



ISLES OF SCILLY

AREA OF OUTSTANDING NATURAL BEAUTY

AONB Delivery Plan 2010-2014

Caring for Scilly's Exceptional Landscape,
Supporting Sustainable Island Communities

February 2010



Introduction

The Isles of Scilly AONB Delivery Plan describes the actions that will be carried out in order to deliver Management Strategy objectives and policies during the period 2010-2014. While the Delivery Plan presents an overview of actions throughout the five year period, the plan will be reviewed annually in order to monitor progress and, wherever necessary, to identify new targets and/or schedules.

The Delivery Plan is primarily structured according to the thematic chapters in the Management Strategy. However, AONB management themes are not isolated entities. Rather, they form a complex web of interrelationships. Therefore, some Delivery Plan actions address objectives and policies that relate to more than one Management Strategy theme. Presentation of these multi-themed actions is followed by a summary of those actions that relate to single management plan themes.

Partners in Delivery of Actions

NE Natural England

EH English Heritage

DEFRA Department for Environment, Food & Rural Affairs

CloS Council of the Isles of Scilly

DoC Duchy of Cornwall

IoSWT Isles of Scilly Wildlife Trust

TE Tresco Estate

IT Island Tourism

RSPB Royal Society for the Protection of Birds

DTA Duchy Tenants' Association

MM Mainland Marketing

IM Island Marketing

TS Transition Scilly

AONB Unit Isles of Scilly AONB Unit

CAONB Cornwall AONB Unit

TVAONB Tamar Valley AONB Unit

IoSSFC Isles of Scilly Sea Fisheries Committee

IFCA Inshore Fisheries and Conservation Authority

CISCAG Cornwall and Isles of Scilly Coastal Advisory Group

SMCZWG Scilly Marine Conservation Zone Working Group

IoSBG Isles of Scilly Bird Group

IoSVSG Isles of Scilly Veterinary Support Group

FIS Five Islands School

LAG Local Action Group (Isles of Scilly)

CAC Cornwall Agri-Food Council

CCHE Cornwall County Historic Environment

HCA Homes and Communities Agency

BIH British International Helicopters

IoST Isles of Scilly Travel

AONB Management Strategy Objectives and Policies

Themes

- BG** Biodiversity and Geodiversity
- MC** Marine and Coastal Environment
- HE** Historic Environment
- AL** Agriculture and Landscape Management
- C** Community – Living and Working
- DR** Development and Regeneration
- TR** Tourism, Recreation and Access
- T** Transport

Objectives are presented as a running numerical sequence throughout the Delivery Plan.

Policies have the suffix 'P', hence Biodiversity and Geodiversity policies are coded 'BGP'.



Biodiversity and Geodiversity

Objective 1: The biodiversity and geodiversity of the Isles of Scilly are better understood and valued.

Policies

BGP1 Improve public understanding and appreciation of the AONB's natural environment, and the need for its protection and sustainable management.

BGP2 Co-ordinate research that informs future management of the AONB's natural environment, including an understanding of opportunities and challenges in the context of climate change.

Objective 2: The special character and diversity of the Isles of Scilly's landscape, wildlife and geological resources are maintained and improved.

Policies

BGP3 Champion best practice in biodiversity and geological conservation in the context of development control and landscape management.

BGP4 Ensure that comprehensive baseline data on the condition of the Islands' biodiversity and geological resources are gathered, managed and made available for state of the AONB monitoring.

BGP5 Ensure all designated nature and geological conservation sites attain or maintain favourable or unfavourable recovering status by 2014.

BGP6 Support the actions identified in the Isles of Scilly Seabird

Conservation Strategy to improve seabird populations on the Isles of Scilly.

BGP7 Protect or restore non-designated sites or habitats of wildlife importance.

BGP8 Promote the sustainable use of the AONB's natural environment as an economic resource bringing benefit to the Islands' communities.

Marine and Coastal Environment

Objective 3: The qualities and diversity of Scilly's marine and coastal environment are better understood and valued.

Policies

MCP1 Improve public understanding and appreciation of the AONB's marine and coastal environments, and the need for their protection and management.

MCP2 Co-ordinate research that informs future management of the AONB's marine and coastal environments, including an understanding of opportunities and challenges in the context of climate change.

Objective 4: The scenic diversity and the distinctive wildlife habitats and species of the coastal and marine environment, and their ability to adapt to climate change, are maintained and improved.

Policies

- MCP3 Champion best practice in seascape conservation in the context of marine development control.
- MCP4 Ensure that comprehensive baseline data on the condition of the Islands' marine and coastal habitats are gathered, managed and made available for state of the AONB monitoring.
- MCP5 Ensure that designated marine and coastal habitats and species attain or maintain favourable condition status.
- MCP6 The Isles of Scilly Special Area of Conservation (SAC) Management Scheme and Shoreline Management Plan are primary reference points for conservation and management of the marine and coastal environment.
- MCP7 Protect the AONB's healthy, clean and safe marine and coastal environments for the benefit of wildlife and people.
- MCP8 Promote the sustainable use of the AONB's marine and coastal environment as an economic resource bringing benefit to the Islands' communities.

Historic Environment

Objective 5: The historic environment and built heritage of the Islands are better understood and valued by residents and visitors.

Policies

- HEP1 Improve public understanding and appreciation of the AONB's

historic landscape and seascape, and the need for their protection and management.

- HEP2 Co-ordinate research that informs future management of the AONB's historic environment, including an understanding of opportunities and challenges in the context of climate change.

Objective 6: The historic fabric of Scilly's built environment reflecting all phases of human settlement of the Islands is maintained and enhanced.

Policies

- HEP3 Champion best practice in historic environment conservation in the context of development control and landscape management.
- HEP4 Ensure that comprehensive baseline data on the condition of the Islands' archaeological and historical resources are available for state of the AONB monitoring.
- HEP5 Secure sustainable management of the AONB's historic environment including its scheduled monuments, listed buildings and non-designated sites and landscapes through appropriate management regimes.
- HEP6 Promote the sustainable use of the AONB's historic environment as an economic resource bringing benefit to the Islands' communities.

Agriculture and Landscape Management

Objective 7: Agricultural and horticultural management practices help to secure conservation of the historic character and biodiversity of Scilly.

