



Our Environment: Our Future Progress Report 2005

Case Studies

Acknowledgements

The South West Regional Assembly (SWRA) gratefully acknowledges the contributions to the 'Our Environment: Our Future Progress Report 2005 - Case Studies' made by a wide range of agencies and individuals, but in particular;

- The Local Authorities of South West England and the contributions by individual members and officers
- The Environment Agency
- Sustainability South West
- South West of England Regional Development Agency (RDA)
- Forestry Commission
- DEFRA
- SW AONB Partnership
- South West Tourism
- English Heritage
- National Trust
- Cycleau Project at Environment Agency
- South Somerset District Council
- Cornwall County Council
- Civic Trust Green Flag Awards
- Countryside Agency
- Cotswolds Conservation Board

Data from Local Authorities and other third parties is reproduced in this report. No responsibility is assumed by the SWRA or the quality or accuracy of this data. Every effort has been made to contact those responsible for the projects detailed within. All suggestions and comments are very welcome and should be directed towards the SWRA.

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Our Environment: Our Future

Case Studies

Our Environment: Our Future, the Regional Strategy for the South West Environment 2004-2014 was launched in July 2004. The development and launch of the Strategy was led by the South West Regional Assembly (SWRA) with the South West Regional Environment Network, working with a wide range of partners in the region who signed up to helping deliver the Strategy and to agree key issues for the region's environment, and priorities for action.

The Progress Report, due for publication late 2005, assesses how the environment in the region is changing, and the response that partner organizations have made in delivering priority actions. It is based on two elements: monitoring environmental outcomes in relation to the targets and indicators set out in the Strategy; and monitoring delivery of the actions in the implementation plan.

Six Key Issues for South West England

Analysis of the key environmental assets in the region, and the pressures on these assets led to the identification in the Strategy of six key issues for the environment of South West England.

These six key issues are:

- Climate change
- Wiser use of natural resources
- Food, farming and forestry
- Tourism and leisure
- Spatial planning
- Transport

This report illustrates how each issue is considered by varying organisations within the South West Region, and any progress towards the priority actions identified in the headline issues.

The case studies detailed here are those identified as being examples of best practice by partner organisations throughout South West England, and as illustrating the principles and aims of the Regional Environment Strategy. The case studies are not intended to refer directly to action as a result of the Strategy but give an idea of the sorts of activities that could be undertaken & the partnership working that's going on.

Any suggestions for case studies that could be included are welcome and details should be forwarded to Lisa Dawson (SWRA) lisa.dawson@southwest-ra.gov.uk

Case Studies

Delivering the Regional Environment Strategy

Sustainability South West & the Regional Sustainable Development Framework
Greening Regional Development Programmes
South West of England Regional Development Agency (RDA) Environmental Driver Plan

Climate change

The International Phenology Garden at Westonbirt

To be included shortly:

National Trust response to the challenges and impacts of climate change to their sites across the south west - 'Shifting Shores'

Devon County Council Climate Change consultation work

Ruby Holiday Park working with Envision to reduce impact of flooding events.

Wiser use of natural resources

Sustainability South West Pioneers of Packaging Project

The Cycleau Project

Business Resource Efficiency Waste Programme

Food, farming and forestry

Rural Enterprise Gateway

Natural Unit Branding and the Cotswold partnership

Local Procurement Learning Network

Tourism and leisure

Future Footprints project

Green Flag awards

South West Brand Identity

South West Tourism Brand Clusters

Avebury World Heritage Site

Life into Landscape project

Spatial planning

Historic Environment Local Management programme

Historic Environment Champions

Transport

Mineral Tramways

Green Transport at Greenway Garden

Delivering the Regional Environment Strategy

Environmental Proofing



Regional Sustainable Development Framework - Vision for the SW.

'The South West must remain a region with a beautiful and diverse environment. By working together and applying the principles of sustainability we can achieve lasting economic prosperity and social justice, whilst protecting that environment. This approach will secure a higher quality of life now and for the future.'

Integrating environmental objectives into regional strategies

Sustainability South West (SSW) is the region's independent champion of sustainable development. Their mission is to improve understanding about sustainability and help the region make real progress towards a sustainable South West England. SSW members from the public, private and voluntary sector, all share sustainability principles and inform and support SSW work.

