

13. Implementation, monitoring and review

13.1 Implementation

The vision, aims and policies of this Management Plan need to be translated into action. This revision is, if anything, more ambitious than previous plans, seeking wider positive impacts and greater collaboration to achieve the purposes of the AONB. Actions to protect, conserve and enhance the Kent Downs AONB are agreed once the Management Plan has been adopted by the Local Authorities.

The Action Plan defines what is required to achieve the vision, aims and policies of the plan. Actions have a timescale, targets and lead partner. Our ambition shall be to develop greater ownership of the actions by all of those with an interest or responsibility for the AONB.

In addition the Joint Advisory Committee is calling on all partners and stakeholders, particularly those with a Duty of Regard for the AONB, to incorporate the vision, aims and policies of the Management Plan into their work programmes.

13.2 The Kent Downs AONB design and land management guidance

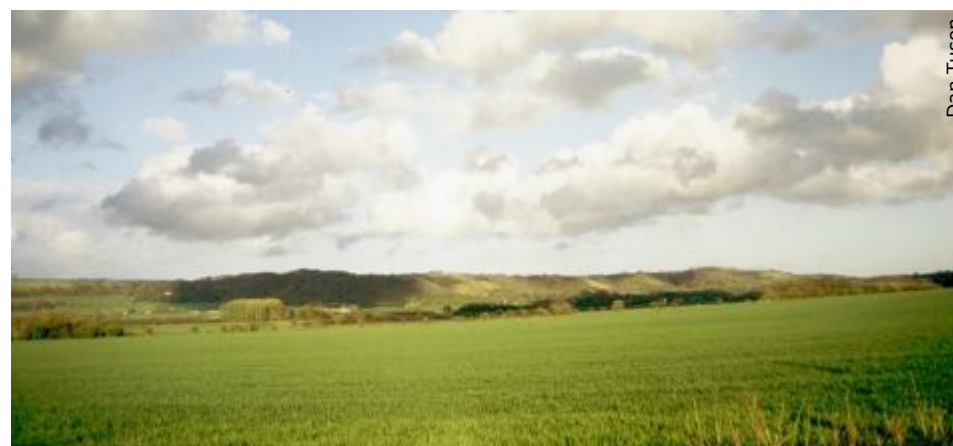
The Kent Downs AONB Partnership has developed a series of design guides. The purpose of these is to provide practical, readily accessible design guidance to assist in the implementation of the Management Plan and contribute to the conservation and enhancement of the special characteristic and qualities of the AONB and the distinctiveness of individual character areas.

The guidance draws from Landscape Character descriptions across the AONB.

The use of the Kent Downs AONB Design Guidance is supported in overarching policies of the Management Plan and several Local Authorities have adopted the guidance as supplementary planning guidance.

- The Kent Downs AONB Landscape Design Handbook.
- The Kent Downs AONB Rural Streets and Lanes: A Design Handbook.
- The Kent Downs Farmsteads Design Guide.
- Managing Land for Horses – a guide to good practice in the Kent Downs AONB.

- Kent Downs AONB Land Management Pack (a web based resource).
- Kent Downs AONB Farm Diversification Tool Kit (a web based resource).
- A Buildings and Settlement Design Guide is planned.



Wye Downs escarpment

13.3 Resourcing and monitoring the Management Plan

This Management Plan is necessarily ambitious and its achievement requires a variety of resources including new funding and the time and commitment of partners and stakeholders. The Kent Downs AONB Unit has a limited amount of financial and staff resources at its disposal, with which it will enable, facilitate, support and coordinate action as well as leading where necessary. We shall need to seek that others, particularly partner organisations, allocate resources to achieve the aims of the plan.

Part of the work of the Unit and Partnership shall be to position the Kent Downs AONB so that national and international resources are available to achieve the objectives of the Plan.

There are a range of other resources, including staff time, commitment, expertise, advice and equipment which will play a valuable role in achieving the aims of the Management Plan. However, probably the most important resource is commitment.

A huge amount can be achieved by cooperation and collaboration between various specialist staff and individuals across the AONB, who pool resources and collaborate to achieve the visions and policies of the Management Plan.

It is an ambition that the Partnership monitors the condition of the AONB. This plays an important role in identifying key issues and trends. The condition monitoring process also aims to contribute to an understanding of whether the policies and actions are achieving the aims and vision of the management plan. A set of proposed headline monitoring indicators were set when the first AONB plan was adopted and these have been re-examined as part of the review process. The Countryside Agency and now Natural England has been working to establish an agreed national set of indicators for the Protected Landscapes. Allied to this the Kent Downs AONB has begun to establish a monitoring programme which will inform the delivery of this plan and future reviews.