Policies

- ALP1 Improve public understanding and appreciation of the AONB's farmed landscape, and the need for its protection and management.
- ALP2 Improve understanding of integrated landscape management, including the diverse as well as the shared requirements of conservation, agriculture, tourism, development and recreation.
- ALP3 Support the environmentally sensitive management of Scilly's farmed landscape by helping farmers to access appropriate advice and funding.
- ALP4 Promote low carbon and climate change aware farming practices.
- ALP5 Work with Natural England and other partners to increase uptake of Environmental Stewardship and to ensure the highest priority land holdings within the Isles of Scilly Higher Level Scheme (HLS) Target Area are brought into the HLS scheme.
- ALP6 Ensure that farm buildings and boundaries of historic, aesthetic and conservation importance maintain their character.
- ALP7 Adopt farm practices that conserve buried archaeology *in situ* and notify discoveries of archaeological interest on farmland to the Islands' Historic Environment Advisor.

ALP8 Maintain stable populations of Scilly's rare arable/bulb strip plants.

ALP9 Ensure the sustainable management of Scilly's woodland and shelter belts.

Objective 8: Sustainable agriculture and horticulture contribute positively to local food security, economic vitality and protection of the special qualities of the Islands.

Policies

- ALP10 Support development and sustainability of the flower industry as a major component of the agricultural economy in Scilly.
- ALP11 Establish high quality local food initiatives including processing and product development, working to increase awareness in residents and visitors of the environmental, economic and social benefits of buying local produce.
- ALP12 Support a permanent resident veterinary service on the Isles of Scilly.
- ALP13 Support the establishment of an abattoir on the Isles of Scilly.
- ALP14 Promote livestock rearing with high standards of animal welfare as a primary mechanism to restore and maintain heathland habitats through co-ordinated grazing schemes.

Community - Living and Working

Objective 9: Vibrant and sustainable communities prosper on each inhabited Island with access to good shops, services and educational facilities.

Policies

- CP1 Ensure that Local Action Group (LAG) and Convergence funding enhance the economic vitality of the Islands in environmentally sustainable ways.
- CP2 Provide opportunities to develop land management, conservation and ICT skills in the local labour force through paid or voluntary schemes that lead to enhanced job prospects and better quality environmental management.
- CP3 Provide high quality educational services on the Islands, including the development of a new through school (primary and secondary) on St Mary's which will become the hub of high quality educational provision across the islands.

Objective10:Traditional employment sectors such as maritime industries, fishing and agriculture are retained and supported, along with new businesses that have low environmental impact.

Policies

- CP4 Encourage the development of well-paid year-round employment opportunities, a thriving small business sector and high environmental performance standards in local businesses.
- CP5 Support business initiatives that have beneficial links with the Islands' natural, historic and cultural resources.
- CP6 Encourage appropriate economic, cultural and infrastructural development that recognises and respects the character of each of the Islands.

Development and Regeneration

Objective11:Through the development and implementation of consistent statutory land use planning policy the quality of the Islands' environment should be protected and development kept to the minimum necessary to support a sustainable community and economy.

Policies

- DRP1 Ensure effective and appropriate re-use of existing buildings before new development is considered.
- DRP2 Encourage careful use of Island resources in development of the built environment including re-cycling and re-use of building materials and the use of energy and water.
- DRP3 Provide continued and enhanced access to basic services such as water supply, waste management and sewage disposal for all communities, in sustainable and innovative ways.
- DRP4 Advocate reduced consumption of energy and materials, reuse of resources, recycling, composting and investment in renewable energy technologies (guided by policy documents such as the Sustainable Energy Strategy for the Isles of Scilly).
- DRP5 Support high standards of design that sensitively reflect and enhance the beauty of the historic landscape, protect views and minimise skyline developments.

Tourism, Recreation and Access

Objective 12: Tourism and recreation are developed and managed within a framework of sustainability.

Policies

- TRP1 Raise awareness and understanding among visitors and residents of the varied resources of the Islands, including their natural resources, historic environment and agricultural use.
- TRP2 Promote tourism and recreational use that engages with the Islands' exceptional environment in a sustainable manner.
- TRP3 Promote Scilly as a sustainable tourism destination which delivers quality visitor experience and helps to support the local economy.

Objective 13: The AONB's special landscape qualities and tranquility are respected by management of access on the Islands.

Policies

- TRP4 Provide a well managed, waymarked and appropriately promoted network of permissive access routes.
- TRP5 The recreational use of all sites of biodiversity, geodiversity and historic importance is managed appropriately to protect their inherent properties.

Transport

Objective 14: Provide a transport system that allows residents and visitors to access their destinations effectively and efficiently, and that uses, wherever possible, the most sustainable forms of transport, in accordance with a Sustainable Transport Strategy.

Policies

- TP1 Support initiatives that work to improve and sustain the Islands' mainland transport links, with subsidised local rates and minimum environmental impact.
- TP2 Support initiatives that seek to reduce levels of car use while maintaining a highway that retains its defining character and provides a safe and convenient route for the use of drivers, cyclists and pedestrians.

Multi-Themed Actions

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Multi-Themed Action 1					
Produce interpretive materials that highlight conservation and enhancement of the AONB's special qualities, guided by aspects of the AONB Interpretation Strategy.	BGP1	Development of interpretive materials, especially on biodiversity, geodiversity, historic environment, and the marine and coastal environment.	AONB Unit (Lead)	Year 1: consult on interpretive themes to be carried forward from the Interpretation Strategy. Years 2-5: implementation of selected interpretation projects.	Achievement of targeted stages in development of an interpretation programme.
	BGP2		NE		
	MCP1		EH		
	HEP1		CloS		
	HEP2		DoC		
	ALP1		IoSWT		
	TRP1		TE		
	TRP3		IT		
Multi-Themed Action 2					
Support research into the effects of climate change in Scilly, disseminate research results to the Islands' community and stakeholders and foster strategies for sustainable adaptation and mitigation of the effects of climate change.	BGP1	Research carried out into the effects of climate change in Scilly and strategies for adaptation and mitigation modelled.	CloS (Lead)	Year 1: liaise with Council Climate Change Officer to identify key research themes. Years 2-4: secure funding and implement research projects. Year 5: disseminate research results and model strategies for adaptation and mitigation.	Achievement of targeted stages in development of a climate change research programme and strategies for adaptation and mitigation.
	BGP2		NE		
	MCP2		EH		
	HEP1		DoC		
	HEP2		IoSWT		
	ALP1		AONB Unit		
	ALP4		TS		
	TRP1		CISCAG		
	TRP2		CAC		