Commissioned by the Government Office for the South West (GOSW) and on behalf of the region, SSW produced the Regional Sustainable Development Framework (RSDF) 'A Sustainable Future for the South West' in March 2001. The RSDF aims to provide an overarching framework that can guide and influence decision makers in business, government and the voluntary and community sectors. The RSDF outlines the priorities for progressing sustainable development in the region, providing a vision, set of principles, themes and proposed headline indicators. The RSDF provides a stand alone Framework against which the sustainability of all regional strategies, policy-making and initiatives can be assessed.

SSW has now undertaken a Fitness for Purpose (FfP) review of the RSDF. The FfP report recommends that this key Framework is updated and strengthened to best assist the region to complement other strategies in accelerating the delivery of sustainable development.

By using the RSDF, a mechanism to 'environmentally proof' regional and local strategies, within the context of sustainable development, can be established. Since September 2004, SSW has completed sustainability appraisals on the Regional Housing Strategy, Woodlands & Forestry Strategy, the RDA's Corporate Plan and the new draft Regional Economic Strategy. These appraisals assess the strategies key objectives against the RSDF principles, which include key environmental issues such as climate change, biodiversity and resource use.

For more information:

Sustainability South West

<http://www.sustainabilitysouthwest.org.uk/>

Delivering the Regional Environment Strategy

Greening Regional Development Programmes



“Greening Regional Development Programmes” (GRDP) is a European-wide network funded by the EU that enables the partners to learn from each other about how to develop their regions while minimising the impact on the environment.

The GRDP network will give practical advice to organisations involved in economic development and also prove the clear economic benefits in incorporating the environment into everything they do. Organisations are asked to demonstrate their commitment to balancing economic prosperity with environmental benefits by signing up to the GRDP charter. The project works alongside the ‘Interreg IIC’ programme.

INTERREG IIC programme

INTERREG IIC is an EU-funded programme that helps Europe’s regions form partnerships to work together on common projects and to share knowledge and experience that will help them develop new solutions to economic, social and environmental challenges.

The Partners

There are 32 partners from nine EU Member States, including 16 legal partners (who receive EU funding) and 16 associated partners (who participate in the project but do not receive any funding). The Environment Agency leads the project.

The South West Partnership in England

The South West Partnership is led by the South West of England Regional Development Agency (SWRDA), and consists of a number of organisations working together to deliver the aims of GRDP. The Partnership strengthens the relationship between key regional organisations and works towards integrating environmental sustainability as a horizontal theme within a range of regional economic development programmes.

The members are the: SWRDA, Objective 1 Programme for Cornwall and the Isles of Scilly, South West Objective 2 Programme, Environment Agency, Countryside Agency, English Heritage, English Nature, Learning and Skills Council, Cornwall and Devon County Council, Bristol City Council and SWRA.

Value and duration of the project

The value of the project is approx £1m (EUR 1.5m). This includes INTERREG funding, as well as the partners’ match funding. The project will be delivered from July 04 to June 07.

GRDP ACTIVITIES

GRDP Audit Report: “Green Growth”: integrating the environment into development programmes

In the project’s first phase, the GRDP partners worked together to find out how the environment has been integrated into development programmes across the EU Member States in the Structural Funds’ programming period 2000-06.

A detailed audit report looks at good practices, practical solutions and challenges in integrating the environment into regional development. The audit is the essential first phase of the GRDP project and provides a framework for the project’s next stages.

Draft Audit Report ‘Green Growth – integrating the environment into development programmes’ May 2005:

http://www.environment-agency.gov.uk/commondata/acrobat/report_part_1_14_05_1116297.pdf

The GRDP Declaration: “Learning from our experience in integrating the environment into regional development programmes and looking ahead”

The GRDP Declaration summarises the work, highlights concerns that have been identified in the GRDP audit report and proposes ways of solving them.

Current Work: “Influencing the next round of Structural Funds”

Ongoing work concentrates on the development of:

- A good practice handbook on Strategic Environmental Assessment for regional development programmes;
- Guidelines to forming partnerships as a tool to green development programmes;
- Guidance on how to ‘green’ projects.

The GRDP partners also work together on other common issues such as integrating the environment at local level. They also exchange their experts to green the regional development programmes that they are developing.

The results of this partnership work will be put together in a set of guidelines on how to incorporate the environment into regional development programmes.

Schedule:

21-23 February 2006: Seminar in Exeter, UK: “Making an economic case for environmental integration”.

October 2006: Seminar in Patras, Greece: “Integrating the environment in all future regional development programmes”.

May 2007: Launch of the GRDP methodology and signing of the GRDP charter at the final conference in La Rioja, Spain.

