

# Policy



Cornwall  
Area of Outstanding  
Natural Beauty

Landscapes  
for life  
.org.uk

CORNWALL  
One of the  
AONB Family









# Contents

## Place policies

- 02 Cultivating character
- 04 Managing development
- 08 Investing in nature
- 14 Responding to climate change
- 16 Nurturing heritage
- 18 Revitalising access

## People policies

- 22 Vibrant communities
- 24 Health and happiness
- 27 Inspiring culture
- 29 Promoting prosperity

# Place policies

Landscape is more than just a sum of its parts. It is a sense of place.

# Cultivating character

Landscape is more than just a sum of its parts. It is a sense of place. It is the combination of the physical environment and how we experience it that gives an area unique character. It is aesthetics and sensory perception; it is the dark night skies and quality of the light. It is the quintessential Cornwall that we love and Cornwall's key economic, social and environmental asset.

- CC1 Understand clearly the social, environmental and economic benefits of landscape and seascape and ensure this is reflected in decision making at every level, supported by comprehensive information and evidence. IN1; RCC2; NH8; IC7; HH5\*
- CC2 Approach the conservation and enhancement of the AONB based upon landscape and seascape character, underpinned by up to date and comprehensive evidence bases. MD6, 7, 8 & 9; IN3, 4, 5 & 8; RCC3; RA3; RA8; RA11; RA14
- CC3 Monitor the state of the Cornwall AONB landscape to identify where the erosion and enhancement of the quality of the AONB is taking place and develop feedback mechanisms for corrective management. IN2; NH3
- CC4 Maintain and enhance landscape character through sustainable farming and forestry practices and ensure that the Countryside Stewardship Scheme has maximum take up within the AONB. IN4; VC4



**CC5** Monitor the impacts of Common Agricultural Policy reform, including the relaxation of productivity restrictions and the greening requirements of the new Basic Payments Scheme, upon rural character. CC3; IN2

**CC6** Enhance landscape character within biodiversity projects that contribute to the mosaic of habitats characteristic of AONB landscapes. CC4; IN4; RA3

**CC7** Promote high levels of peace and tranquillity in the AONB with dark night skies by minimising noise, intrusive development and light pollution. MD9; RA2

**CC8** Fully understand and promote the contribution made by geology, geomorphology and soils in underpinning landscape character and ensure protection of this resource. IN2 & 5

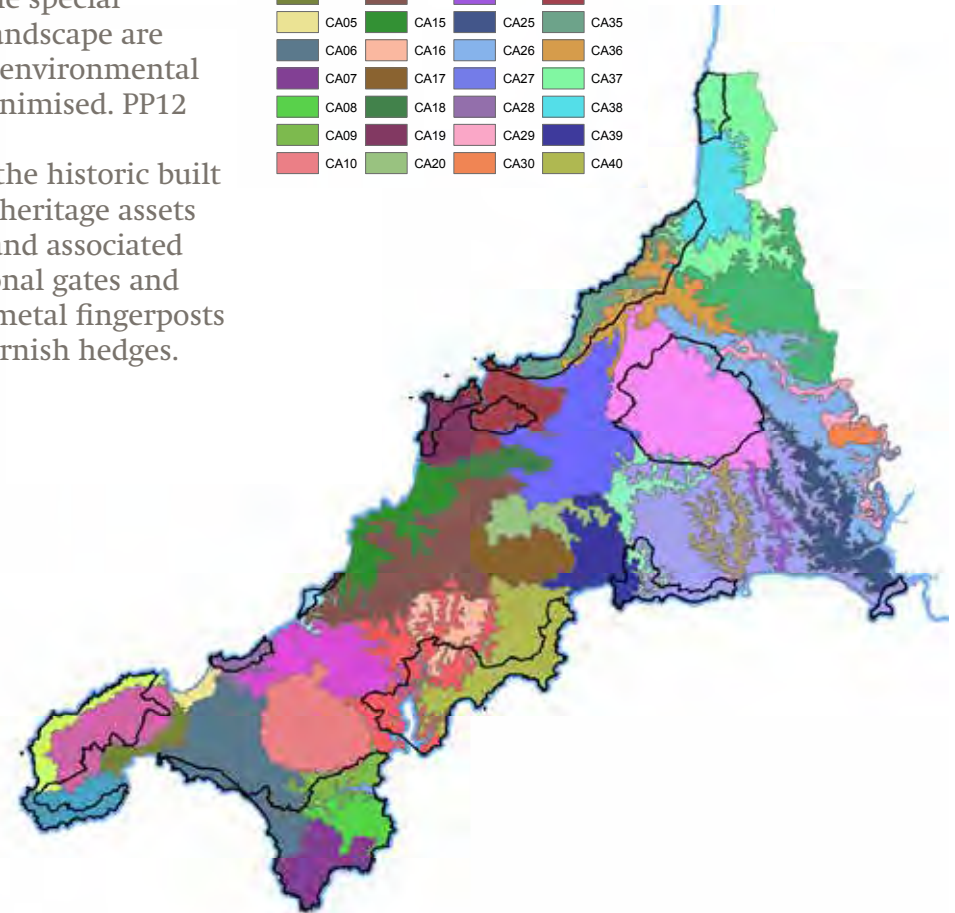
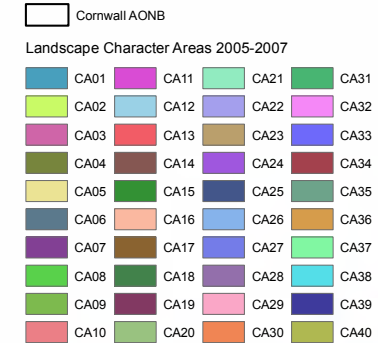
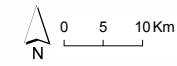
**CC9** Take a character led approach to management of the historic landscapes, settlements and seascapes of the AONB, using Historic Landscape Characterisation and Historic Seascape Assessment as key tools, integrated within key planning guidance documents. CC2; RA14

**CC10** Accommodate biofuel/ biomass crops, new crops and new forms of horticulture in ways which do not erode landscape quality through the adoption of a strategic approach to planting and the provision of appropriate guidance to farmers.

**CC11** Reduce the landscape and visual impact of conifer plantations within the AONB landscape, restoring to locally characteristic land cover, including woodland where appropriate. Give careful consideration to the landscape and visual impact of new woodland planting schemes.

**CC12** Raise awareness among visitors and tourism, leisure and recreation businesses about sustainable, responsible tourism in order that the special qualities of the AONB landscape are conserved and that the environmental impact of tourism is minimised. PP12

**CC13** Conserve and enhance the historic built environment and rural heritage assets such as engine houses and associated mine workings, traditional gates and gateposts, stone stiles, metal fingerposts and local vernacular Cornish hedges. NH2; NH5 RA2; RA12



Cornwall's landscape character

# Managing development

The Cornwall AONB is protected by the planning system whereby a suite of national and local policies apply to ensure that the characteristics that make the AONB special are maintained for future generations. Cornwall Council as the sole planning authority has a key role in the long term care of the AONB landscape.

*NB. All policies in this section should be read in conjunction with Appendix 2 of this Management Plan, which provides a summary of the key relevant sections of the National Planning Policy Framework with regard to promoting sustainable development in AONBs.*



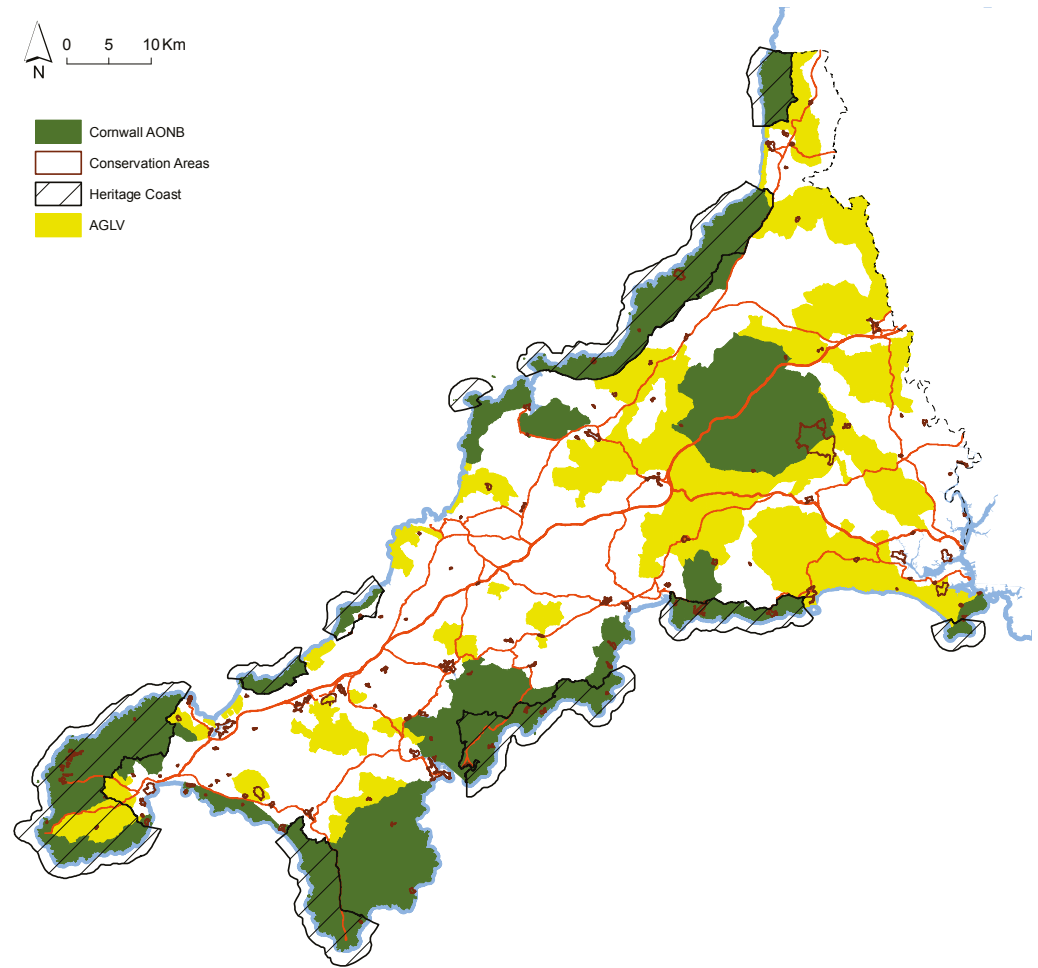
**MD1** Major development will be refused in the Cornwall AONB unless it can be demonstrated that there are exceptional circumstances for the development; that the development is in the public interest and that the purposes of the AONB designation are afforded the highest status of protection with regard to landscape character and scenic beauty.