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Multi-Themed Action 3					
Establish a land management focus group to foster dialogue on the relationships between farming, woodland management, planning, biodiversity management, historic environment management, tourism and recreation.	BGP3	Land management focus group established.	AONB Unit (Lead)	Year 1: formation of land management focus group.	Achievement of targeted stages in development and operation of land management focus group.
	BGP4		NE	Years 2-5: promotion of focus group's recommendations for land management in Scilly.	
	BGP7		EH		
	BGP8		CloS		
	HEP3		DoC		
	HEP4		IoSWT		
	HEP5		TE		
	HEP6		IT		
	ALP2		MM		
	ALP3		Land managers		
	ALP4				
	ALP6				
	ALP7				
	ALP8				
TRP1					
TRP2					
Multi-Themed Action 4					
Gather data on the Islands' special qualities for state of the AONB monitoring.	BGP4	Monitor against indicators identified in the Landscape Monitoring Project (2007).	AONB Unit (Lead)	Year 1: select priority indicators.	Achievement of targeted stages in development of monitoring programme.
	MCP4		CAONB	Years 2-5: rolling programme of monitoring.	
	HEP4		TVAONB		

Biodiversity and Geodiversity

Objective 1: The biodiversity and geodiversity of the Isles of Scilly are better understood and valued.

Policies

BGP1 Improve public understanding and appreciation of the AONB's natural environment, and the need for its protection and sustainable management.

BGP2 Co-ordinate research that informs future management of the AONB's natural environment, including an understanding of opportunities and challenges in the context of climate change.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Multi-Themed Action 1					
Produce interpretive materials that highlight conservation and enhancement of the AONB's special qualities, guided by aspects of the AONB Interpretation Strategy.	BGP1 BGP2	Development of interpretive materials, especially on biodiversity, geodiversity, historic environment, and the marine and coastal environment.	AONB Unit (Lead) NE EH CloS DoC IoSWT TE IT	Year 1: consult on interpretive themes to be carried forward from the Interpretation Strategy. Years 2-5: implementation of selected interpretation projects.	Achievement of targeted stages in development of an interpretation programme.
Multi-Themed Action 2					
Support research into the effects of climate change in Scilly, disseminate research results to the Islands' community and stakeholders and foster strategies for sustainable adaptation and mitigation of the effects of climate change.	BGP1 BGP2	Research carried out into the effects of climate change in Scilly and strategies for adaptation and mitigation modelled.	CloS (Lead) NE EH DoC IoSWT AONB Unit TS CISCAG CAC	Year 1: liaise with Council Climate Change Officer to identify key research themes. Years 2-4: secure funding and implement research projects. Year 5: disseminate research results and model strategies for adaptation and mitigation.	Achievement of targeted stages in development of a climate change research programme and strategies for adaptation and mitigation.

Objective 2: The special character and diversity of the Isles of Scilly's landscape, wildlife and geological resources are maintained and improved.

Policies

- BGP3 Champion best practice in biodiversity and geological conservation in the context of development control and landscape management.
- BGP4 Ensure that comprehensive baseline data on the condition of the Islands' biodiversity and geological resources are gathered, managed and made available for state of the AONB monitoring.
- BGP5 Ensure all designated nature and geological conservation sites attain or maintain favourable or unfavourable recovering status by 2014.
- BGP6 Support the actions identified in the Isles of Scilly Seabird Conservation Strategy to improve seabird populations on the Isles of Scilly.
- BGP7 Protect or restore non-designated sites or habitats of wildlife importance.
- BGP8 Promote the sustainable use of the AONB's natural environment as an economic resource bringing benefit to the Islands' communities.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Multi-Themed Action 3					
Establish a land management focus group to foster dialogue on the relationships between farming, woodland management, planning, biodiversity management, historic environment management, tourism and recreation.	BGP3	Land management focus group established.	AONB Unit (Lead)	Year 1: formation of land management focus group.	Achievement of targeted stages in development and operation of land management focus group.
	BGP4		NE	Years 2-5: promotion of focus group's recommendations for land management in Scilly.	
	BGP7		EH		
	BGP8		CloS		
			DoC		
			IoSWT		
			TE		
			IT		
			MM		
			Land managers		

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 1					
Develop and maintain management regimes for heathland and wetland that control invasive species and sustain valuable habitats and species.	BGP3 BGP7	The habitat value of heathland and wetland is maintained.	IoSWT (Lead) NE DoC RSPB AONB Unit	Years 1-5: support heathland and wetland management regimes including those developed through Environmental Stewardship schemes.	Achievement of targeted stages in development and maintenance of heathland and wetland management programmes.
Multi-Themed Action 4					
Gather data on the Islands' special qualities for state of the AONB monitoring.	BGP4	Monitor against indicators identified in the Landscape Monitoring Project (2007).	AONB Unit (Lead) CAONB TVAONB	Year 1: select priority indicators. Years 2-5: rolling programme of monitoring.	Achievement of targeted stages in development of monitoring programme.
Action 2					
Conduct a repeat SPA survey in 2012.	BGP5 BGP6	SPA survey completed during 2012.	NE (Lead) RSPB IoSWT	Year 3: conduct SPA survey.	Completion of SPA survey in 2012.
Action 3					
Support the delivery of actions identified in the Isles of Scilly Seabird Conservation Strategy.	BGP6	Actions identified in the Seabird Conservation Strategy are delivered.	NE (Lead) RSPB IoSWT CloS DoC AONB Unit	Year 1: support feasibility study on rat control on inhabited Islands. Years 1-5: support and promote the objectives of the Isles of Scilly Seabird Conservation Strategy.	Achievement of targeted stages in the delivery and promotion of actions in the Isles of Scilly Seabird Conservation Strategy.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 4					
Facilitate skills training in the field of biodiversity management.	BGP8	Deliver skills training in the field of biodiversity management.	AONB Unit (Lead) NE EH CloS DoC IoSWT	Year 2: prioritise training needs and identify funding opportunities. Years 3-5: secure funding and implement project(s).	Achievement of targeted stages in delivery of skills training programme.

Marine and Coastal Environment

Objective 3: The qualities and diversity of Scilly's marine and coastal environment are better understood and valued.

Policies

MCP1 Improve public understanding and appreciation of the AONB's marine and coastal environments, and the need for their protection and management.