For more information:

www.grdp.org

www.interreg3.com

You can also contact the GRDP project team:

Environment Agency South West Region

Sowton Industrial Estate, Exeter EX2 7LQ

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Delivering the Regional Environment Strategy

Environment Driver Plan



Environmental Driver

"Treating the environment as a highly valuable capital asset to be managed intelligently for long-term economic benefit is one of the key concepts behind the Environment Driver."

The environmental driver encompasses a number of aspects that relate to the special locational strengths of South West England, as well as the potential opportunities to gain economic benefit from environmental activity.

Key elements include:

- The fact that over 12% of the regional economy directly relies on the land, landscape and sea.
- The quality of the life (often associated with environmental quality and cultural opportunities) in the region is a major attractor of investment, business, workers and tourists.
- Business efficiency can be enhanced through better environmental management.
- Environmental technologies and services, such as renewable energy, represent a huge global market where the South West of England can become a leader.

The Environment Driver concept marks a radical shift away from the traditional view that the economy and the environment are at odds with each other; that economic growth inevitably damages the environment, while environmental preservation curbs economic growth. In reality, environmental efficiency means business success.

Environmental Driver Implementation Plan

"The Environment is a highly valuable capital asset that should be managed intelligently for long term economic benefit. The environment is identified in the Regional economic strategy as one of the three key drivers for the region's future economic success."

The South West of England Regional Development Agency (RDA) has committed to developing an Environment Driver Implementation Plan (EDIP) to set out regional activity to support the implementation of the Environment Driver.

The EDIP is a tool to help deliver the mission and objectives of the Regional Economic Strategy and will contribute to the implementation of the South West Environmental Strategy

The 4 main objectives of the EDIP are:

1. To promote understanding and awareness of the driver and support effective communication between partners involved in its implementation.
2. To provide a record of existing or planned activity to support the implementation of the driver.
3. To help identify priorities, and opportunities for additional activity that would support the implementation of the driver.

Development of the EDIP

EDIP will be developed in 2 phases:

1. A stand alone summary of South West RDA activity to support the driver that is already underway/planned to commence during the period April 2004 – March 2007.
 - Progress will be monitored and reviewed on regular basis by Internal Cross-Directorate Environment Group.
 - It will focus on activity where the environment is the main driver for achieving an economic outcome.
 - The South West RDA has specifically identified five priority areas for implementation of the Environmental Driver: business support, sustainable land use, enviro technology sector development, linking the economy and the natural environment, and the internal corporate policy and process.
2. During 2005, the South West RDA will support the development of a wider regional plan which identifies activity to support the environmental driver by other regional partners.

Aim: to improve understanding about respective roles in implementing the driver, help identify opportunities for closer collaboration and partnership working, and help identify opportunities and priorities for further activity.

 - South West RDA will work with relevant partner organisations and networks to agree the timing and process for the development of the regional plan.
 - South West RDA has identified a number of priorities which will steer their work to implement the environmental driver: sustainable construction, sustainable tourism, business eco-efficiency, waste management, skills, renewable energy, ecological footprint, regional image, urban environment, regional planning, brownfield land and food and farming.

For more information:

South West RDA

<http://www.southwestrda.org.uk/index.asp>

RDA EDIP Publications list:

<http://www.southwestrda.org.uk/downloads/sub-section.asp?SubSectionID=42&lang=en>

Climate Change

The International Phenology Garden at Westonbirt



Beginnings

The International Phenology Garden (IPG) Network was established in 1957, with the intention of obtaining comparable phenological data with no genetic influence. Cloned specimens of trees and shrubs were planted at a number of sites in Europe. In order to provide all gardens with cloned plants a parent-garden was established at Ahrensberg in Germany, which was responsible for vegetative plant reproduction and the dispatch of plants. Phenology gardens were co-located with weather stations affiliated to national meteorological networks. The IPG network currently comprises 49 gardens stretching from Finland to Portugal, Ireland to Macedonia. A garden was re-established at Alice Holt near Guildford in Surrey in 2004, and it is envisaged that this garden will be propagated to help establish other phenological gardens at Westonbirt near Bristol and Bedgebury near Tunbridge Wells in 2007.

Monitoring Climate Change

The world is warming. That much is certain. Global mean temperatures have risen about 0.6C since 1860 when systematic temperature records began. The 20th century was the warmest in the past 600 years. Nine of the ten warmest years since 1860 have occurred in the last two decades, with 1997 and 1998 the two warmest years ever recorded. (United Nations Intergovernmental Panel on Climate Change (IPCC). 1995).

