

# ATLANTIC COAST AND VALLEYS PROJECT



## MANAGEMENT

**Charlie David**  
Coast and Countryside Services  
Manager

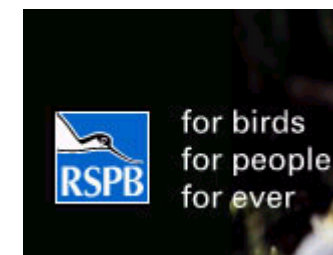
**Raye Powell**  
Landscape Grants Officer



# THE PARTNERSHIP

## LEAD PARTNERS

- NCDC
- Butterfly Conservation
- CEH
- Eden Project
- English Nature
- National Trust
- RSPB
- Defra





# THE PARTNERSHIP

## PARTNERS

- Sensory Trust
- Devon Wildlife Trust
- South West Coast Path
- South West Tourism
- Cornwall County Council
- CUC
- Duchy College
- CAVA
- Local farmers & landowners
- GCHQ
- UFZ Leipzig-Halle
- CRCC

## POTENTIAL PARTNERS

- Parish councils
- Local area forums





## VISION STATEMENT

**‘Recognising the significance of the North Cornwall landscape and its wildlife in the local economy and in the daily lives of those who live there and those who visit, the project will implement landscape and habitat management to underpin this key value through an inclusive and enabling partnership’**



**It is a Landscape Partnership HLF Project and therefore meets the main priorities of that Fund**



Supported by the  
**Heritage Lottery Fund**



# THE PROJECT AREA



**Welcombe Mouth to Sandy Mouth**



**Delabole Point to Trebarwith Strand**



# PROGRAMME 1: Enhancing the landscape and diversity of wildlife within a nationally important area



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# POTENTIAL PROJECTS - Wildlife and landscape enhancement in the valleys

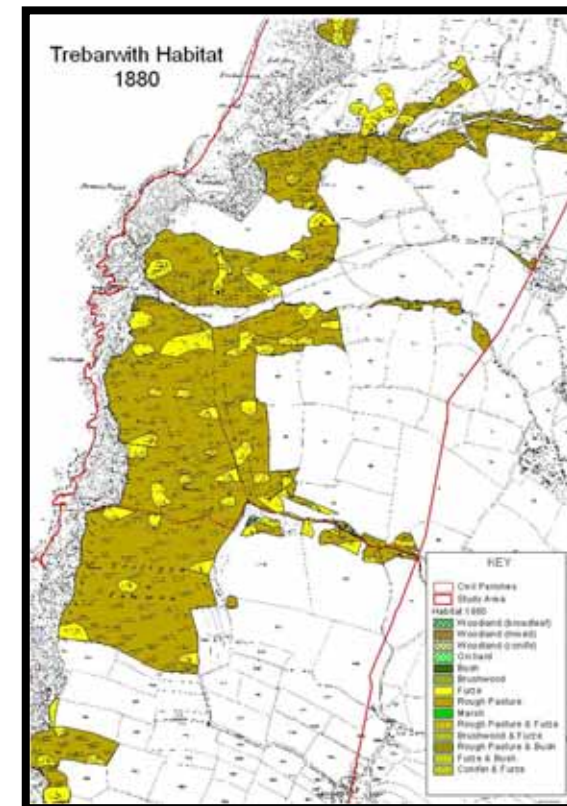
- **FARM ASSESSMENTS**
  - Farm Environment Plans
  - Economic assessment
  - Historic landscape assessment
- **HABITAT RESTORATION**
  - Initial scrub clearance
  - Planting of critical species such as thyme
- **HABITAT MANAGEMENT**
  - Grazing - local breeds
  - Cutting
  - Burning
- **LARGE BLUE RE-INTRODUCTION**
  - Habitat right for the Large Blue





# POTENTIAL PROJECTS – Wildlife and landscape enhancement on the flat land

- **HISTORIC LANDSCAPE FEATURES**
  - Hedges
  - Archaeology
  - Historic landscape mapping
- **LANDSCAPE RESTORATION**
  - Flat land between valleys – nutrient stripping, topography alteration, plus planting thyme, heather and other traditional species
  - Replacement of hedges
  - Eyesore removal







## PROGRAMME 2: Enhancing physical and intellectual access





# POTENTIAL PROJECTS - Enhancing physical and intellectual access

- **BETTER MANAGED ACCESS**
  - Waymarked paths
  - Gateway points
  - Identified open access
- **ACCESS FOR ALL**
  - Improved access for disabled
  - Improved surfacing for existing selected car parks
  - Use of public transport
- **INTELLECTUAL ACCESS**
  - Interpretation - leaflets, site boards
  - Better information in existing TICs
  - Web site
  - Education
  - Sights and sounds for those with limited mobility