MCP2 Co-ordinate research that informs future management of the AONB's marine and coastal environments, including an understanding of opportunities and challenges in the context of climate change.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Multi-Themed Action 1					
Produce interpretive materials that highlight conservation and enhancement of the AONB's special qualities, guided by aspects of the AONB Interpretation Strategy.	MCP1	Development of interpretive materials, especially on biodiversity, geodiversity, historic environment, and the marine and coastal environment.	AONB Unit (Lead) NE EH CloS DoC IoSWT TE IT	Year 1: consult on interpretive themes to be carried forward from the Interpretation Strategy. Years 2-5: implementation of selected interpretation projects.	Achievement of targeted stages in development of an interpretation programme.
Action 5					
Support events exploring and celebrating the island culture and maritime traditions of Scilly.	MCP1	Events held by 2014.	AONB Unit (Lead) CloS	Years 1-5: support identification of themes and funding sources for events.	Achievement of targeted stages in support for events exploring and celebrating the island culture and maritime traditions of Scilly.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 6					
Raise awareness of the sensitivity of beaches for nesting birds by incorporating messages in tourism guides, and delivering guided walks and other activities.	MCP1	Raises awareness of sensitivity of beaches as nesting places for birds.	RSPB (Lead) IoSWT (Lead) NE CloS IoSBG Boating community	Years 1-5: scope and deliver public awareness campaigns on the importance of beaches as nesting places for birds.	Achievement of targeted stages in raising public awareness of beaches as important bird nesting places.
Multi-Themed Action 2					
Support research into the effects of climate change in Scilly, disseminate research results to the Islands' community and stakeholders and foster strategies for sustainable adaptation and mitigation of the effects of climate change.	MCP2	Research carried out into the effects of climate change in Scilly and strategies for adaptation and mitigation modelled.	CloS (Lead) NE EH DoC IoSWT AONB Unit TS CISCAG CAC	Year 1: liaise with Council Climate Change Officer to identify key research themes. Years 2-4: secure funding and implement research projects. Year 5: disseminate research results and model strategies for adaptation and mitigation.	Achievement of targeted stages in development of a climate change research programme and strategies for adaptation and mitigation.

Objective 4: The scenic diversity and the distinctive wildlife habitats and species of the coastal and marine environment, and their ability to adapt to climate change, are maintained and improved.

Policies

MCP3 Champion best practice in seascape conservation in the context of marine development control.

MCP4 Ensure that comprehensive baseline data on the condition of the Islands' marine and coastal habitats are gathered, managed and made available for state of the AONB monitoring.

MCP5 Ensure that designated marine and coastal habitats and species attain or maintain favourable condition status.

MCP6 The Isles of Scilly Special Area of Conservation (SAC) Management Scheme and Shoreline Management Plan are primary reference points for conservation and management of the marine and coastal environment.

MCP7 Protect the AONB's healthy, clean and safe marine and coastal environments for the benefit of wildlife and people.

MCP8 Promote the sustainable use of the AONB's marine and coastal environment as an economic resource bringing benefit to the Islands' communities.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 7					
Support the establishment of Marine Conservation Zone(s) within the context of the Marine and Coastal Access Act.	MCP3 MCP5	Establishment of Marine Conservation Zone(s) through a stakeholder-led process.	IoSSFC (and successor ISCA) (Lead) NE EH CloS DoC IoSWT RSPB SMCZWG	Years 1 and 2: feed into the selection process for Marine Conservation Zones. Years 3-5: monitor the impact of the designation on the long-term sustainability of marine resources and sustainable economic and cultural activities in Scilly.	Achievement of targeted stages in development and monitoring of Marine Conservation Zone(s).
Action 8					
Establish a strategic approach to coastal management in line with a regularly reviewed Shoreline Management Plan.	MCP3 MCP5 MCP6	Strategic approach to coastal management established.	CloS (Lead) NE EH DoC IoSWT TE AONB Unit	Year 1: adoption of revised Shoreline Management Plan. Year 2-5: implementation of coastal management strategy in line with the Shoreline Management Plan.	Achievement of targeted stages in establishment of a strategic approach to coastal management.
Multi-Themed Action 4					
Gather data on the Islands' special qualities for state of the AONB monitoring.	MCP4	Monitor against indicators identified in the Landscape Monitoring Project (2007).	AONB Unit (Lead) CAONB TVAONB	Year 1: select priority indicators. Years 2-5: rolling programme of monitoring.	Achievement of targeted stages in development of monitoring programme.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 9					
Produce and implement local pollution response plans that articulate with national and regional plans.	MCP7	Planning for pollution incident carried out in the context of the MCGA National Contingency Plan, the Local Resilience Forum's Joint Agency Emergency Response Plan and the Council of the Isles of Scilly's draft Pollution Response Plan.	CloS (Lead) MCGA NE EH DoC IoSWT TE	Years 1-5: Monitor fitness for purpose of local pollution response plans.	Achievement of targeted stages in production and implementation of local pollution response plans.
Action 10					
Maintain coastal litter collection activities, avoiding bird nesting times, and explore enhanced means of disposing of marine-borne litter.	MCP7	Programme of coastal litter collection maintained and research carried out into disposal of marine-borne litter in Scilly.	AONB Unit (Lead) NE RSPB CloS DoC IoSWT TE IT	Years 1-5: maintenance of coastal litter collection programme. Years 2-3: research into sustainable methods for disposing of marine-borne litter in Scilly.	Monitor frequency, location and effectiveness of coastal litter collection. Evaluate results of research into disposal of marine-borne litter in Scilly.
Action 11					
Support the development of sustainable fishery plans within the context of the Marine and Coastal Access Act.	MCP7 MCP8	Development of sustainable fishery plans supported.	DEFRA NE EH IoSSFC (and successor IFCA) DoC IoSWT TE AONB Unit	Years 1-5: adoption of sustainable fishery plans supported and their implementation monitored.	Achievement of targeted stages in development and monitoring of sustainable fishery plans.

Historic Environment

Objective 5: The historic environment and built heritage of the Islands are better understood and valued by residents and visitors.

Policies

HEP1 Improve public understanding and appreciation of the AONB's historic landscape and seascape, and the need for their protection and management.