Fixed point photography

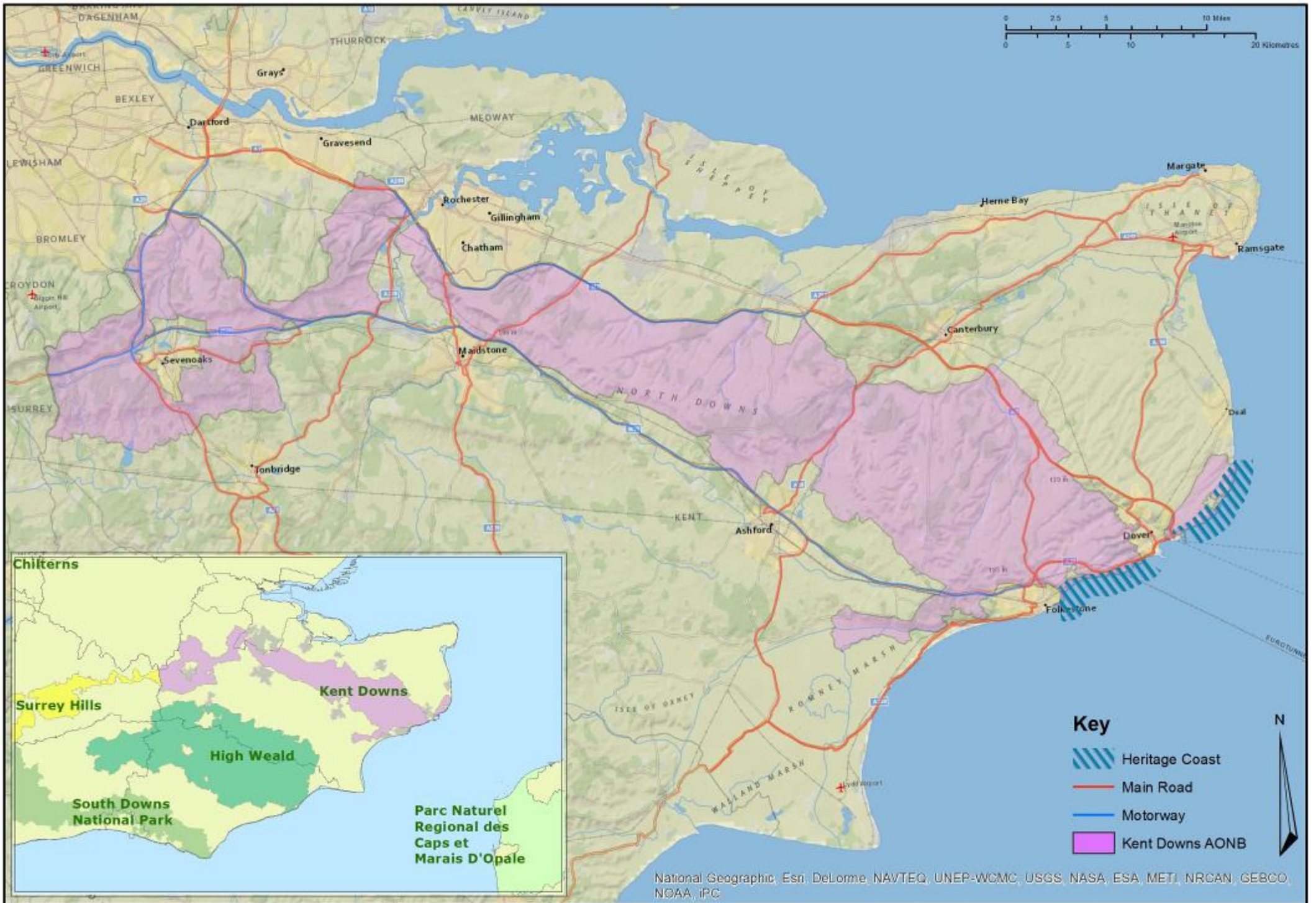
Table 13 - Headline monitoring indicators