Since its beginnings, the rationale of the network has changed, and it is now primarily focussed on the possible impacts of climate changes on forest ecosystems, with specific objectives of:

- Monitoring of environmental change
- Climate impact studies
- Development of phenological models
- Calibration of remotely sensed data
- Generation of phenological maps

Westonbirt

Westonbirt is currently a valuable resource for conservation, recreation and education with over 350,000 visitors a year enjoying its beauty and tranquillity. School groups go to study the environment and students of forestry and arboriculture spend periods of their training there. The research programme aims to improve understanding of how woodland will respond to the many environmental drivers associated with climate change. This knowledge is being used to provide predictions of future changes to tree survival and growth and the functioning of woodland ecosystems, and to develop guidance on how best to adapt to the impending

challenges presented by climate change. Phases recorded include leaf emergence, flowering, fruit production, autumn colour change and leaf-fall.

The development of guidance on climate change impacts and adaptation uses a number of approaches, including impact studies, process and empirical model development and the interpretation of forest monitoring data. Specific research areas comprise the programme:

- Meteorology
- Phenology
- Monitoring of woodland condition
- Predicting future species suitability
- Process model development and interpretation
- Climate change impact studies
- Assessing and modelling the impacts of ground-level ozone pollution
- Interactions with other aspects of environmental and socio-economic change.

Research objectives

The objectives of this research are to improve understanding of how changes to the natural environment may influence forests and woodlands in the future and to provide authoritative advice as to how woodland management can adapt to the changes that have been predicted. Many of the findings to date, together with a review of current knowledge is summarised in Forestry Commission Bulletin 125

For more information:

'The potential effects of climate change for trees and woodland in the South West' Forestry Research (An agency of the Forestry Commission) May 2004:

[http://www.forestresearch.gov.uk/pdf/cchg_SW_climate_change.pdf/\\$FILE/cchg_SW_climate_change.pdf](http://www.forestresearch.gov.uk/pdf/cchg_SW_climate_change.pdf/$FILE/cchg_SW_climate_change.pdf)

The International Phenology Garden site at Alice Holt:

<http://www.forestresearch.gov.uk/fr/INFD-5ZZLRE>

Westonbirt - The National Arboretum:

<http://www.forestry.gov.uk/westonbirt>

Woodland Trust:

<http://www.phenology.org.uk/>

Wiser Use of Natural Resources

Pioneers of Packaging Project



'The recently calculated eco-footprint for South West England has shown that if the region's consumption patterns were replicated worldwide we would need 2 extra planets to sustain us.' Sustainability South West (SSW)

Sustainability South West

Sustainability South West (SSW) is helping to raise awareness of resource efficiency (inc. waste minimisation) issues in the region. The Pioneers of Packaging Project is designed to highlight sustainable approaches to packaging (via a business best practice award), to stimulate other business to consider their own approach (and to take action), and to raise consumer awareness/demand via a consumer guide to sustainable packaging.

Across the UK, the packaging industry employs about 100,000 people, with about 8% of the companies who are obligated under packaging regulations, based in South West England. Packaging is therefore an important industry supporting the economy and jobs in the region. However, there are negative implications which need addressing. Although packaging represents a small proportion of the overall waste stream; about 10m tonnes of used packaging enters the UK waste stream per year.

Minimising waste that is needlessly sent to landfill is a key challenge, especially since in some areas of the region landfill is expected to run out as soon as 3 year from now. Some businesses are tackling this issue by adopting more sustainable and innovative approaches to packaging but more could be done.

Pioneers of Packaging Project Awards - June 24th 2005

Sustainability South West's new Pioneers of Packaging Award, believed to be the first of its kind in the UK, highlights businesses who are adopting sustainable and innovative approaches to packaging. The project's aim is to illustrate what can be done, and thereby inspire others to consider their own approach and take action.

The award is part of the wider Pioneers of Packaging initiative which promotes sustainable packaging as a practical response to the region's resource efficiency challenge. The awards are due to be followed by the publication of a consumer guide allowing customers to make better informed choices about packaging based on easy to follow sustainability criteria.

The award winners and runners up were announced at the Pioneers of Packaging Awards Ceremony held in Taunton on 24th June 05, opened by MEP Caroline Jackson.