HEP2 Co-ordinate research that informs future management of the AONB's historic environment, including an understanding of opportunities and challenges in the context of climate change.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Multi-Themed Action 1					
Produce interpretive materials that highlight conservation and enhancement of the AONB's special qualities, guided by aspects of the AONB Interpretation Strategy.	HEP1 HEP2	Development of interpretive materials, especially on biodiversity, geodiversity, historic environment, and the marine and coastal environment.	AONB Unit (Lead) NE EH CloS DoC IoSWT TE IT	Year 1: consult on interpretive themes to be carried forward from the Interpretation Strategy. Years 2-5: implementation of selected interpretation projects.	Achievement of targeted stages in development of an interpretation programme.
Multi-Themed Action 2					
Support research into the effects of climate change in Scilly, disseminate research results to the Islands' community and stakeholders and foster strategies for sustainable adaptation and mitigation of the effects of climate change.	HEP1 HEP2	Research carried out into the effects of climate change in Scilly and strategies for adaptation and mitigation modelled.	CloS (Lead) NE EH DoC IoSWT AONB Unit TS CISCAG CAC	Year 1: liaise with Council Climate Change Officer to identify key research themes. Years 2-4: secure funding and implement research projects. Year 5: disseminate research results and model strategies for adaptation and mitigation.	Achievement of targeted stages in development of a climate change research programme and strategies for adaptation and mitigation.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 12					
Produce an historic environment research framework for the Isles of Scilly.	HEP1 HEP2	Historic environment research framework produced.	CloS (Lead) EH (Lead) NE DoC IoSWT CCHE	Year 1: audit of existing historic environment resource. Year 2: development and publication of research agenda and strategy. Years 3-5: implementation of recommendations in the research strategy.	Achievement of targeted stages in the development of an historic environment research framework.

Objective 6: The historic fabric of Scilly's built environment reflecting all phases of human settlement of the Islands is maintained and enhanced.

Policies

- HEP3 Champion best practice in historic environment conservation in the context of development control and landscape management.
- HEP4 Ensure that comprehensive baseline data on the condition of the Islands' archaeological and historical resources are available for state of the AONB monitoring.
- HEP5 Secure sustainable management of the AONB's historic environment including its scheduled monuments, listed buildings and non-designated sites and landscapes through appropriate management regimes.
- HEP6 Promote the sustainable use of the AONB's historic environment as an economic resource bringing benefit to the Islands' communities.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Multi-Themed Action 3					
Establish a land management focus group to foster dialogue on the relationships between farming, woodland management, planning, biodiversity management, historic environment management, tourism and recreation.	HEP3 HEP4 HEP5 HEP6	Land management focus group established.	AONB Unit (Lead) NE EH CloS DoC IoSWT TE IT MM Land managers	Year 1: formation of land management focus group. Years 2-5: promotion of focus group's recommendations for land management in Scilly.	Achievement of targeted stages in development and operation of land management focus group.
Action 13					
Initiate a Heritage Economic Regeneration Scheme to support conservation of Scilly's built heritage.	HEP3 HEP5	Heritage Economic Regeneration Scheme initiated in Scilly.	CloS (Lead) EH (Lead) DoC IoSWT	Years 1-2: scope and design a bespoke Heritage Economic Regeneration Scheme for Scilly Years 3-5: implementation of the Heritage Economic Regeneration Scheme.	Achievement of targeted stages in development and implementation of Heritage Economic Regeneration Scheme in Scilly.
Action 14					
Positively influence an implementation of the Porthcressa Regeneration Masterplan to enhance the historic character of the AONB.	HEP3 HEP5 HEP6	Historic environment enhanced through Porthcressa regeneration project.	CloS (Lead) EH NE	Year 1: evaluate planning proposals for Porthcressa. Years 2-5: support environmentally sensitive implementation of Porthcressa regeneration project.	Achievement of targeted stages in implementation of a regeneration project that enhances the historic character of Porthcressa.
Multi-Themed Action 4					
Gather data on the Islands' special qualities for state of the AONB monitoring.	HEP4	Monitor against indicators identified in the Landscape Monitoring Project (2007).	AONB Unit (Lead) CAONB TVAONB	Year 1: select priority indicators. Years 2-5: rolling programme of monitoring.	Achievement of targeted stages in development of monitoring programme.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 15					
Monitor scheduled monuments, especially those at risk, in accordance with English Heritage schedules.	HEP4 HEP5	Scheduled monuments, especially those at risk, monitored.	EH (Lead) CloS (Lead) DoC IoSWT TE	Years 1-5: rolling programme of monitoring scheduled monuments, especially those at risk.	Achievement of targeted stages in monitoring scheduled monuments.
Action 16					
Map and assess the state of Scilly's historic field boundaries.	HEP4 HEP5 HEP6	Scilly's historic field boundaries mapped and assessed.	CloS (Lead) EH (Lead) NE DoC IoSWT TE MM CCHE Land managers	Year 1: pilot project on historic boundary condition Years 2-5: implementation of mapping and assessment project.	Achievement of targeted stages in historic boundary mapping and assessment programme.
Action 17					
Facilitate skills training in the fields of heritage tourism and historic landscape management.	HEP5 HEP6	Delivery of skills training in heritage tourism and historic landscape management.	AONB Unit (Lead) EH NE CloS DoC IoSWT	Year 2: collaboration with Cornish Hedgers and Duchy College on dry-stone wall training. Years 3-5: identification, resourcing and implementation of additional projects.	Achievement of targeted stages in skills training programme.

Agriculture and Land Management

Objective 7: Agricultural and horticultural management practices help to secure conservation of the historic character and biodiversity of Scilly.