*NB. This policy should be read in conjunction with Appendix 3 of this Management Plan, which provides criteria to assist in defining major development within the AONB.*

**MD2** Fully embed the purposes and objectives of the AONB designation and the Cornwall AONB Management Plan in the Cornwall Local Plan and other public policies, strategies and programmes.

**MD3** Promote appropriate green infrastructure<sup>1</sup> within built development, in line with Cornwall Council's adopted Green Infrastructure Strategy and also ensure effective management of water run off via sustainable drainage schemes and permeable surfacing. MD13; RCC1; VC1; RA3; HH1-6

**MD4** Expand and support the preparation of Neighbourhood Development Plans by Cornwall AONB parishes, supported by robust landscape evidence bases, promoting the conservation and enhancement of local distinctiveness and landscape character. VC3; VC6



Planning designations

© Crown copyright and database rights 2016 Ordnance Survey 100049047.

1. "Green infrastructure is a network of multi-functional green space, both new and existing, both rural and urban, which supports the natural and ecological processes and is integral to the health and quality of life of sustainable communities" – Green Infrastructure Guidance – Access to Evidence (2009), Natural England.

**MD5** Support small scale developments that enable the identified needs of local people to be met, in terms of affordable housing, employment and gypsy/traveller sites. Development should be in sustainable locations with good access to services where landscape capacity and opportunity to enhance the protected landscape can be demonstrated. VC1, 2, 3, 5 & 7

**MD6** Support new tourism, leisure and recreation development that conserves and enhances the diverse local landscape characteristics of the various sections of the Cornwall AONB. Ensure that the scale, design and use of materials have appropriate regard to the character, sensitivity and capacity of the protected landscape and seek better integration of existing holiday sites, visitor infrastructure, and car parks in order to reduce landscape and visual impact. CC2

**MD7** Sustainably manage recreational, commercial and operational activities such as boating, shellfisheries and dredging in AONB estuaries and at the coast. Seek to understand the capacity of the landscape to accommodate these activities and support measures to conserve and enhance the AONB coast, including safeguarding currently undeveloped coastal stretches. CC2

**MD8** Promote appropriate site selection and design of new telecommunication and power infrastructure and the reduction and removal of existing overhead power and telecommunications lines via the Ofgem Undergrounding programme in order to reduce landscape and visual impact. CC2

**MD9** Any necessary development in or within the setting of the AONB will be high quality sustainable development that:

- is appropriately located, of an appropriate scale and addresses landscape sensitivity and capacity;
- is compatible with the distinctive character of the location described by the Landscape Character Assessment, with particular regard to the setting of settlements and the rural landscape;
- does not compromise the special qualities and characteristics of the AONB designation as outlined in the Statement of Significance for each local section and relevant character assessments;
- maintains semi-natural corridors;
- promotes the conservation of the historic environment as a whole and in particular those designated heritage assets and their setting; including the Conservation Areas and World Heritage Site;
- is designed to respect quality of place in the use of distinctive local building styles and materials, dark skies and tranquillity; and

- protects trees, other important landscape features and semi natural habitats in order that it can contribute to the conservation and enhancement of the natural beauty of the protected landscape.

Particular care should be taken to ensure that development outside the AONB does not harm the natural beauty, character and special qualities of the AONB and/or its setting or otherwise prejudice the achievement of the AONB purposes. CC2; CC7

**MD10** Quarrying and mineral extraction within the AONB or within its setting should conserve and enhance the landscape character and natural beauty of the area. Support the landscape restoration of existing mines and quarries, to enhance natural beauty by imposing appropriate new planning conditions through the Review of Mineral Planning Permissions. MD11

**MD11** Promote the use of local vernacular stone within built development and infrastructure, if necessary by the small-scale and sensitive reworking of local quarries. MD10

**MD12** Renewable energy technologies, both onshore and offshore are of a scale and design able to be accommodated within the AONB and its setting, guarding against landscape, visual and cumulative impacts, in accordance with the evidence base contained within the emerging Renewable and Low Carbon Energy Supplementary Planning Document. VC5



**MD13** Built development should provide gains for biodiversity, promoting habitat retention, creation and enhancement; and species protection in line with BS 42020:2013, Biodiversity: Code of practice for planning and development<sup>2</sup> and the Cornwall Biodiversity Supplementary Planning Document. MD3

**MD14** Effectively integrate terrestrial and marine based planning policies and processes, which meet the requirements of the protected coastal and estuarine landscape, building upon the National Planning Policy Framework and the Marine Policy Statement and the concordat between Cornwall Council and the Marine Management Organisation. IN8

**MD15** Farm diversification and infrastructure will be supported where they provide sustainable rural businesses, enhance local distinctiveness and cultural heritage and where it is of a scale and design that can be accommodated within the sensitive landscapes of the AONB. VC8

**MD16** The replacement and redevelopment of existing dwellings, where justified, will be supported where the overall scale, density, massing, height, layout, materials and landscaping of the development appropriately responds to local character.

**MD17** Prepare and agree a revised AONB planning protocol which provides the framework that ensures the AONB partnership is consulted upon all development proposals that meet the criteria or may have a significant impact upon the AONB and its setting.

*2. BS 42020:2013 Biodiversity — Code of practice for planning and development, BSI Standards, August 2013*





## Investing in nature

Nature is not limitless and the services it provides should not be free. Unless we invest in nature, it cannot support us.

The landscape and biodiversity of the AONB comprises Cornwall's 'natural capital' that provides us with a whole range of benefits such as flood prevention, crop pollination and tourism which all have direct benefits to Cornwall's communities and businesses. Cornwall's natural capital along with the services and benefits it provides are declining. We are currently overdrawn at the Natural Bank of Cornwall and we need to get back into the black. This requires a better understanding of the value of natural capital to Cornwall's business and society. This has been underestimated and we have not accounted properly for the impacts that decisions and activity have on this non-renewable resource.

We also need to understand the risks and costs to business of failure to safeguard natural capital. Cornwall needs to ensure that investment is targeted at natural capital so environmental growth can be achieved and that future communities can be healthy and prosperous.