Principal Indicator	Special quality	Source	Frequency of review	Availability	Justification
1. Fixed Point Photography	Landscape	AONB Team	Biennial rolling programme	In house (could contract out) each Spring	Best single source of landscape monitoring, tailor-made to the AONB and under the Team's control. Important to bed it within a rational wider framework, in this case LCA, rather than based on preconceptions and culturally-loaded ideas of 'good views'.
2. Landscape Character Assessment (LCA) monitoring	Landscape	AONB Team / Local authorities Partnership	5 yearly, to coincide with Management Plan review	In house	Methodology is already defined by Local authorities who are about to commence monitoring of LCAs. Represents an excellent wider context of change within which to interpret the fixed point photography.
3. Agricultural Census	Landscape	DEFRA	Annual	On-line, usually after Christmas	Data is cut to the AONB boundary by DEFRA from individual farm business returns. This is a ready-made data set and the best for gaining an overall picture of land use change in the absence of a farm survey.
4. Regionally Important Geological Sites (RIGS) condition database	Geology and Natural Resources	Kent RIGS	Annual	On request, irregular frequency due to cost and funding	Generally ignored in other work on indicators, but a good way to monitor geology, at least in terms of visibility and accessibility of rock exposures. There are seven RIGS in the AONB.
5. Sites of Special Scientific Interest (SSSI) condition	Biodiversity	Natural England	Annual	On-line, published each Spring	There are 39 SSSIs within the AONB, all of which are now monitored annually for condition (though not necessarily field surveyed each year). These are the best protected areas, so changes elsewhere can be assumed to be magnified. Further biodiversity information on specific species is available (at a cost) from the KMBRC.
6. Scheduled Monuments (SMs)	Historic and built environment	Kent County Council Heritage	Annual	On request from English Heritage	There are 104 SMs in the AONB which cover built structures and ground features. English Heritage maintains the most up-to-date records of any condition surveys undertaken. Further information on non-scheduled ancient sites is held by the county Services.
7. Listed Buildings & Buildings at Risk (BAR) Register	Historic and built environment	BAR Register, Local authorities, English Heritage	Annual	On-line; LA Planning Depts.	The BAR Register effectively contains a representative sample of the range of built interest at risk in the AONB and can be monitored for improvements. Local authorities keep up-to-date information on listed buildings which can be compared with the benchmark for these data already contained in the current Management Plan.
8. Best Value Performance Indicators (BVPI)	Quiet enjoyment	AONB Team	5% Annual Target	In house or contract out, May to November	Follows the methodology established by the Institute of Public Rights of Way Officers (IPRWO) to determine the current condition of the rights of way network used for quiet enjoyment. A prescriptive set of indicators can be modified to meet specific needs or applied directly to afford comparison with LA areas.
9. Visitor surveys	Quiet enjoyment	AONB Team / Local authorities Partnership	5 yearly	In house / Annual report	Devising a standard questionnaire is an initial cost, but will provide customised and replicable data on visitors. Financial data relating to car-parking in the Annual Report can be considered as a surrogate for the minimum visitor numbers to the AONB.

Annex 1 - Abbreviations

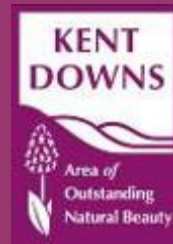
ACRK	Action with Communities in Rural Kent	Km	kilometre
AONB	Area of Outstanding Natural Beauty	KRCC	Kent Rural Community Councils
BHS	British Horse Society	KWT	Kent Wildlife Trust
BOA	Biodiversity Opportunity Area	LA	Local Authority
BSE	Bovine Spongiform Encephalopathy	LAF	Local Access Forum
CaBA	Catchment Based Approach	LBB	London Borough of Bromley
CAP	Common Agricultural Policy	LEP	Local Enterprise Partnership
CAIP	Countryside Access Improvement Plan	LNP	Local Nature Partnership
CLA	Country Landowner and Business Association	LNR	Local Nature Reserve
CLG	Communities and Local Government (Department of)	LTP	Local Transport Plan
CMS	Countryside Management Services	LWS	Local Wildlife Site
CPRE	Campaign to Protect Rural England	M	Million
CRoW Act	Countryside and Rights of Way Act 2000	MCZ	Marine Conservation Zone
DC	District Council (also includes Borough Councils)	MoD	Ministry of Defence
DEFRA	Department of Environment, Food and Rural Affairs	NAAONB	National Association of AONBs
EA	Environment Agency	NatRECS	National Route Evaluation and Classification System
EH	English Heritage	NCA	National Character Area
ELC	European Landscape Convention	NDW	North Downs Way
ELS	Entry Level Stewardship	NE	Natural England
ESS	Environmental Stewardship Scheme	NFU	National Farmers Union
ER	Environment Report	NNR	National Nature Reserve
ERDF	European Regional Development Fund (Interreg)	NPPF	National Planning Policy Framework
ET	Eurotunnel	NT	National Trust
EU	European Union	PCs	Parish Councils
FC	Forestry Commission	PRoW	Public Rights of Way
GIS	Geographical Information System	RDPE	Rural Development Programme for England
Ha	hectare	RIG	Regionally Important Geological/Geomorphological Site
HA	Highways Agency	ROWIP	Rights of Way Improvement Plan
HLF	Heritage Lottery Fund	RSPB	Royal Society for the Protection of Birds
HLS	Higher Level Stewardship	SAC	Special Area for Conservation
ICT	Information and communication technology	SAM	Scheduled Ancient Monument
JAC	Joint Advisory Committee	SSSI	Site of Special Scientific Interest
KDAONB	Kent Downs Area of Outstanding Natural Beauty	WFD	Water Framework Directive
KAPC	Kent Association of Parish Councils	WHS	World Heritage Site
KCC	Kent County Council		

Map of the Kent Downs AONB



- Key**
-  Heritage Coast
 -  Main Road
 -  Motorway
 -  Kent Downs AONB

National Geographic, Esri, DeLorme, NAVTEQ, UNEP-WCMC, USGS, NASA, ESA, METI, NRCAN, GEBCO, NOAA, IPC



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