Policies

- ALP1 Improve public understanding and appreciation of the AONB's farmed landscape, and the need for its protection and management.
- ALP2 Improve understanding of integrated landscape management, including the diverse as well as the shared requirements of conservation, agriculture, tourism, development and recreation.
- ALP3 Support the environmentally sensitive management of Scilly's farmed landscape by helping farmers to access appropriate advice and funding.
- ALP4 Promote low carbon and climate change aware farming practices.
- ALP5 Work with Natural England and other partners to increase uptake of Environmental Stewardship and to ensure the highest priority land holdings within the Isles of Scilly Higher Level Scheme (HLS) Target Area are brought into the HLS scheme.
- ALP6 Ensure that farm buildings and boundaries of historic, aesthetic and conservation importance maintain their character.
- ALP7 Adopt farm practices that conserve buried archaeology *in situ* and notify discoveries of archaeological interest on farmland to the Islands' Historic Environment Advisor.
- ALP8 Maintain stable populations of Scilly's rare arable/bulb strip plants.
- ALP9 Ensure the sustainable management of Scilly's woodland and shelter belts.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Multi-Themed Action 1					
Produce interpretive materials that highlight conservation and enhancement of the AONB's special qualities, guided by aspects of the AONB Interpretation Strategy.	ALP1	Development of interpretive materials, especially on biodiversity, geodiversity, historic environment, and the marine and coastal environment.	AONB Unit (Lead) NE EH CloS DoC IoSWT TE IT	Year 1: consult on interpretive themes to be carried forward from the Interpretation Strategy. Years 2-5: implementation of selected interpretation projects.	Achievement of targeted stages in development of an interpretation programme.
Multi-Themed Action 2					
Support research into the effects of climate change in Scilly, disseminate research results to the Islands' community and stakeholders and foster strategies for sustainable adaptation and mitigation of the effects of climate change.	ALP1 ALP4	Research carried out into the effects of climate change in Scilly and strategies for adaptation and mitigation modelled.	CloS (Lead) NE EH DoC IoSWT AONB Unit TS CISCAG CAC	Year 1: liaise with Council Climate Change Officer to identify key research themes. Years 2-4: secure funding and implement research projects. Year 5: disseminate research results and model strategies for adaptation and mitigation.	Achievement of targeted stages in development of a climate change research programme and strategies for adaptation and mitigation.
Action 18					
Support the preparation of an Integrated Landscape Management Plan for the Duchy of Cornwall estate with individual plans for each agricultural tenancy.	ALP2 ALP3 ALP4 ALP5 ALP6 ALP7 ALP8	Integrated Landscape Management Plan prepared for the Duchy of Cornwall estate.	DoC (Lead) Duchy tenants NE EH IoSWT AONB Unit	Year 1: development of bespoke methodology for preparing an Integrated Landscape Management Plan (ILMP) in the context of Scilly. Years 2-5: roll out ILMP's for Duchy agricultural tenancies.	Achievement of targeted stages in development of an Integrated Landscape Management Plan for the Duchy of Cornwall estate.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Multi-Themed Action 3					
Establish a land management focus group to foster dialogue on the relationships between farming, woodland management, planning, biodiversity management, historic environment management, tourism and recreation.	ALP2	Land management focus group established.	AONB Unit (Lead)	Year 1: formation of land management focus group.	Achievement of targeted stages in development and operation of land management focus group.
	ALP3		NE	Years 2-5: promotion of focus group's recommendations for land management in Scilly.	
	ALP4		EH		
	ALP6		CloS		
	ALP7		DoC		
	ALP8		IoSWT		
			TE		
			IT		
	MM	Land managers			
Action 19					
Develop guidance and promotional material to increase awareness of emissions-reducing measures e.g. green manure, energy auditing, renewable energy sources, waste reduction/recycling.	ALP3 ALP4 ALP10	Production and dissemination of guidance.	CloS (Lead) NE DoC IoSWT TE MM CAC	Year 2: Project brief. Year 3: Production and dissemination of guidance.	Achievement of targeted stages in production and dissemination of guidance.
Action 20					
Facilitate transfer of 80% of classic Countryside Stewardship Scheme (CSS) into either Higher Level Scheme (HLS) or Entry Level Scheme (ELS) by 2014.	ALP5	Agricultural tenants in CSS transfer to HLS/ELS.	NE (Lead) DoC MM Land managers	Year 1: one CSS agreement available for transfer to HLS/ELS. Years 2-5: 12 CSS agreements available for transfer to HLS/ELS.	80% of CSS agreements are transferred to HLS/ELS by 2014.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 21					
Support the preparation and implementation of a Woodland Management Plan for the Duchy of Cornwall estate.	ALP9	Preparation and implementation of a Woodland Management Plan for the Duchy of Cornwall estate.	DoC (Lead) NE EH IoSWT AONB Unit	Year 1: Duchy of Cornwall adopts Woodland Management Plan. Years 2-5: monitoring implementation of the Woodland Management Plan.	Achievement of targeted stages in development and implementation of a Woodland Management Plan for the Duchy of Cornwall estate.

Objective 8: Sustainable agriculture and horticulture contribute positively to local food security, economic vitality and protection of the special qualities of the Islands.

Policies

ALP10 Support development and sustainability of the flower industry as a major component of the agricultural economy in Scilly.

ALP11 Establish high quality local food initiatives including processing and product development, working to increase awareness in residents and visitors of the environmental, economic and social benefits of buying local produce.

ALP12 Support a permanent resident veterinary service on the Isles of Scilly.

ALP13 Support the establishment of an abattoir on the Isles of Scilly.

ALP14 Promote livestock rearing with high standards of animal welfare as a primary mechanism to restore and maintain heathland habitats through co-ordinated grazing schemes.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 22					
Support Scilly's flower industry in maintaining its marketing drive and brand distinctiveness.	ALP10	Brand distinctiveness and market vitality of Scilly's flower industry are maintained.	MM (Lead) NE CloS DoC	Year 1-5: identify the needs and requirements of the Islands' flower industry in order to guide investment through RDPE (Rural Development Programme for England) and other funding streams.	Achievement of targeted stages in maintaining the economic vitality and brand distinctiveness of Scilly's flower industry.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 23					
Support the establishment of an abattoir in the context of sustainable economic development that conserves and enhances the AONB.	ALP11 ALP13 ALP14	Economically and environmentally sustainable abattoir established in Scilly.	MM (Lead) CloS (Lead) DEFRA NE DoC IoSWT TE	Year 1: evaluate feasibility studies and any planning application for an abattoir in Scilly. Years 2-5: support pursuit of funding and subsequent establishment of an economically and environmentally sustainable abattoir.	Achievement of targeted stages in development of an economically and environmentally sustainable abattoir in Scilly.
Action 24					
Support a resident veterinary service on the Isles of Scilly.	ALP12	Permanent resident veterinary service is sustained on the Isles of Scilly.	IoSVSG (Lead) NE CloS DoC IoSWT TE MM	Year 1: Support development of new surgery for resident veterinary service. Years 2-5: Support sustainable resident veterinary service.	Permanent resident veterinary service on the Isles of Scilly throughout the period 2010-2014.

Community - Living and Working

Objective 9: Vibrant and sustainable communities prosper on each inhabited Island with access to good shops, services and educational facilities.

