aids public awareness and enjoyment of the Mendip Hills AONB.

LM3 Promote a sustainable woodland economy that enhances the Mendip Hills AONB woodlands and wider landscape with targeted woodland management and creation in appropriate locations supporting wood fuel and local community opportunities.

LM4 Influence the use, restoration and after use of all quarries to minimise the impact on the landscape and to be compatible with the purposes of designation.

Development and Transport Objectives:

D1 Working with the local planning authorities, ensure that development in the AONB and its setting is of a nature, scale, location and design that meets community need without compromising the special qualities of the Mendip Hills AONB.

D2 Working with the local highways authorities, ensure that the special qualities of the AONB are fully respected in the planning, design, provision and management of all types of transport and associated infrastructure.

D3 Encourage reduction in Carbon emissions within the AONB through reducing energy consumption, applying energy conservation measures, encouraging more sustainable patterns of development, and utilising renewable energy generation technologies that are of an appropriate type and scale for their siting.

D4 Ensure issues of importance for the management of the AONB landscape are fully reflected in strategies and plans produced by other agencies and local communities.

Participation objectives:

P1 Increase the opportunities for volunteering and the range of people participating, to benefit the environment, peoples health and well being and local communities in and around the AONB.

P2 Encourage the involvement of local people and the wider community in the management of the AONB

P3 Promote the Mendip Hills as an educational resource for all ages and encourage sharing of research and learning tools.

Budget		2019-20	2020-21	2021-22
<u>CORE EXPENDITURE</u>				
<u>Staff Costs</u>				
Manager				
Project Development Officer				
Planning Officer				
Support Officer				
Volunteer Ranger				
	Sub Total	£ 143,929.00	£ 161,791.00	£ 165,026.00
Training		£ 500.00	£ 500.00	£ 500.00
Car allowances		£ 1,550.00	£ 1,550.00	£ 1,550.00
Travel costs		£ 950.00	£ 950.00	£ 950.00
Subsistence		£ 250.00	£ 250.00	£ 250.00
	Sub Total	£ 3,250.00	£ 3,250.00	£ 3,250.00
Total Staff Costs		£ 147,179.00	£ 165,041.00	£ 168,276.00
<u>Other Core Costs</u>				
<u>Accommodation, Maintenance & Cleaning</u>				
Charterhouse rental & rates		£ 7,780.00	£ 7,777.00	£ 7,950.00
Office Cleaning		£ 1,200.00	£ 1,250.00	£ 1,250.00
Communication - IT & Phones		£ 4,000.00	£ 3,850.00	£ 3,900.00
SCC Host fee		£ 8,250.00	£ 8,415.00	£ 8,600.00
Insurance		£ 400.00	£ 500.00	£ 625.00
Stationery		£ 1,500.00	£ 1,500.00	£ 1,500.00
Postage		£ 100.00	£ 100.00	£ 100.00
	Sub Total	£ 23,230.00	£ 23,392.00	£ 23,925.00
<u>Activities & Publicity</u>				
Digital		£ 1,200.00	£ 1,300.00	£ 1,300.00
Photocopying & Printing		£ 900.00	£ 900.00	£ 900.00
Vehicle R&M		£ 4,600.00	£ 4,600.00	£ 4,700.00
Vehicle fuel /tax/insurance costs		£ 1,500.00	£ 1,550.00	£ 1,600.00
Volunteer costs		£ 3,500.00	£ 3,500.00	£ 3,500.00
Tools & Equipment		£ 650.00	£ 650.00	£ 650.00
Clothing & Uniform		£ 600.00	£ 100.00	£ 100.00
	Sub Total	£ 12,950.00	£ 12,600.00	£ 12,750.00
<u>Partnership running costs</u>				
Subscriptions (NAAONB)		£ 2,600.00	£ 2,650.00	£ 2,675.00
Officer Meetings		£ 1,300.00	£ 1,300.00	£ 1,300.00
Meeting Costs (external)		£ 350.00	£ 450.00	£ 450.00
Supplies & Services		£ 672.00	£ 300.00	£ 300.00
	Sub Total	£ 4,922.00	£ 4,700.00	£ 4,725.00
Total Other Core Costs		£ 41,102.00	£ 40,692.00	£ 41,400.00
Core Expenditure Total		£ 188,281.00	£ 205,733.00	£ 209,676.00