Marks and Spencer were the winners of the **Big Business Award**. As a response to customer feedback, in June M&S launched a new range of packaging which includes replacing the non-recyclable plastic sandwich packets with cardboard packaging which is sourced predominately from sustainably managed forests in Cumbria. The new sandwich boxes will be replacing an annual volume of 750 tonnes of plastic - equivalent to 1.5 million sandwiches per week. The film lid is made from corn starch which is 100% compostable and the intention is to make the whole package compostable by January next year. M&S are also taking steps to encourage consumers to recycle this packaging, displaying posters and providing recycling facilities outside certain stores.

Runner up in the Big Business Award was Yeo Valley Organic from Somerset. Yeo Valley has introduced an innovative two part yoghurt pot which is designed to promote recycling. This packaging is now lighter weight and is partly made from recycled cardboard.

In the **SME category** Clipper, from Beaminster in Dorset, picked up the award for their card tea boxes. The cardboard box is sourced from sustainably managed forests where two trees are planted for each one that is harvested. The packaging is recyclable and the card is 100% biodegradable.

The Runner up for the SME Award was Sharps Brewery, from Rock, Nr Wadebridge in Cornwall who partnered up with the Eden Project and the Green Glass Company to produce a gift set containing a bottle of 'Eden Ale' alongside a beer glass, itself made from a recycled beer bottle! Designing out bubble wrap, the packaging is made purely out of recycled card and paper. A unique aspect to this packaging is that it is sourced and manufactured in the South West, travelling less than 100 miles from manufacturer to Green Glass to the Eden Project.

The final Category was the Best Regional Innovation and the award went to ValueForm who are developing a welcome alternative to plastic food trays. The product, in development, is 100% biodegradable and is derived from left over leaves and stems in maize crops. Trials will start at the Tetbury based Dutchy Farm at the end of July. After this, the food trays are intended to be used within the UK's largest organic vegetable box scheme run by Riverford Organic based in Devon. There is a raft of sustainability benefits from this product; it is made from a renewable material, takes less energy to manufacture when compared to the plastic trays and can be re-mulched back into packaging or composted at home. The intention is to harvest the maize from farms in the South West, and sourcing raw materials at a local/regional level helps support local economies and communities. It also removes the need to import raw materials and therefore reduces potential for CO2 emissions released as a result of excessive transportation.

More information can be found at:

Sustainability South West

<http://www.sustainabilitysouthwest.org.uk/packaging.html>

Wiser Use of Natural Resources

The Cycleau Project



'The economy relies on high-quality coastal, estuary and river environments. Looking after these environments is only possible with the involvement of the people who live and work amongst it.' (Cycleau)

The Cycleau Project

Cycleau is a project aimed at helping communities to look after their rivers, estuaries and coasts. Partner organisations from Ireland, South West England and France have joined together to help one another improve the ways that vital water courses are preserved and managed.

Team work and sharing is the fundamental philosophy of the Cycleau Partnership. A key part of the work will be pooling the knowledge and experience of all the partners and participants in the conference. The strong interest from the European Union and further a field means that this co-operative approach can be expanded to produce solutions to common problems that can easily be exported to other Cycleau members.

Partners

Led by the Environment Agency for England and Wales, the Cycleau Partnership includes Cornwall County Council, Devon Wildlife Trust, South Hams District Council and Teignbridge District Council in south west England. It also incorporates the Conseil Général due Finistère, CoCoPaQ, IFREMER, BRGM and the Chamber of Agriculture in France, and the Moy Valley Resources in Ireland. All partners have predominantly rural economies sharing a strong reliance on high quality environmental assets such as coastlines, estuaries and rivers.

Work in the South West

The project aims to pool expertise and knowledge to develop the best ways to look after the environment and the livelihoods of the people who live in it. It involves working directly with local communities on 11 river catchment areas, 8 of which are located in the South West of England. (They range from the River Fal in Cornwall to the River Axe in Dorset.) It is hoped that the Cycleau approach will eventually be adopted on a much wider scale, and local communities and interested parties will be encouraged to follow the progress of the project

Various actions are being carried out across the demonstration sites on each river catchment, depending on the problems needing to be addressed. Innovative examples include: trial of the decontamination of water polluted with metal on the Red River in Cornwall (a river that has been heavily polluted due to tin mining) and tackling sedimentation issues on the River Belon in Brittany by marketing the dredged products that are removed from the estuary.

Conferences

September 2005

A conference "Bridging the Strategic Gap: Case Studies from Cycleau", was held in the National Maritime Museum, Falmouth Cornwall, on 22-23 September 2005.