# NATURAL CAPITAL



CARBON STORAGE

PLACES FOR EXERCISE

FOOD PRODUCTION

CROP POLLINATION

HOMES FOR WILDLIFE

FLOOD CONTROL

CARBON STORAGE

PLACES FOR EXERCISE

FOOD PRODUCTION

CROP POLLINATION

HOMES FOR WILDLIFE

FLOOD CONTROL

CARBON STORAGE

PLACES FOR EXERCISE

FOOD PRODUCTION

CROP POLLINATION

HOMES FOR WILDLIFE

FLOOD CONTROL

ATM

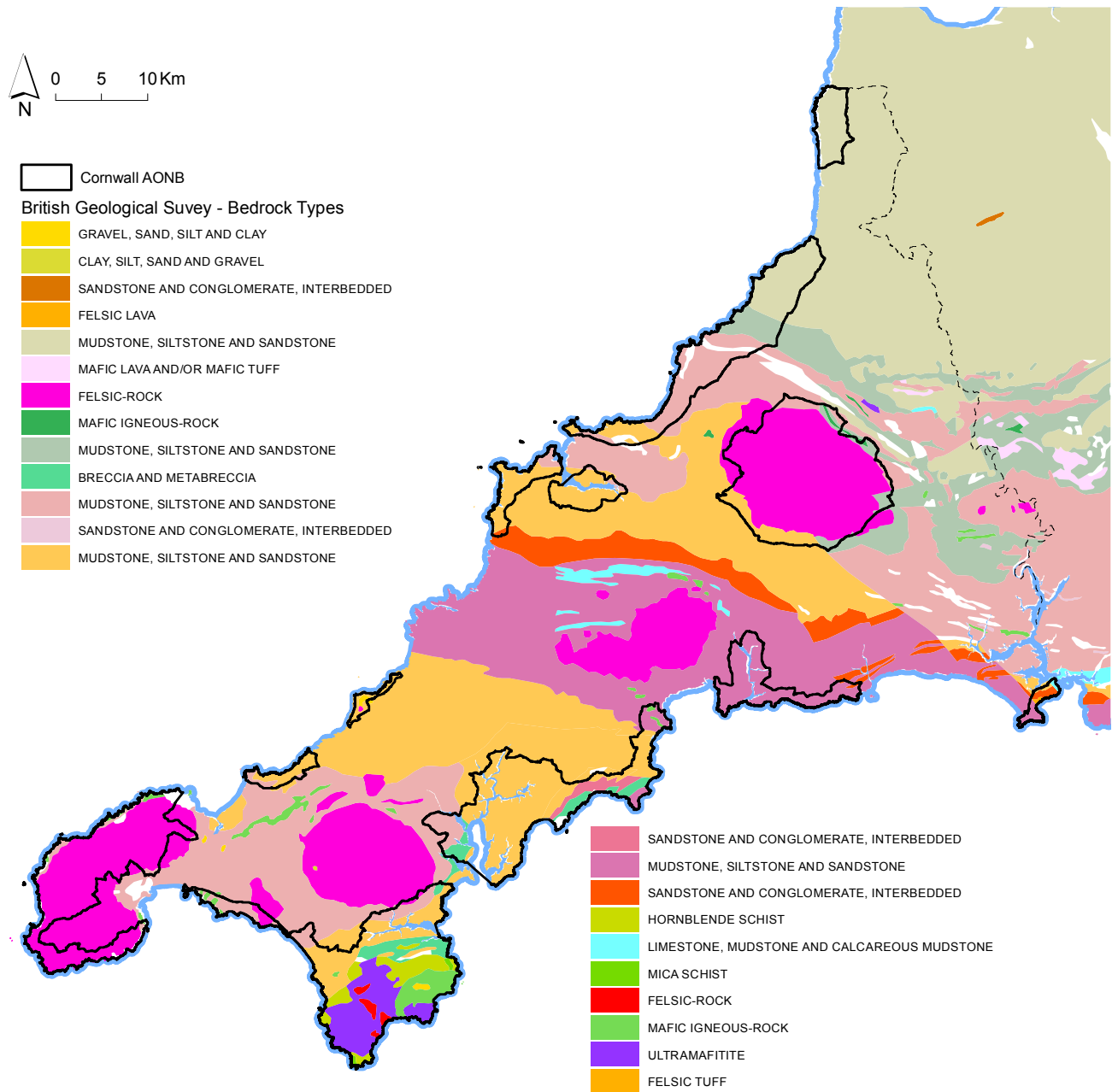
OVER DRAWN

IN1 Improve understanding of the natural capital and ecosystem goods and services of the Cornwall AONB and use this understanding to promote investment, identifying investment vehicles and opportunities. CC1; RCC2; NH8; IC7; PP1; HH5

IN2 Fully understand the state of the AONB's biodiversity (including genetic diversity) and geodiversity resource and future management requirements for its conservation, restoration and enhancement, ensuring that this information is easily accessible. CC3; CC5; CC8; NH3; RCC3; RA11

IN3 Take a strategic, landscape based approach to the management, restoration and re-creation of habitats within the AONB (including on brownfield land) and beyond AONB boundaries, in order to ensure resilience to climate change and other pressures; focusing on Biodiversity Action Plan (BAP) priority habitats, EU Habitats Directive priority species and habitats for the UK, and the priority projects contained within Volume 4 of the Cornwall BAP, particularly around the coast. CC2; RCC1; ACC3

IN4 Support landowners, land managers and local communities in the delivery of land management initiatives to increase natural capital, ecosystem services and biodiversity, using appropriate mechanisms such as direct project funding, on-farm advice and the focused targeting of agri-payments. CC4; CC6; ACC1; RCC3; PP6 & 7



Cornwall's geology

© Crown copyright and database rights 2016 Ordnance Survey 100049047.



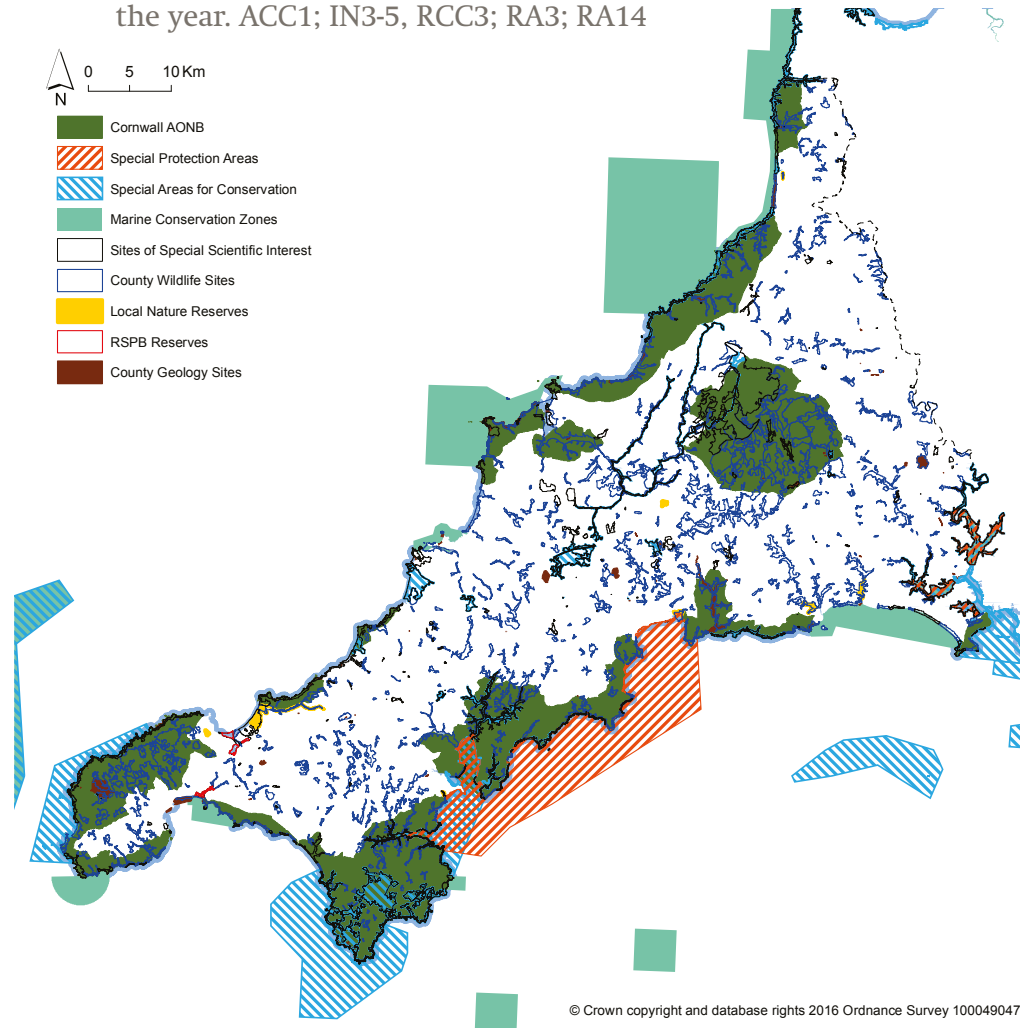
IN5 Promote a catchment based approach to soil conservation and river, estuarine and bathing water quality within the AONB, utilising the Camel, Fal, Helford and Fowey as priority catchments (building upon the Catchment Sensitive Farming Initiative and recent Upstream Thinking projects). CC8; IN3; IN4; ACC1; RCC4 & 5

IN6 Control and monitor terrestrial and aquatic damaging diseases such as Ash Die Back and Phytophthora and invasive plants and animals such as Himalayan Balsam, Japanese Knotweed, Gunnera, Sargassum and Hottentot Fig, focusing control on early intervention. Monitor the effects of climate change with respect to invasives and disease.

IN7 Reduce levels of litter on beaches, within harbours and in the marine environment, through collection initiatives, the provision of appropriate and sensitively designed waste and recycling facilities and a focus on behaviour change.