CORE INCOME						
DEFRA	£	158,832.00	£	161,565.00	£	164,345.00
Somerset County Council	£	16,150.00	£	16,150.00	£	16,150.00
Bath and North East Somerset Council	£	5,000.00	£	5,000.00	£	5,000.00
Sedgemoor District Council	£	8,001.00	£	8,001.00	£	8,001.00
Mendip District Council	£	8,017.00	£	8,017.00	£	8,017.00
North Somerset	£	3,000.00	£	3,500.00	£	3,500.00
Total LA contribution	£	40,168.00	£	40,668.00	£	40,668.00
LA contribution required to draw full Defra Grant down Defra Grant						
	£	39,708.00	£	40,391.25	£	41,086.25
Core Income Total	£	199,000.00	£	202,233.00	£	205,013.00

Grant Funded Projects						
Mendip Rocks	£	2,700.00	£	2,500.00	£	2,500.00
Young Rangers	£	3,000.00	£	2,500.00	£	3,000.00
Community Events	£	1,000.00	£	1,000.00	£	1,000.00
Top of the Gorge	£	2,500.00	£	2,500.00	£	2,500.00
Natural Flood Management	£	1,000.00				
Special Qualities Monitoring	£	2,000.00	£	500.00	£	500.00
Regional Trail Development	£	4,000.00	£	2,000.00	£	1,000.00
Volunteer Development	£	3,000.00	£	3,700.00	£	4,300.00
Destination Development	£	1,500.00				
Catchment Improvements			£	1,000.00		
Counting on Mendip			£	1,300.00	£	1,000.00
Nature Connections (health & wellbeing)			£	3,000.00	£	3,000.00
Visitor Centre			£	5,000.00	£	2,500.00
Sub Total	£	20,700.00	£	25,000.00	£	21,300.00
Mendip Hills Fund	£	1,500.00	£	1,500.00	£	1,500.00
Mendip Hills Fund Donations	£	11,700.00	£	13,500.00	£	16,500.00
Blackmoor/Deer Leap Management			£	5,000.00	£	5,000.00
Total Projects	£	33,900.00	£	45,000.00	£	44,300.00

Other Income						
Young Rangers	£	1,500.00			£	2,190.00
SCC Public Health		-		-		
Land Management	£	5,000.00	£	5,000.00	£	5,000.00
Staff	£	2,000.00	£	3,000.00	£	3,500.00
Volunteers	£	800.00	£	1,200.00	£	1,500.00
Grant applications	£	10,000.00	£	20,000.00	£	25,000.00
Sale of Merchandise	£	500.00	£	750.00	£	1,000.00
Mendip Rocks	£	2,500.00	£	2,500.00	£	3,000.00
Mendip Hills Fund Fundraising	£	11,700.00	£	13,500.00	£	16,200.00
Mendip Hills Fund Management Fee	£	1,300.00	£	1,500.00	£	1,800.00
Other Income Total	£	35,300.00	£	47,450.00	£	57,390.00

RIA	£	73,880.00	£	68,000.00	£	67,000.00
Redundancy	£	8,000.00	£	8,000.00	£	8,000.00
Vehicle	£	16,000.00	£	16,000.00	£	16,000.00
Young Rangers	£	2,150.00				
Mendip Shed			£	5,000.00	£	5,000.00
To cover Core Costs shortfall			£	3,500.00	£	4,663.00
Reserves	£	47,730.00	£	35,500.00	£	33,337.00