There were three running themes to the conference programme:

1. Gathering and Interpreting Information
2. Linking Information and Decision-making
3. Linking Information and Action

October 2005

A major international conference on water management – **Joining Across the Water** - catchments is being held on October 7 and 8 in Ballina, County Mayo, Ireland where Moy Valley Resources is currently carrying out actions. Organised by the Cornwall-based Cycleau project management team, the conference has attracted delegates from 15 countries and will showcase environmental work being carried out on rivers in Devon and Cornwall in the UK, Brittany and Vendée in France and County Mayo, Ireland.

For more information:

<http://www.cycleau.com/>

Cycleau and the Devon Wildlife Trust

<http://www.devonwildlifetrust.org/index.php?section=champions:cycleau:cycleau>

Cycleau and the Dart Estuary

<http://www.dartestuary.org/projects/cycleau.html>

Wiser Use of Natural Resources

BREW Programme Business Resource Efficiency and Waste



Low carbon economy

The Business Resource Efficiency and Waste (BREW) programme is a government initiative to help businesses become more resource efficient and make the most out of their waste

The 2005 Budget confirmed that the standard rate of landfill tax, which applies to active wastes, would increase by £3 per tonne in 2005/6 and by at least £3 per tonne in future years on the way to a medium to long-term rate of £35 per tonne.

In line with this commitment, the Spending Review 2004 (SR04) announced that the additional revenues will be used to fund programmes to support business in improving its resource efficiency, including waste minimisation and diversion from landfill. The funding is distributed over three years with £43 million for 2005/6, £95 million for 2006/7 and £146 million for 2007/8. Working with DTL, HMT and business stakeholders Defra has identified a package of resource efficiency expenditure measures to use this funding. This is the Business Resource Efficiency and Waste (BREW) Programme. Funding for the programme beyond 2008 will be considered as part of the next spending review.

The BREW Programme

The development of this programme, which started in April 2005, ensures that the additional Landfill Tax will not only add incentive for businesses to reduce the amount of waste they send to landfill, but will also assist them in developing ways to achieve this. This will mostly be through developing and expanding existing programmes that have already proven successful.

Nationally we are generating some 400m tonnes of waste each year and this is growing by 3% each year. Industrial and commercial waste accounts for around 20% of total waste and over half of this goes to landfill. Neither landfilling nor incineration provide sustainable long term solutions for dealing with the level of waste on this scale. Government introduced the Landfill Tax to stimulate reductions in the levels of business waste. This complements the work of the Waste Implementation Programme in tackling municipal waste.

Business representatives including the Confederation of British Industry (CBI) and the Federation Small Businesses (FSB) have been involved in the development of the programme including identifying where the greatest need lies. The bodies being funded to deliver the programme will also be identifying and targeting areas of greatest need.

A steering group has been set up to advise on the development of programme. This group is made up of business representatives and other stakeholders. The progress of the programme against performance indicators will be monitored regularly

Regional Perspective

Regional Development Agencies (RDAs) will play an important role in delivering the BREW agenda and will receive funding from BREW to coordinate resource efficiency and waste initiatives at a local level to meet the needs of business.

LATEST NEWS

Following the BREW stakeholder event on the 15th of July, a number of proposals for the second year of the BREW programme have been received. DEFRA are now seeking stakeholder views on these proposals.

To have your chance to read and comment on the BREW Programme's proposals for Year Two (2006/07) go to their extranet site at www.eqw.defra.gov.uk/E-SF/Main.asp

Anyone can view the site, but to take part in the discussion you will need to register. The discussion is expected to run until mid October.

For more information:

BREW at DEFRA:

<http://www.defra.gov.uk/environment/waste/brew/index.htm>

Waste implementation programme:

<http://www.defra.gov.uk/environment/waste/wip/index.htm>

The [BREW Programme information leaflet](#) is now available

RDA website:

<http://www.englishrdas.com/home.aspx>

Food Farming & Forestry

Rural Enterprise Gateway



Rural Enterprise Gateway

Business Links across South West England have developed the Rural Enterprise Gateway project (REG) to help rural businesses develop and adapt to change. The new project offers a region-wide business support package for the rural land-based sector and is integral to the South West's Strategy for Sustainable Farming and Food.