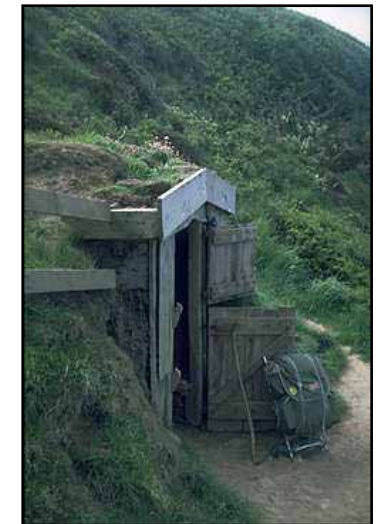
# PROGRAMME 3: Involving local landowners and their communities





## POTENTIAL PROJECTS - Involving local landowners and their communities

- **HABITAT AND LAND MANAGEMENT**
  - Private/tenanted land - access to environment schemes
  - Need ongoing involvement for long term management
  - Links to national farm environmental policies
- **OPPORTUNITIES FOR BUSINESS DIVERSIFICATION**
  - Eat the view
  - Premium for environmental land management produce
- **WALKING FOR HEALTH GROUPS**
  - Links to local health care groups
- **CULTURAL CELEBRATION**
  - Recording personal histories
  - Coastal characters – Hawker, Betjeman, Tennyson, Hardy, John Wesley etc





# PROGRAMME 4: Economic development





## POTENTIAL PROJECTS - Economic development

- **FARM ACCOMMODATION**
  - Various local marketing groups
  - Signposting to grant schemes
- **LOCAL FARM PRODUCTS**
  - Eat the view
  - Farmer's markets
  - On farm shops
  - Marketing groups
- **RURAL CRAFTS**
  - Local crafts access to markets
  - Marketing groups
- **SPECIALIST HOLIDAYS**
  - Wildlife
  - Cultural