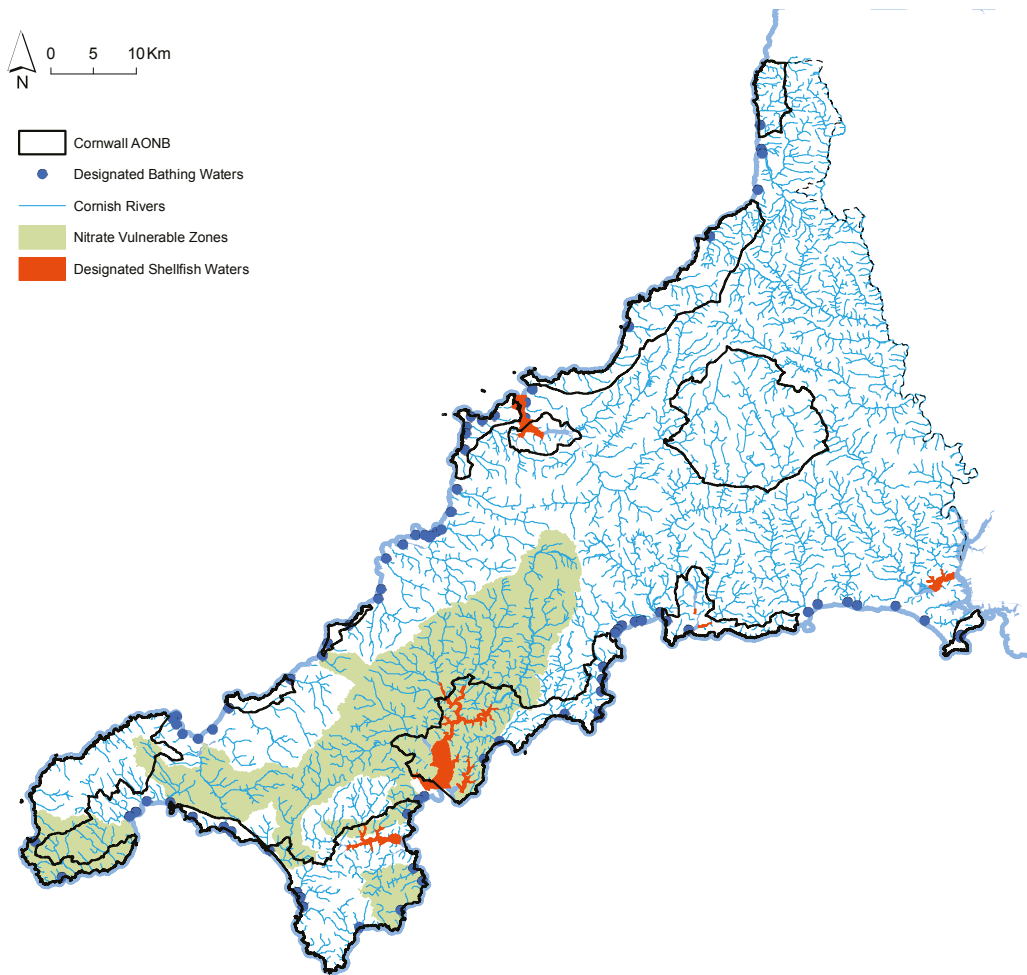
IN8 Take a long term, strategic partnership approach, with the full involvement of the marine community, to the management of maritime issues affecting the AONB including the development by the Marine Management Organisation of the Marine Plan for the South West Marine Plan Area, the creation and appropriate management of Marine Protected Areas<sup>3</sup> off the AONB coast and the management of marine litter. CC2; MD15; PP6, 8, 10 & 11

IN9 Improve the management of Cornish hedges, access routes and road verges, to encourage wildflowers and pollinators; ensuring hedges are not over flailed and verges are mown at appropriate times of the year. ACC1; IN3-5, RCC3; RA3; RA14



Special land designations in Cornwall

3. In the UK we have several types of Marine Protected Area (MPA, defined by the IUCN) giving different levels of protection. The MPAs that we already have are: Special Areas of Conservation (SACs); Special Protection Areas (SPAs); Sites of Special Scientific Interest (SSSIs)/Areas of Special Scientific Interest (ASSIs); Ramsar sites; Marine Nature Reserves (MNRs). In England and Wales the MPA network will be made up of the current MPAs listed above, plus a new type of MPA called a Marine Conservation Zone. – Source Defra/JNCC Guidance Note 'Different Types of Marine Protected Area (2010).



*Designated waters in Cornwall*

© Crown copyright and database rights 2016 Ordnance Survey 100049047.



*Black oil beetle - Ben Lee*



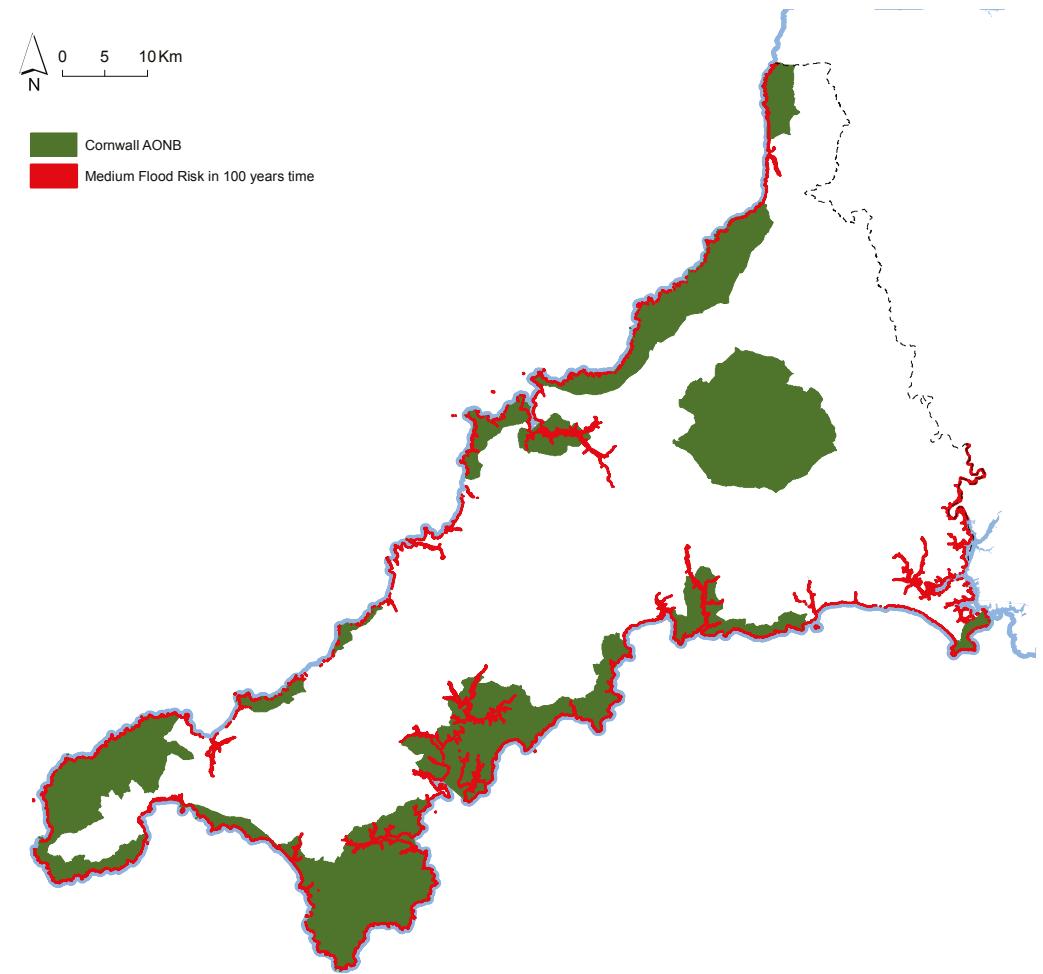


# Responding to climate change

Climate change is happening and resulting in more frequent extreme weather events.



Stormy seas at Porthleven - Kevin Leah



Flood risk with predicted sea level rise

© Crown copyright and database rights 2016 Ordnance Survey 100049047.

Increasing stormy weather and prolonged periods of heavy rainfall, coupled with rising sea levels are resulting in more severe coastal flooding and flooding in non-coastal locations due to surface water run-off. This in turn can lead to soil erosion, pollution events due to combined sewer system overflows and the release of contaminated mine waste. The protected landscape needs to be enabled to adapt, particularly at the coast, in order to increase resilience to the negative impact of climate change.



**RCC1** Adapt AONB landscapes and develop appropriate green infrastructure to mitigate the impacts of climate change whilst enhancing the landscape and providing opportunities for natural capital and biodiversity. MD3; MD14; IN4, 5 & 9

**RCC2** Identify the natural capital within the Cornwall AONB which supports climate change adaptation as an ecosystem goods and services, and ensure appropriate investment in that resource. CC1; IN1; NH8; IC7

**RCC3** Connect habitats at a landscape scale and ensure the permeability of land within the AONB for species movements in response to climate change. IN2, 3 & 4

**RCC4** Improve land management with respect to the control of surface water run-off in order to guard against flooding during more frequent extreme weather events, particularly in the upper reaches of catchments taking account of the Cornwall Strategic Flood Risk Assessment<sup>4</sup> and the East and West Cornwall Catchment Flood Management Plans<sup>5</sup>. IN5

**RCC5** Restore where appropriate, natural water management systems such as wetlands where they have previously been modified. Where appropriate within the landscape seek to re-instate or improve the management of woodland, wetland and Cornish hedges to slow water run-off and improve water quality. IN5

**RCC6** Implement the recommendations for coastal zone management in the AONB as set out in the Cornwall and Isles of Scilly Shoreline Management Plan 2<sup>5a</sup>, in particular where managed realignment is recommended, supporting local communities. VC6