The REG aims to help rural businesses, particularly groups of agricultural and land-based businesses through access to information, training and business development support. Groups of land-based businesses wanting to develop will receive funding and support to ensure that they can address their particular needs and priorities. The project will also provide a gateway to other initiatives that help the rural sector develop its ideas across the region, and to help businesses make the most of the wide range of support available to them

The project will be managed regionally by Business Link Devon and Cornwall, and delivered locally through the Business Links. A region wide steering group, made up of individuals working in the rural sector, will oversee the quality, delivery and uptake of REG.

DEFRA Funding

DEFRA has provided £181,000 for the year 2005/6 to fund activity under the Strategy for Sustainable Food and Farming in the South West. Activities which might be funded by this money are those which are innovative, relatively small scale (in general <£25k), primarily or exclusively benefits the South West of England and primarily of public benefit with the emphasis on environmental and/ or socio-economic benefit.

Support packages available:

A Rural Gateway

This involves streamlined access to support for all rural businesses in the South West. Business Link will establish a 'gateway' service, offering free information and signposting for rural and agricultural business issues on-line and by telephone.

Knowledge Network

The Knowledge Network Service works reactively and proactively to supply high level research and information, and ensure an effective interface between the industry and the research community. Groups can request tailored reports to meet their specific needs.

'Doing things Differently' Group Development

Grant funding up to £1,500 per annum for groups of rural businesses to help them to achieve their collaborative goals. The funding can be used for development costs such as market research, specialist benchmarking and unit cost exercises or innovative advice on changing production techniques, to protect profits and improve the environment

Training Bursaries

Groups are given access to grant support for training, either at 75% or 50% of the costs of the training. Training can include best practice visits, on-farm seminars and attending conferences as well as formally structured courses.

English Farming and Food Partnerships

An EFFP adviser, funded by the project, is available to help develop larger established co-operative groups, as well as groups wanting to develop the structure of their businesses to make the most of collaboration opportunities.

South West Chamber of Rural Enterprise

South West CORE (Chamber of Rural Enterprise) will be supported through the project. CORE is a single forum through which representatives of rural businesses and organisations can co-ordinate strategy in order to strengthen the prosperity of the rural economy, secure the future of rural communities and ensure the continued protection of the SW environment.

Projects and Grants

Sustainable Development Fund

This is a new fund created to help local people and organisations care for the Dorset AONB £100,000 is available for projects taking place between now and March 2006. Applicants can request for a grant of up to £20,000 from the fund for projects that will help care for the SW landscape and the people that live and work in it.

HGCA Enterprise Awards

HGCA Enterprise Awards is a grant scheme which offers funding of up to £50,000 to companies of all sizes to support innovative projects from the final stages of product development through to its public launch and promotional campaign.

Encouraging innovation in both food and industrial sectors, the Enterprise Awards are divided into two categories - "Food & Drink" and "Non-Food & Industrial"

For more information:

South West Gateway

<http://www.sw-gateway.com/>

Food Farming & Forestry

Sustainable Farming & Food Production Natural Unit Branding



Supported by the Countryside Agency



Cotswolds Conservation Board

The Cotswolds became an Area of Outstanding Natural Beauty (AONB) in 1966. The Cotswolds Conservation Board works with others to conserve and enhance the natural beauty of the AONB – and is the only organisation to look after the AONB as a whole.

The Conservation Board replaced the Cotswolds Area of Outstanding Natural Beauty Partnership in December 2004. The Board develops and tests new ideas and initiatives for caring for the AONB. It raises awareness of and support for the AONB and aims to reach all those who live and work in the Cotswolds, as well as those who come to visit.

The Cotswolds Conservation Board has a small team of staff based at Northleach, a market town at the heart of the Cotswolds AONB. The Conservation Board:

- Secures major resources - £1.4m from the Heritage Lottery Fund for 'Caring for the Cotswolds'
- Produces guides to exploring the Cotswolds by public transport and invests in the Cotswold Lion bus.
- Supports local people in their research and restoration of heritage features
- Raises awareness of the current state of farming and its future needs
- Works closely with farming groups to give advice to local landowners
- Supports projects that promote local produce
- Publishes two issues of the Cotswold Lion newspaper - full of AONB news and information
- Runs over 300 guided walks and events
- Runs competitions for dry stone walling and hedge laying
- Promotes the work of over 270 Cotswold Voluntary Wardens who care for footpaths, carry out dry stone walling and hedge laying, plant trees, lead guided walks and much more.