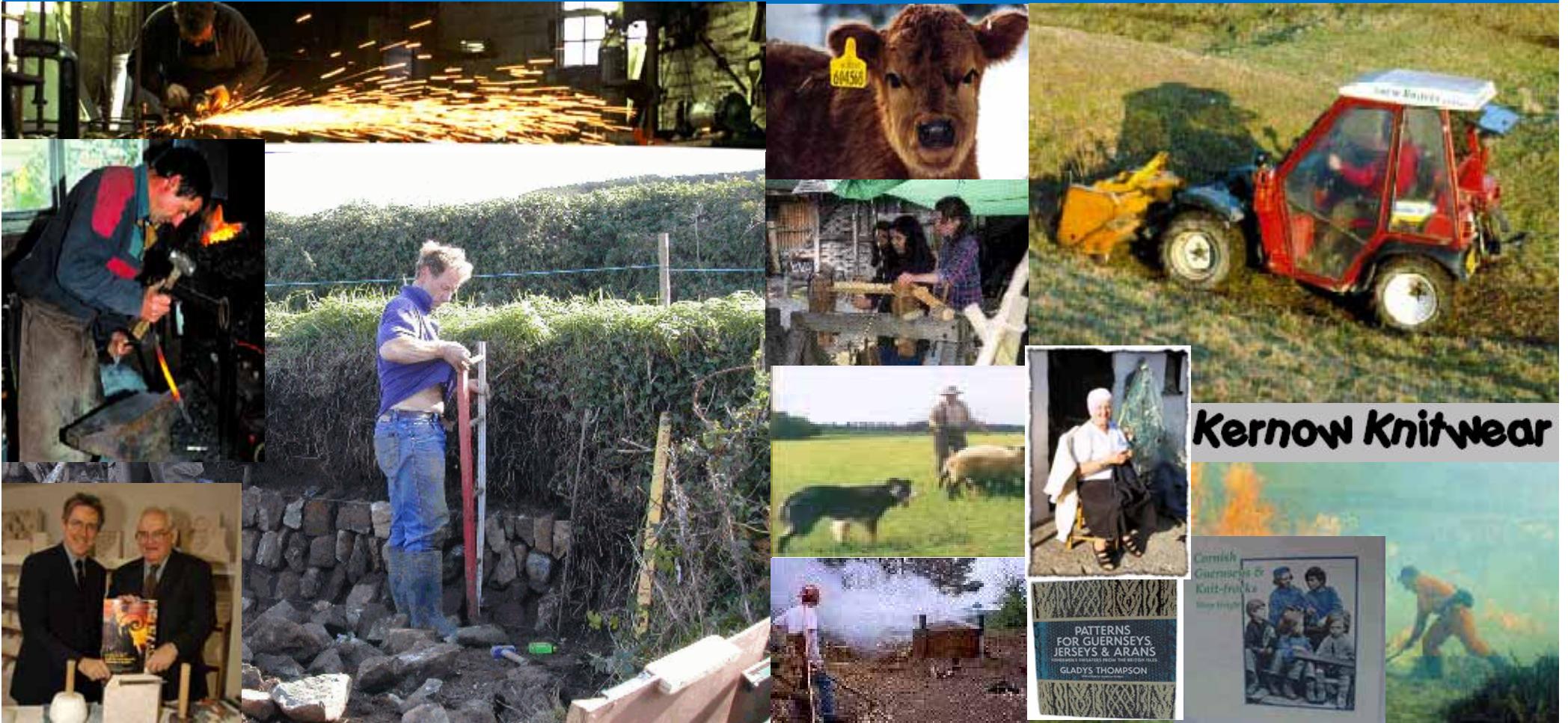


**Eat the View**  
Promoting sustainable local produce





# PROGRAMME 5: Skills and training





## POTENTIAL PROJECTS - Skills and training

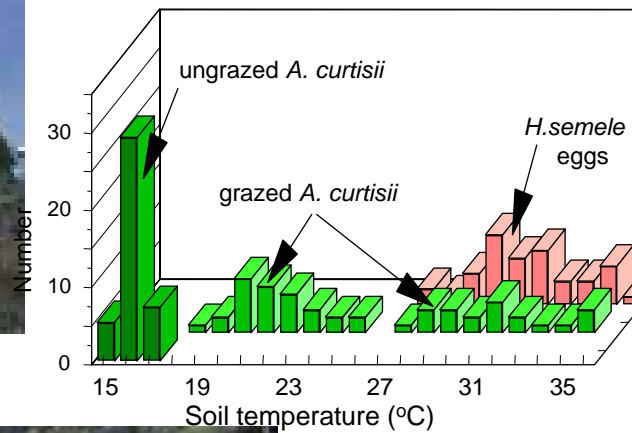
- **RURAL CRAFT DEVELOPMENT**
  - Rural crafts report - Prof. Ted Collins's report
  - Available market, local tourism
  - Links to land management
- **LAND MANAGEMENT TECHNIQUES**
  - Environmental land management
  - Wildlife monitoring
  - Stock management - traditional breeds
  - Volunteer rangers
- **MARKETING**
  - Farm produce - branding/local marketing initiatives
  - Accommodation
  - Specialist holidays etc.
  - Visitor management - first aid, disability awareness etc.





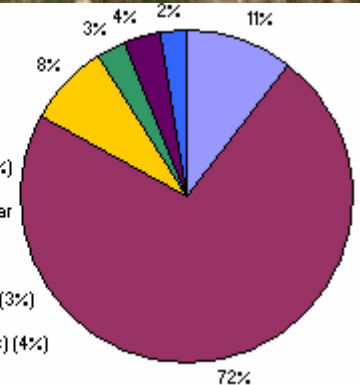


# PROGRAMME 6: Monitoring and research



**We asked you to describe your place of residence.**

- An apartment or town house (11%)
- A freestanding house on a regular block (72%)
- A house on a large suburban block (1/2 - 2 acres) (8%)
- A rural property or working farm (3%)
- A bush block (more than 2 acres) (4%)
- Unknown Response (2%)





# POTENTIAL PROJECTS - Monitoring and research

- **SCIENTIFIC MONITORING AND RESEARCH**

- Detailed ecological studies
- Monitoring the results of management
- Habitat surveys
- PhD theses
- CUC undergraduate learning resource



- **MONITORING THE OUTPUTS**

- Impact of business diversification
- Impact of project on tourist numbers and distribution
- Impact of project on community well being





# THE RIGHT TIMING - Strategies and plans

- **AONB Management plan**
- **Objective One**
- **CUC**
- **Countryside stewardship changes**





## PROPOSED PROJECT BUDGET AND TIMEFRAME

- **Proposed Budget of £3,000,000 to 3,500,000**  
£2,000,000 funded by HLF,  
the rest funded by other sources
- **Submit funding bid to HLF**  
31<sup>st</sup> March 2005
- **Development Year**  
September 2005 – September 2006 - staff in place
- **Main Works Phase**  
September 2006 – September 2009
- **Ongoing through land management agreements,  
local communities and local authorities**



# MATCHED FUNDING

**CASH CONTRIBUTIONS = £105,000**

- CEH
- Eden
- NCDC

**IN KIND = £178,090**

- National Trust (Volunteer days)
- GCHQ (Volunteer days)
- CAVA (Recording equipment)
- ACVP (Volunteers to interview locals)
- DUCHY (Training programmes funded through 3rd party sources)

**TOTAL CONTRIBUTIONS SO FAR - £284,090**





# MATCHED FUNDING TO COME

## EVALUATED

- **University of Exeter in Cornwall - Partnership Research Fund**
  - £150,000 over 2 years
- **CEH/UFZ**
  - £512,010



## NOT EVALUATED

- **NCDC**
  - Contribution by providing office space, computers etc.
- **DEFRA**
  - Countryside Stewardship
- **Objective One**
- **English Nature**
- **Cornwall County Council**
- **RSPB**





# PROJECT BUDGETS

- **Training in skills and crafts – £600,000**
  - **Access, interpretation and culture – £400,000**
  - **Landscape restoration – £1,600,000**
  - **Staffing – £500,000**
- **TOTAL = £3,100,000**