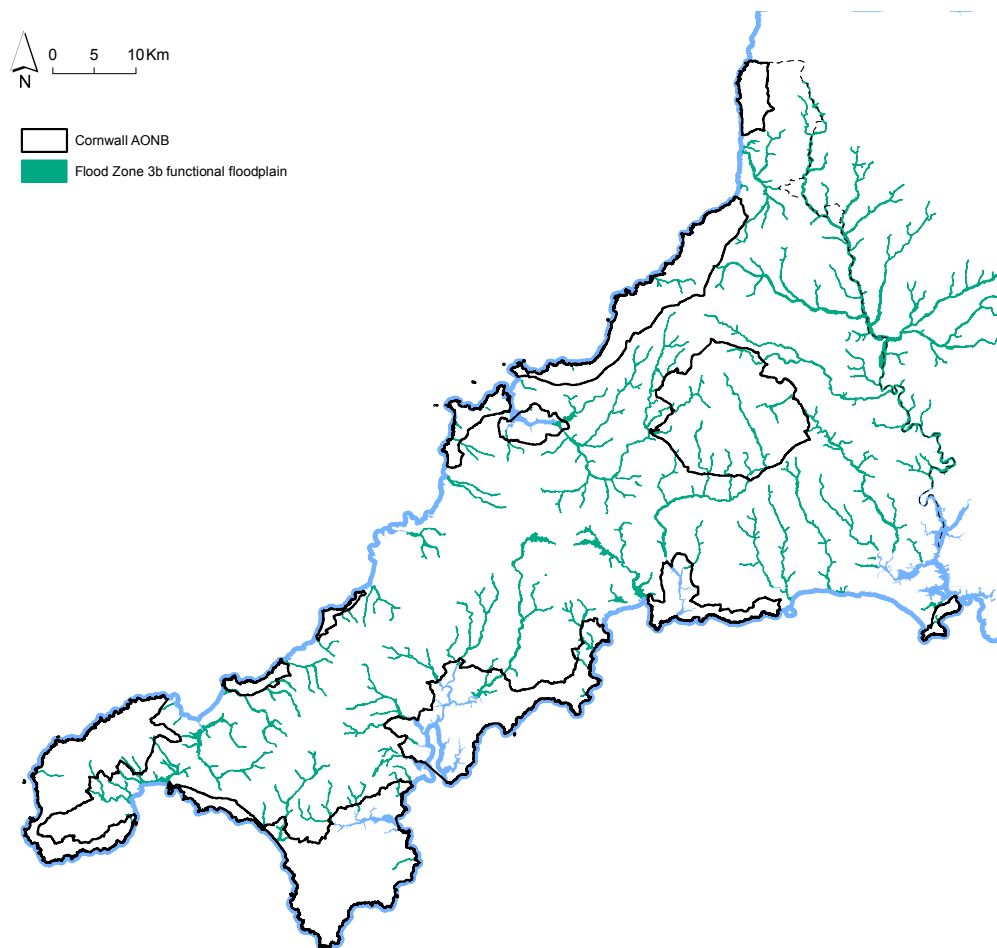
**RCC7** Encourage local communities, businesses and visitors to respect the environment and minimise their carbon footprint in their daily activities.

**RCC8** Ensure the effective, consistent and regular monitoring of the effects of climate change on the AONB landscape, coast and communities.

4. Cornwall Council Local Development Framework Strategic Flood Risk Assessment Level 1 (Nov 2009)

5. West Cornwall Catchment Flood management Plan, Environment Agency (Dec 2009); East Cornwall Flood Management Plan, Environment Agency (Dec 2009)

5a. The Cornwall and Isles of Scilly Shoreline Management Plan 2 - The Cornwall and Isles of Scilly Coastal Advisory Group / Royal Haskoning (March 2010)





# Nurturing heritage

The Cornwall AONB has a rich and diverse history and a wealth of historic assets, settlements, buildings, monuments, structures and archaeology.

This rich historic landscape is still readable from prehistory, through the medieval period and into the mining era. The heritage of Cornwall contributes strongly to the economy and could be seen as being the social and cultural capital of Cornwall in addition to its natural capital. A significant number of Scheduled Monuments as well as four Listed Buildings and one Registered Park and Garden in the AONB are currently on the national at risk register. Just fewer than 70 percent of AONB Scheduled Monuments on the register are assessed as 'declining' in condition. Investment now needs to be made in the heritage of Cornwall so it can continue to support Cornwall going forward.

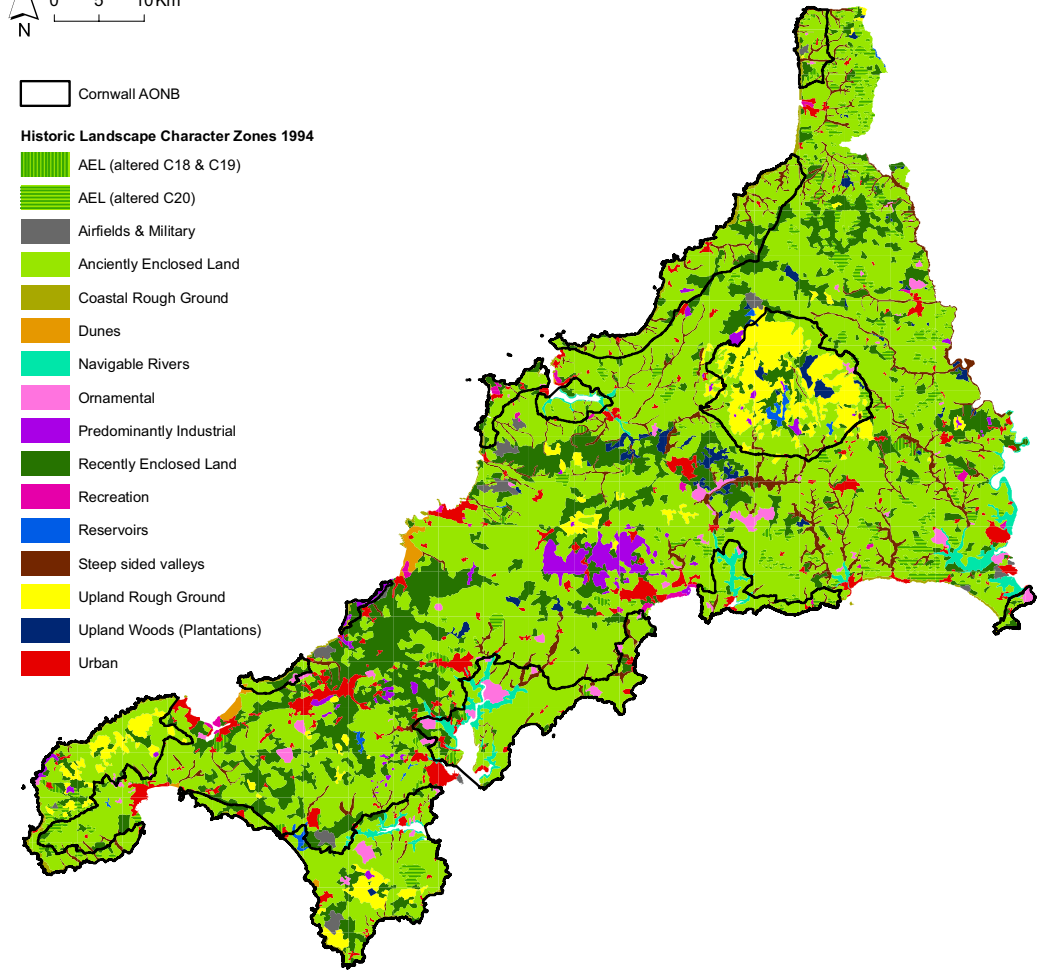
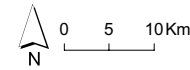
Investment needs to be made in the heritage of Cornwall

- NH1 Gain a comprehensive understanding of the reasons for Scheduled Ancient Monuments (SAMs) in the Cornwall AONB being 'at Risk' and in declining condition and make direct interventions to bring SAMs into positive management and improving condition.
- NH2 Bring all AONB terrestrial and marine heritage assets, (not simply those which are designated) under high quality management to ensure their continuing survival in good condition. CC13
- NH3 Consistently and regularly monitor the extent and condition of historic sites, features and landscapes in the AONB, promoting the use of the existing Historic Environment Record, Cornwall Council Internet mapping and the Heritage at Risk register. CC3
- NH4 Sensitively redevelop historic buildings to support rural businesses and to support local rural communities, taking account of the advice of Historic England on the conversion/alteration of historic farmsteads and places of worship. PP2
- NH5 Understand the opportunities to designate important heritage assets within the AONB to ensure their long-term protection. CC13





2.



Historic landscape character types in Cornwall

© Crown copyright and database rights 2016 Ordnance Survey 100049047.

- NH6 Promote the sensitive interpretation of all aspects of the AONB's historic environment to ensure local communities and visitors gain a good understanding and experience of place. IC1 & 3; RA11
- NH7 Understand the value the historic environment and historic assets make to Cornwall's economy and communities as our heritage capital and ensure appropriate investment. CC1
- NH8 Develop projects and initiatives to involve local communities in the management of their local historic environment, working with third sector groups and volunteers. HH3
- NH9 Effectively manage the Historic Environment, guided by a refreshed strategy, with involvement of the third sector, promoting sharing of information between the public, private and third sector organisations such as the Cornwall Archaeological Society.
- NH10 Protect the Outstanding Universal Value and the setting of the Cornwall and West Devon Mining World Heritage Site (WHS) by contributing to the actions set down in the WHS Management Plan. IC2

1. Chapel Porth  
2. Melinsey Mill - Jane Davies



## Revitalising access

High quality, sustainable access into the AONB from the main towns and villages within the AONB and particularly around the coast is important to achieve the physical linking of people and place.

Being able to get out into the landscape enables people to experience all that the AONB has to offer. Access is all about enjoyment, physical recreation, restoration, spiritual well-being and being with family and friends. Transport and access, it could be argued, is the critical element which brings people and place together.

Transport and access, is the critical element which brings people & place together.

Bosigran - Tom Last

- RA1 Take a co-ordinated, strategic and planned approach to the management of open access land and public rights of way within the AONB with the full involvement of landowners to ensure good condition and connectivity, whilst guarding against wildlife and social impacts.
- RA2 Design transport and rights of way infrastructure that conserve and where possible enhance the historic character, biodiversity and geodiversity of the AONB and support the pro-active de-cluttering of associated modern signage, lighting and furniture. CC7; CC13
- RA3 Improve the sustainable connectivity between population centres and nearby sections of the Cornwall AONB with appropriate green infrastructure that enhances landscape character and increases public health opportunities. MD3; IN9; RA3; VC1; HH2
- RA4 Provide appropriate and adequate routes for cyclists, horse riders and mobility impaired users, within the rights of way network where this can be achieved within the sensitive landscapes of the AONB and guarding against urbanisation. RA3; HH4
- RA5 Secure the adequate resources for the management in good condition of the existing public rights of way network, within the AONB, seeking opportunities to work with volunteers and external funders on access to the countryside schemes. HH3



**RA6** Support new proposals for future coastal access arising from the Marine and Coastal Access Act 2009, ensuring early consultation with landowners.