Policies

- CP1 Ensure that Local Action Group (LAG) and Convergence funding enhance the economic vitality of the Islands in environmentally sustainable ways.
- CP2 Provide opportunities to develop land management, conservation and ICT skills in the local labour force through paid or voluntary schemes that lead to enhanced job prospects and better quality environmental management.
- CP3 Provide high quality educational services on the Islands, including the development of a new through school (primary and secondary) on St Mary's which will become the hub of high quality educational provision across the islands.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 25					
Use funding from Convergence, Local Action Group (LAG) and other sources to support projects in the community that demonstrate and deliver sustainability	CP1	Convergence, LAG and other funding sources used to deliver economic, social and environmental sustainability in Scilly.	AONB Unit (Lead) CloS (Lead) LAG DoC IoSWT TE MM	Years 1-5: promote projects that deliver economic, social and environmental sustainability in accordance with the criteria of Convergence, LAG and other funding streams.	Achievement of targeted stages in promotion of community projects that deliver sustainability through Convergence, LAG and other funding sources.
Action 26					
Support investment in ICT skills and infrastructure that will enable Scilly's businesses to be competitive in a national and international market.	CP1 CP2	Investment in ICT training and infrastructure by 2014.	AONB Unit (Lead) CloS FIS LAG	Years 1-5: LAG Delivery Plans support investment in ICT training and infrastructure.	Achievement of targeted stages in investment programme.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 27					
Support the sustainable management of Doily's Wood as a teaching and learning resource and investigate the development of other outdoor learning venues.	CP3	Doily's Wood maintained as a teaching venue and the potential of other outdoor learning venues tested.	AONB Unit (Lead) FIS CloS IoSWT	Year 1: monitor use of Doily's Wood. Year 2: feasibility study on additional outdoor learning venues.	Achievement of targeted stages in management of Doily's Wood and establishment of other outdoor learning venues.
Action 28					
Support educational services and study facilities that highlight the special qualities of the AONB.	CP3	Educational services and study facilities that highlight the AONB designation supported.	AONB Unit (Lead) CloS DoC IoSWT RSPB FIS	Years 1-5: identify educational services and study facilities through which the special qualities of the AONB are accentuated.	Achievement of targeted stages in development of educational services and study facilities that accentuate the special qualities of the AONB.

Objective 10: Traditional employment sectors such as maritime industries, fishing and agriculture are retained and supported, along with new businesses that have low environmental impact.

Policies

- CP4 Encourage the development of well-paid year-round employment opportunities, a thriving small business sector and high environmental performance standards in local businesses.
- CP5 Support business initiatives that have beneficial links with the Islands' natural, historic and cultural resources.
- CP6 Encourage appropriate economic, cultural and infrastructural development that recognises and respects the character of each of the Islands.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 29					
Develop a strategy for the promotion of local produce and products, including foods and crafts.	CP4 CP5 CP6	Strategy for promotion of local produce and products developed.	AONB Unit (Lead) TS (Lead) CloS DoC MM IT	Year 2: consult on strategy for promotion of local produce and products.	Achievement of targeted stages in promotion of local produce and products.
Action 30					
Support the development of affordable local needs housing that is in line with the Local Plan and successor LDF and that conserves and enhances the AONB designation.	CP6	Local housing needs eased through environmentally sustainable development in line with the Local Plan and successor LDF.	CloS (Lead) NE EH DoC HCA	Years 1-5: Planning Consultative Panel assesses environmental and social sustainability of proposed local needs housing development.	Achievement of targeted stages in development of affordable local housing.

Development and Regeneration

Objective 11: Through the development and implementation of consistent statutory land use planning policy the quality of the Islands' environment should be protected and development kept to the minimum necessary to support a sustainable community and economy.

Policies

- DRP1 Ensure effective and appropriate re-use of existing buildings before new development is considered.
- DRP2 Encourage careful use of Island resources in development of the built environment including re-cycling and re-use of building materials and the use of energy and water.
- DRP3 Provide continued and enhanced access to basic services such as water supply, waste management and sewage disposal for all communities, in sustainable and innovative ways.
- DRP4 Advocate reduced consumption of energy and materials, reuse of resources, recycling, composting and investment in renewable energy technologies (guided by policy documents such as the Sustainable Energy Strategy for the Isles of Scilly).
- DRP5 Support high standards of design that sensitively reflect and enhance the beauty of the historic landscape, protect views and minimise skyline developments.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 31					
Advocate appropriate re-use of existing buildings through the planning process.	DRP1	Existing buildings have an appropriate use in Scilly.	CloS (Lead)	Years 1-5: Planning Consultative Panel (PCP) advises the Council on appropriate use of existing buildings.	Existing buildings have an appropriate use in Scilly.
Action 32					
Support the development of a business plan for Pendrathen Quarry that is consistent with the special qualities of the AONB.	DRP2	Business plan for Pendrathen Quarry developed.	DoC (Lead) CloS NE EH AONB Unit	Year 1: consult on proposed future uses of Pendrathen Quarry.	Achievement of targeted stages in development of business plan for Pendrathen Quarry.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 33					
Establish a collaborative initiative involving the Council of the Isles of Scilly, Tresco Estate, Duchy of Cornwall and other interested parties on water management.	DRP3	Collaborative initiative on water management established.	CloS (Lead) DoC (Lead) TE (Lead) NE TS AONB Unit	Year 1: formation of working party on water management.	Achievement of targeted stages in establishment of collaborative initiative on water management.
Action 34					
Support the development of a sustainable waste management strategy for Scilly.	DRP3	Sustainable waste management strategy developed.	CloS (Lead) DEFRA TE DoC IoSWT NE RSPB TS	Year 1: evaluate recommendations of DEFRA-funded study of waste management in Scilly.	Achievement of targeted stages in development of sustainable waste management strategy.
Action 35					
Support sustainable energy initiatives that articulate with the Sustainable Energy Strategy for the Isles of Scilly.	DRP4	Sustainable energy initiatives articulating with the Sustainable Energy Strategy for the Isles of Scilly supported.	AONB Unit (Lead) CloS DoC TS NE EH	Years 1-5: identify and support sustainable energy initiatives proportionate and appropriate to the Islands.	Achievement of targeted stages in the development of sustainable energy initiatives.
Action 36					
a) Promote the mitigation of noise pollution through the planning process b) Promote the mitigation of light pollution through the planning process.	DRP5	Tranquility and dark night skies are protected through mitigation of noise and light pollution.	CloS (Lead) AONB Unit	Years 1-5: Planning Consultative Panel (PCP) advises the Council on mitigation of noise and light pollution.	Mitigation of noise and light pollution through development control.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 37					
Pursue the principles of the Isles of Scilly Design Guide.	DRP5	Principles of the Isles of Scilly Design Guide are pursued.	CloS (Lead) AONB Unit	Years 1-5: Planning Consultative Panel (PCP) supports the Council in pursuing the principles of the Isles of Scilly Design Guide.	Pursuit of the principles of the Isles of Scilly Design Guide.