**RA7** Maintain all footpaths and bridleways in good condition, where resources are limited prioritising the South West Coast Path, circular routes, cross county trails and connections to AONB settlements.

**RA8** Ensure that any coastal access provision conserves and enhances coastal character, working with landowners. CC2

**RA9** Provide effective, well integrated, accessible and sustainable public transport links within and between the Cornwall AONB sections with particular attention given to the provision of rural bus services and water based transport within AONB estuaries. VC1

**RA10** Achieve sustainable and joined up transport systems and seek opportunities to develop these initiatives across the AONB, encouraging effective transport and rights of way partnerships. VC1

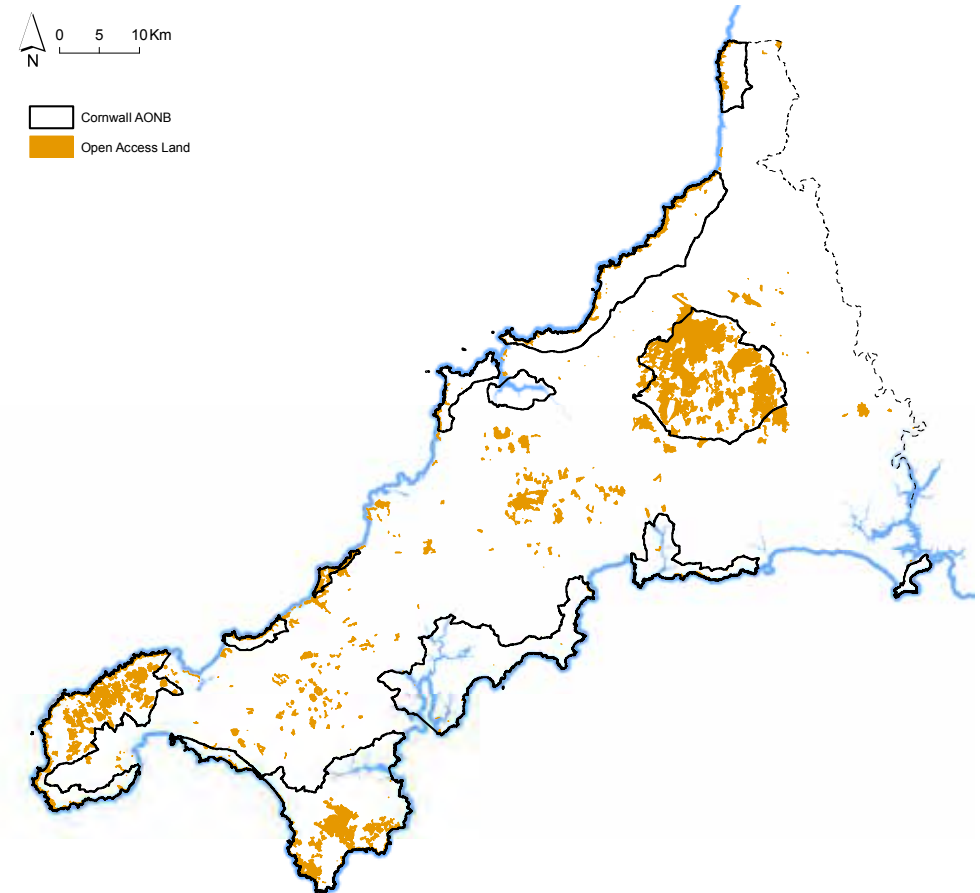
**RA11** Increase the access to and interpretation of important areas for biodiversity, geodiversity and/or heritage through promotion, provided that this can be achieved without damage to or disturbance of these assets or unacceptable landscape and visual impact. CC2; IN2; NH6

**RA12** Provide resources and opportunities for disabled people to access and experience the AONB, whilst ensuring the conservation of historic features that don't support good disabled access such as stone steps and stiles. CC13; HH1

**RA13** Promote a better understanding of the complicated geography of the Cornwall AONB and general awareness of the protected landscape through the sensitive placement of Cornwall AONB rights of way signage and highways boundary markers, where this is supported by partners and parishes.

**RA14** Secure gains for landscape, heritage and nature from transport and highways infrastructure projects, promoting the effective use of the Cornwall Rural Highways Best Practice Guide. CC2; CC9; IN9

**RA15** Improve traffic management within the AONB, particularly in visitor hotspots in the summer months ensuring adequate car parking, where this can be accommodated within a village setting and focusing on integrated public transport solutions.



Open access land in Cornwall



*Percut River - Mary Alice Pollar*







# People policies



*A wild art day on the Lizard - Claire Scott (Natural England)*

## Vibrant Communities

Living in a rural protected landscape has huge benefits but it is recognised that it also holds some major challenges.

For people living in small villages and hamlets, access to shops and services can be problematic; there is heavy reliance on motor vehicles and often the housing stock is of poor quality in terms of energy efficiency, which can in turn lead to fuel poverty. There are real pockets of deprivation in the AONB and communities often struggle to have access to employment opportunities and affordable homes of the right kind. There are some significant opportunities over this plan period to address some of these issues in the coming years through local initiatives which could see communities securing better access to local food and fuel and taking a lead on planning for rural communities.



**VC1** Support communities to be more sustainable and self-reliant in terms of food, services, employment, affordable housing and green infrastructure enabling adaptation to climate change and improving economic resilience. MD5; RCC1; RA3; RA9; RA10; HH6

**VC2** Develop live/work initiatives and promote economic and employment facilities within AONB communities which respect and enhance the historic environment, local vernacular and settlement pattern. NH4; MD5

**VC3** Ensure AONB considerations are taken into account when developing Neighbourhood Plans, Parish Plans and other community documents. MD4; MD5; VC6

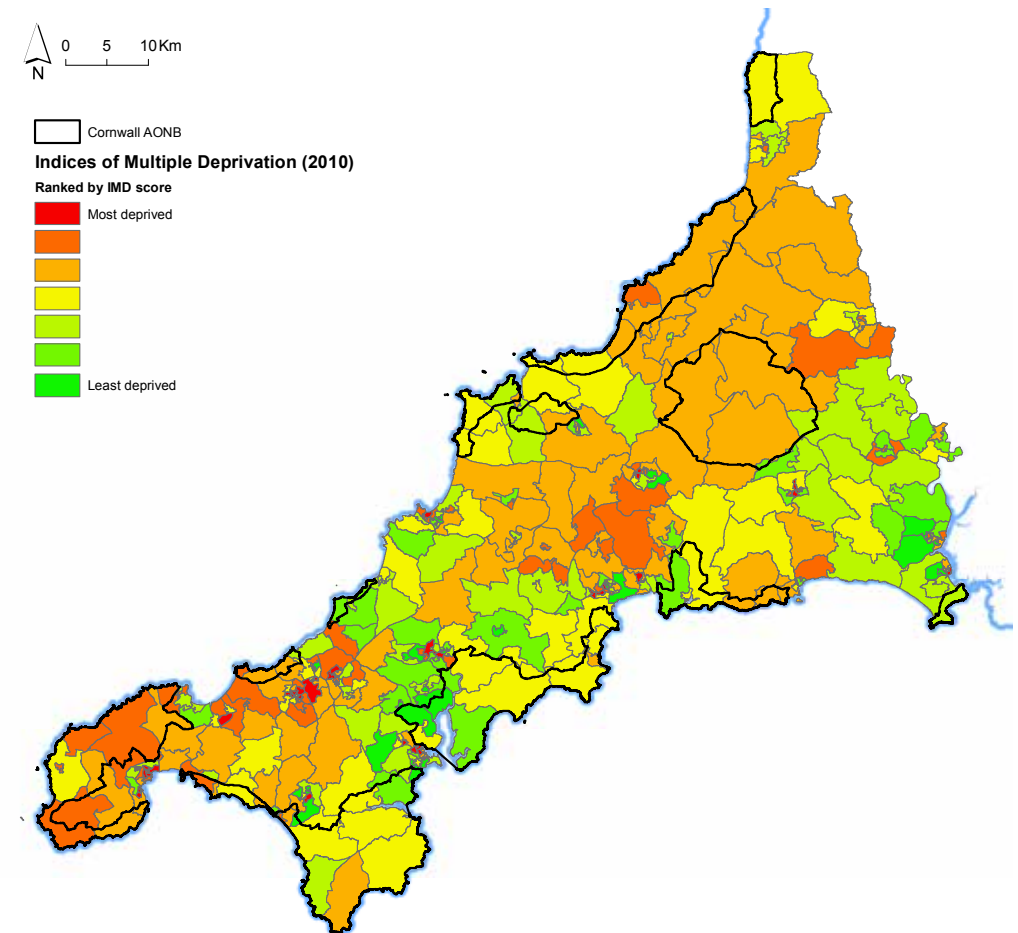
**VC4** Manage woodland and farmland in the AONB to meet a range of sustainability objectives in order to support local communities including social forestry and the provision of places for people to grow their own food e.g. allotments and community growing initiatives in ways that enhance landscape character. CC4; IN4; HH6

**VC5** Promote energy efficiency and renewable energy measures in 'hard to treat' homes, businesses and community buildings, increasing resilience to fuel poverty, where this does not detract from landscape character. MD5; MD12; PP5

**VC6** Increase awareness of how the AONB landscape may alter in relation to climate change, particularly with respect to tidal flood risk and coastal communities and those at greater risk of surface water flooding, in order to enable these communities to plan for change at an early stage. MD4; RCC1; RCC6; VC3

**VC7** Provide sufficient affordable housing within the AONB to meet the needs of local communities, which is effectively tied in perpetuity. MD5; MD15

**VC8** Raise awareness of the AONB among local communities and parishes in Cornwall, developing a clear understanding of the AONB location, purpose and management arrangements.



Indices of multiple deprivation 2010

# Health and happiness

The intrinsic link between high quality landscape and healthy, happy people has long been recognised and various university research projects have now produced hard evidence in support of this. As the focus for healthcare moves from one of cure, to one of prevention, there is a huge opportunity for the protected landscape to become Cornwall's NHS – Natural Health Service.

**HH1** Increase the use of the AONB landscape and seascape for positive health benefits to communities within and outside the AONB, including for the disabled, specifically targeting areas in the AONB with the capacity and infrastructure to accommodate recreational activity and not those areas particularly sensitive to disturbance. MD3; RA3; RA12

**HH2** Utilise the beauty of the AONB as a tool to inspire people to explore the AONB for health, leisure and recreation. MD3; RA3

**HH3** Provide for physical activity and volunteering opportunities within the AONB that will enhance landscape, biodiversity, heritage and access whilst improving people's mental and physical health and life chances and reducing health inequalities. MD3; NH9; RA5

**HH4** Seek alternative modes of funding for the management of access and the provision of recreation for healthy activities and enjoyment of the countryside, particularly accessing mainstream health budgets as the focus moves from one of cure to one of prevention.

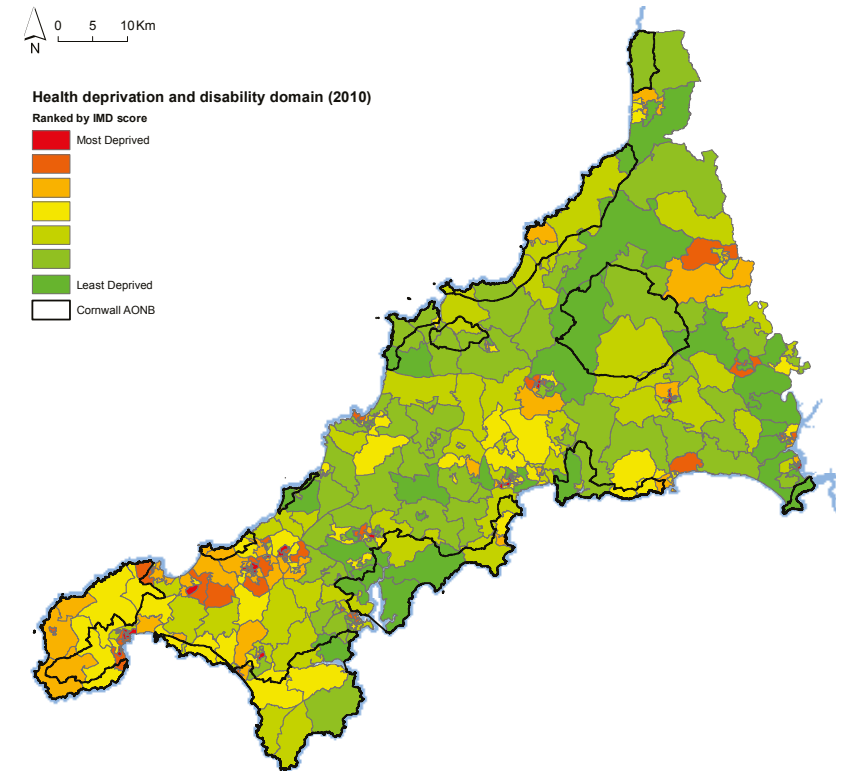
**HH5** Understand the value of the natural capital of the AONB to health and the link between healthy, high quality landscapes and healthy people, ensuring appropriate investment in that natural capital is in place for the long term health and well-being of communities and visitors. CC1; IN1

**HH6** Improve access to locally produced and affordable healthy food and increase opportunities for people and communities to grow their own, supporting a high quality environment and healthy communities. MD3; VC1, VC4

**HH7** Improve links with the health sector, the Sports Partnership, the European Centre for Environment and Human Health and the Health and Well Being Board in order to meet the huge potential for the AONB landscape to positively benefit health.

**HH8** Seek to deliver outcomes within the current Health and Well Being Strategy relevant to the protected landscape, particularly around the following outcomes:

- Helping people to live longer, happier and healthier lives.
- Improving the quality of life.



Indices of multiple deprivation (Health and Disability 2010) © Crown copyright and database rights 2016 Ordnance Survey 100049047



# Helping people to live longer, happier & healthier lives

PEOPLE WHO LIVE NEAR THE COAST REPORT BETTER HEALTH THAN THOSE WHO LIVE FURTHER AWAY<sup>1</sup>

People who have good access to natural environments are more likely to have better mental well-being<sup>2</sup>

IN 2013/14 1.3 BILLION PEOPLE VISITED A NATURAL ENVIRONMENT FOR EXERCISE:

**1.5 BILLION** WALKED THEIR DOG IN A NATURAL ENVIRONMENT<sup>6</sup>

It's estimated that

**£2.1 billion** in health costs could be saved every year if everyone in England had equal access to green space<sup>10</sup>

Living in or having access to green spaces is equated with:

- lower likelihood of early death<sup>3</sup>
- lower levels of diabetes type 2<sup>4</sup>
- lower levels of obesity<sup>5</sup>

TAKING PART IN ENVIRONMENTAL VOLUNTEERING LEADS TO BETTER HEALTH AND QUALITY OF LIFE<sup>7</sup>

Living close to wild birds can increase general health<sup>8</sup>

PEOPLE ARE HAPPIEST IN MARINE AND COASTAL AREAS<sup>9</sup>

*"A healthy environment underpins a healthy population"*

Margaret Chan, World Health Organisation Director General

With thanks for all statistics to:

Dr Rebecca Lovell at the European Centre for Environment and Human Health (University of Exeter Medical School)

1. Wheeler et al. 2012 doi:10.1016/j.healthplace.2012.06.015

2. Mitchell et al. 2015. Doi:10.1016/j.amepre.2015.01.017

3. Mitchel and Popham. 2008. Doi:10.1016/S0140-6736(08)61689-X

4. Bodicoat et al. 2014. 10.1136/bmjopen-2014-006076

5. Hillsdon et al. 2011

6. Natural England. 2015

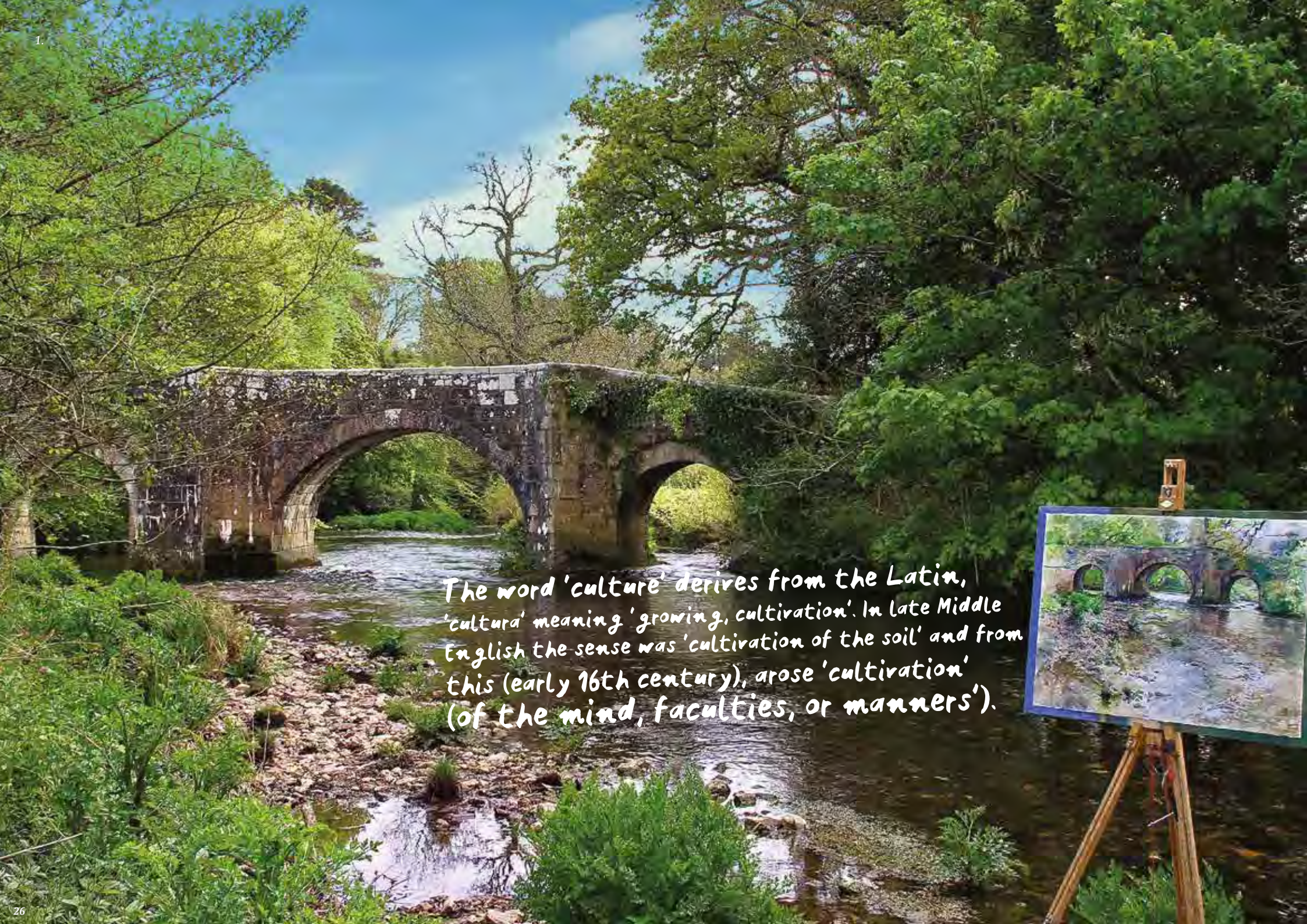
7. Lovell et al. 2015. doi:10.1186/s12889-015-2214-3