Tourism, Recreation and Access

Objective 12: Tourism and recreation are developed and managed within a framework of sustainability.

Policies

- TRP1 Raise awareness and understanding among visitors and residents of the varied resources of the Islands, including their natural resources, historic environment and agricultural use.
- TRP2 Promote tourism and recreational use that engages with the Islands' exceptional environment in a sustainable manner.
- TRP3 Promote Scilly as a sustainable tourism destination which delivers quality visitor experience and helps to support the local economy.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Multi-Themed Action 1					
Produce interpretive materials that highlight conservation and enhancement of the AONB's special qualities, guided by aspects of the AONB Interpretation Strategy.	TRP1 TRP3	Development of interpretive materials, especially on biodiversity, geodiversity, historic environment, and the marine and coastal environment.	AONB Unit (Lead) NE EH CioS DoC IoSWT TE IT	Year 1: consult on interpretive themes to be carried forward from the Interpretation Strategy. Years 2-5: implementation of selected interpretation projects.	Achievement of targeted stages in development of an interpretation programme.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Multi-Themed Action 2					
Support research into the effects of climate change in Scilly, disseminate research results to the Islands' community and stakeholders and foster strategies for sustainable adaptation and mitigation of the effects of climate change.	TRP1 TRP2	Research carried out into the effects of climate change in Scilly and strategies for adaptation and mitigation modelled.	CloS (Lead) NE EH DoC IoSWT AONB Unit TS CISCAG CAC	Year 1: liaise with Council Climate Change Officer to identify key research themes. Years 2-4: secure funding and implement research projects. Year 5: disseminate research results and model strategies for adaptation and mitigation.	Achievement of targeted stages in development of a climate change research programme and strategies for adaptation and mitigation.
Multi-Themed Action 3					
Establish a land management focus group to foster dialogue on the relationships between farming, woodland management, planning, biodiversity management, historic environment management, tourism and recreation.	TRP1 TRP2	Land management focus group established.	AONB Unit (Lead) NE EH CloS DoC IoSWT TE IT MM Land managers	Year 1: formation of land management focus group. Years 2-5: promotion of focus group's recommendations for land management in Scilly.	Achievement of targeted stages in development and operation of land management focus group.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 38					
Promote the development of Scilly as a sustainable tourism destination delivering high quality visitor services.	TRP3	Scilly's profile as a sustainable tourism destination delivering high quality visitor services is heightened.	CloS (Lead) IM (Lead) IT DoC IoSWT TE TS NE EH	Years 1 and 2: scoping report on the challenges and opportunities raised by sustainable tourism in Scilly. Years 3-5: implementation of projects emerging from the scoping report.	Achievement of targeted stages in development of Scilly as a sustainable tourism destination delivering high quality visitor services.

Objective 13: The AONB's special landscape qualities and tranquility are respected by management of access on the Islands.

Policies

TRP4 Provide a well managed, waymarked and appropriately promoted network of permissive access routes.

TRP5 The recreational use of all sites of biodiversity, geodiversity and historic importance is managed appropriately to protect their inherent properties.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 39					
Promote awareness of the status of Scilly's main rural access routes as permissive footpaths.	TRP4	Raised resident and visitor awareness of the status of Scilly's access routes as permissive footpaths.	IoSWT (Lead) DoC IT Land managers	Year 2: develop and disseminate promotional materials to promote awareness of the status of Scilly's main rural access routes as permissive footpaths. Years 3-5: update promotional material, maintain their public circulation and monitor their effectiveness.	Achievement of targeted stages in development of promotional materials to raise awareness of the status of Scilly's main rural access routes as permissive footpaths.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 40					
Support the maintenance of Scilly's network of permissive footpaths.	TRP4	Scilly's permissive footpaths are maintained in good condition and facilitate wide access to the AONB.	IoSWT (Lead) NE DoC IT Land managers	Years 1-5: pursue funding to secure maintenance of Scilly's permissive footpaths.	Achievement of targeted stages in maintenance of Scilly's permissive footpaths.
Action 41					
Develop appropriate waymarking and signposting according to the recommendations of the AONB Interpretation Strategy.	TRP4	Waymarking and signposting developed with particular care to the sensitivities of the landscape.	AONB Unit (Lead) CloS DoC IoSWT	Year 2: scope waymarking and signposting that enhances the visitor experience and respects the special qualities of the environment in accordance with the AONB Interpretation Strategy. Years 3-5: implementation of waymarking and signposting programme.	Achievement of targeted stages in development and implementation of waymarking and signposting programme.
Action 42					
Produce and distribute a code of conduct for resident and visiting dog owners to act responsibly by cleaning up after their animals and keeping them on leads where appropriate.	TRP5	Code of conduct for dog owners produced and distributed.	AONB Unit (Lead) CloS (Lead) DoC IoSWT IT	Year 2: production and distribution of code of conduct for dog owners.	Code of conduct for dog owners widely distributed.

Transport

Objective 14: Provide a transport system that allows residents and visitors to access their destinations effectively and efficiently, and that uses, wherever possible, the most sustainable forms of transport, in accordance with a Sustainable Transport Strategy.

Policies

- TP1 Support initiatives that work to improve and sustain the Islands' mainland transport links, with subsidised local rates and minimum environmental impact.
- TP2 Support initiatives that seek to reduce levels of car use while maintaining a highway that retains its defining character and provides a safe and convenient route for the use of drivers, cyclists and pedestrians.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 43					
Support the development and implementation of a Sustainable Transport Strategy for the Isles of Scilly.	TP1	Sustainable Transport Strategy developed and implemented by 2014.	CloS (Lead) DoC BIH IoST Boat operators Bus and taxi operators TS AONB Unit NE EH	Years 1-5: Development and implementation of Sustainable Transport Strategy.	Achievement of targeted stages in development and implementation of a Sustainable Transport Strategy.

Action	Meeting Policy	Target	Partners	Schedule	Monitoring Criteria
Action 44					
Produce information and establish an awareness programme on recreational and 'travel to work' options that reduce traffic congestion.	TP2	Awareness programme established.	CloS (Lead) TS Transport operators AONB Unit	Year 3: research best practice and case studies that underpin awareness programme.	Achievement of targeted stages in development of awareness programme.
Action 45					
Support the provision of year-round quality community transport for recreation, employment and access to local services.	TP2	Co-ordinated community transport service established.	CloS (Lead) Transport operators AONB Unit	Year 2: focus group formed on co-ordinated community transport service.	Achievement of targeted stages in development of co-ordinated community transport service.



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