8. Wheeler et al. 2015. doi:10.1186/s12942-015-0009-5

9. MacKerron and Mourato. 2013. Doi:10.1016/j.gloenvcha.2013.03.010

10. www.eforestry.gov.uk/forestdss/bgdownload.do?bgidocid=105





The word 'culture' derives from the Latin, 'cultura' meaning 'growing, cultivation'. In late Middle English the sense was 'cultivation of the soil' and from this (early 16th century), arose 'cultivation' (of the mind, faculties, or manners').





# Inspiring culture

**Cornwall's culture, like the derivation of the word, springs from the soil, rooted in landscape – a product of place and people's perception and experience of place.**

Cornwall's culture has breadth and depth, from the novels of Du Maurier, to the exploits of Poldark; Winter Woods with Rogue Theatre at Tehidy and the internationally acclaimed performances of Tristan and Yseult by Kneehigh Theatre. Cornwall's distinctive culture connects people to landscape and must be nurtured, cherished, supported and celebrated.

1. *Respryn Bridge* - Kevin Leah

2. *Ross and Demelza, Poldark* - Mammoth Screen



**IC1** Promote physical and intellectual access to the historic environment within the AONB, working with education providers and venues to promote the historic environment and deliver opportunities for lifelong learning. NH6 & 7; PP3

**IC2** Support the work of the Cornwall and West Devon Mining World Heritage Site (WHS) Partnership in the management, interpretation and celebration of the mining heritage of the AONB. NH11

**IC3** Raise awareness of and celebrate the historic arts and literature of the AONB and support the current cultural sectors of creative arts, performance and media that celebrate and enhance the character of the protected landscape. NH6 & 7

**IC4** Promote community festivals, fairs and other events and initiatives, which celebrate and enhance local distinctiveness and sense of place.

**IC5** Sensitive promote the cultural distinctiveness of the protected landscape, in order to give Cornwall a marketing edge.

**IC6** Promote the use of the Cornish language both spoken and written and wherever possible and practical use Cornish on interpretive material such as signs within the protected landscape.

**IC7** Both old and more recent cultural practices within the AONB play a key role in supporting Cornwall's cultural identity. Seek to better understand the economic significance of this cultural capital and invest in its long-term conservation.

For example:

- Traditional farming practices e.g. moorland farming.
- Traditional oyster fisheries.
- Surf breaks, e.g. Praa Sands, Daymer Bay, Sennen, Harlyn and Constantine.
- Local food and drink produced in and around the AONB e.g. Helford Apple Juice, Camel Valley Wine, Polgoon Vineyard, Cornish Sea Salt and the Cornish Seaweed Company.
- Small fishing harbours e.g. Cadgwith, Boscastle, Port Isaac, Sennen, Mullion and Porthscatho where this is consistent with policies set out in the Shoreline Management Plan.
- Our ferries and water transport system e.g. King Harry Ferry, Cremyll Ferry and Bodinnick Ferry. CC1



*Carole Allen tends her bees at her hives in St Agnes - Adj Brown*





# Promoting prosperity

The core guiding principle of the Local Enterprise Partnership's Strategy to 2020<sup>6</sup> is that *"The culture, communities and environment of Cornwall and Isles of Scilly will remain special and unique."*

This recognises that Cornwall's landscape and local distinctiveness directly underpins the economy of Cornwall. Landscape is Cornwall's unique selling point and the Cornwall AONB is its jewel in the crown. Cornwall's landscape can work harder to add value to businesses in Cornwall. Valuing and investing in landscape is essential to the success of Cornwall PLC's long-term future.

The rural economy makes a huge contribution to the economy and business structure of Cornwall. A Cornwall Development Company report in 2012 showed that Cornish agriculture, food and drink is becoming increasingly important, accounting for almost 30% of all jobs in the county. At the time of the report, this was double the national average, and equated to at least 63,700 jobs across the supply chain. Turnover of the combined industries reached at least £1.4bn in 2010 and accounted for about 18 percent of Cornwall and the Isles of Scilly's economic output.

6. "The natural place to grow great business: Economic Growth Strategy for Cornwall & Isles of Scilly 2012 – 2020" – The Cornwall and Isles of Scilly Local Enterprise Partnership

**PP1** Reinforce the link between a high quality, culturally distinct landscape and a prosperous and sustainable economy. Develop a clear understanding of the true value of the AONB landscape to Cornwall's economy. CC1; IN1; RCC2; NH8; IC7

**PP2** Effectively network rural businesses through the provision of communications infrastructure e.g. superfast broadband and IT systems and provide business support so that those SME (small and medium enterprises) businesses that locate in the Cornwall AONB can be competitive and do not become isolated. NH4

**PP3** Promote the use of traditional and modern land management techniques e.g. Cornish hedging and heritage restoration/management/construction sectors in providing education and training and job opportunities. PP3

**PP4** Promote an approach to sustainable economic development and environmental growth in the Cornwall AONB using the principles of circular economics. HH6

**PP5** Invest in renewable energy technologies that have multiple benefits (such as community renewables and those which provide local employment) and that can be accommodated within the sensitive landscapes of the AONB. MD12; VC5

**PP6** Develop high value, sustainable markets for those business sectors that utilise the AONB landscape and coast and contribute to its special local distinctiveness through appropriate development, investment and promotion. IN4 & 8; MD15; HH6; IC3 & 5

- farming;
- food and drink;
- forestry;
- fisheries;
- tourism;
- outdoor leisure and recreation;
- creative, arts, craft and design; and
- marine.

1.



**PP7** Increase the profitability of sustainable small to medium scale rural businesses, food producers and family farms whose operations enhance the landscape, particularly by enabling access to Countryside Stewardship and EU LEADER and Structural Investment Funds, supporting ongoing project development. IN4

**PP8** Provide continuity of farming, food production and forestry within the AONB, giving assistance to young land managers and new entrants, encouraging co-operation and ensuring adequate skills, training and retraining to manage viable businesses.



- PP9** Sustainably manage recreational, commercial and operational activities such as boating, shellfisheries and dredging in AONB estuaries and at the coast. IN8
- PP10** Invest in and manage AONB harbours as focal points for sustainable inshore fishing and maritime activity that enhance coastal character, ensuring the sustainable management of fish stocks for the long term benefit of the inshore fisheries. IN8
- PP11** Promote a sustainable approach to the development of the leisure, recreation and tourism industries that care for the landscape, environment (including biodiversity, heritage and natural resources) and communities upon which the industry depends, providing a model for future development of the sector. CC12
- PP12** Communicate the special qualities of the AONB and support the sensitive marketing of the AONB by local tourism organisations and businesses to increase competitiveness. PP6
- PP13** Value the protected landscape and seascape as a key asset within tourism management in Cornwall. Ensure landscape, culture, heritage and sustainable tourism are embedded within a future Cornwall Tourism Strategy.

2.





*Carne Beach and Nare Head - Roy Curtis*



## The Cornwall AONB Partnership

The Cornwall AONB is managed by a Partnership of 16 organisations:



# Cornwall AONB Unit

01872 322350

info@cornwall-aonb.gov.uk

www.cornwallaonb.org.uk



WORLD  
LAND  
TRUST™

www.carbonbalancedpaper.com  
CBP0003012504161911

500 of these brochures were printed using vegetable based inks on Cocoon Offset, a 100% recycled FSC paper which is carbon balanced. By using Cocoon Offset rather than a non-recycled paper, the environmental impact was reduced through: 118kg diverted from landfill, 279kg carbon saved, land preserved 23.44sq. metres, 2458 litres less water used, 226kWh less energy used and 192kg less wood used.

Carbon balancing by The World Land Trust tackles climate change through projects that both offset carbon dioxide (CO<sub>2</sub>) emissions and conserve biodiversity.

Through land purchase of ecologically important standing forests under threat of clearance,

carbon is locked that would otherwise be released. These protected forests are then able to continue absorbing carbon from the atmosphere. Referred to as REDD (Reduced Emissions from Deforestation and forest Degradation), this is now recognised as one the most cost-effective and swiftest ways to arrest the rise in atmospheric CO<sub>2</sub> and global warming effects.

Created by Leap, a Cornwall based design studio that believes in designing with purpose and creating work that matters: [leap.uk.net](http://leap.uk.net)  
A certified B Corp: [bcorporation.uk](http://bcorporation.uk)

Calculations are based on a comparison between the recycled paper used versus a virgin fibre paper according to the latest European BREF data available.