The development of an environmental quality brand for the Cotswolds AONB is an important objective being pursued by the AONB Partnership. It will encourage and reward high standards of environmental management by farmers and other businesses and will help the growing number of environmentally conscious consumers to recognise and support the special qualities of the Cotswolds.

The initiative is a joint project between the Cotswolds AONB Partnership, Cotswold District Council and the Countryside Agency. It is one of two national pilots to develop environmental

quality brands in protected landscapes, the other being in the Peak District National Park. This study follows previous work in the Cotswolds that has identified the potential consumer and producer interest in a brand and has proposed different brand identities and logos. It develops the environmental criteria that will lie behind the brand, based on the special qualities of the AONB, proposes a means of accrediting producers to provide the level of assurance that consumers and statutory bodies will expect and suggests how the experience in the Cotswolds and Peak District can be used to develop a family of brands in other protected landscapes. The study has been undertaken by Land Use Consultants, with technical assistance from the Foundation for Local Food Initiatives (F3) and from Gloucestershire Farming and Wildlife Advisory Group (FWAG).

The purpose of the Cotswolds Choice brand

The Cotswolds Choice brand (working title) has been designed to reflect the statutory purpose of the Cotswolds Area of Outstanding Natural Beauty “to conserve and enhance the natural beauty of the AONB” by promoting sustainable economic and social development that in themselves conserve and enhance the environment. This means that the brand focuses primarily on the land management activities that contribute to the Cotswolds’ national importance and international recognition as a landscape of great natural beauty and cultural interest. This focus on the visual and cultural landscape involves a ‘whole farm approach’. This means that, while the brand may be applied at the point of sale to certain products from a holding, all the land of the holdings and all the land management activities under the control of the farmer or land manager, will have to meet the criteria of the brand.

The brand should be seen as an award to producers, not an obligation, so that the burden of inspections and administration will be kept to a minimum. The brand seeks to add value to, not duplicate, the existing environmental, quality assurance and marketing initiatives in the Cotswolds (such as the ESA, other farm assurance schemes, producer marketing groups and farmers markets).

Structure of the award criteria

The brand recognises and rewards four types of environmental management. Firstly it addresses key standards of best farming practice that apply to all farmers and land managers but are particularly relevant to the Cotswolds’ special qualities. Secondly it ensures that holdings have a minimum quantity of land or features of environmental quality. Thirdly it ensures that land or features of the highest environmental quality are being sympathetically and positively managed. Finally, it recognises other activities by farmers such as their support for local breeds or involvement with local communities that warrant recognition.

For more information:

Local foods:

<http://www.localfoodworks.org/Web/SA/SAWeb.nsf/0/61b8f30c2d638bdb80256f23004bbc9c?OpenDocument>

Cotswold Conservation Board:

<http://www.cotswoldsaonb.com/conservation.asp>

Cotswolds AONB Partnership:

<http://www.cotswoldsaonb.com/partnership.asp>

Food Farming & Forestry

Local Procurement Learning Network



Learning Networks

Learning Networks are closed communities working towards a commonly held goal or objective and bringing together experts and practitioners to debate and discuss in a secure environment. They allow specialist groups to set up and focus on a specific issue and share best practice and lessons learned. Facilities for members include:

- a discussion forum
- live chat
- voting and polling
- key word or free text search
- members profiles to share skills and interests
- news and announcements
- a library of documents, links websites, or images

Public Procurement of Food & Drink (South West)

The network enables members of the South West Public Procurement Strategy Group to discuss and share information with each other outside their formal meeting and also provides the means to share information with the other interested stakeholders who are not members of the group. The overall aim is to become a hub of news, information and a place to discuss and exchange ideas and good practice for all those people with an interest in increasing the procurement of South West local and regional food and drink in the South West Public Sector.

For more information:

Countryside Agency

http://www.countryside.gov.uk/LAR/Regions/southWest/whoweare/pressReleases/pr_localfood.asp

DEFRA

<http://www.defra.gov.uk/farm/sustain/procurement/casestudies/ca-sfpn.htm>

Woodlands Initiative

This network provides information, support and a communication platform for projects and initiative who are working to maintain or increase woodland cover, assist or advise woodland businesses and educate who own or have an interest in woodlands.

For more information:

Countryside Agency

<http://woodland.net.countryside.gov.uk/>

Tourism & Leisure

Future Footprints Project



Future Footprints

The 'Future Footprints' campaign is co-ordinated by Sustainability South West - the region's independent champion of sustainable development. It is one of many partnership projects that aim to turn the aspirations of The Regional Sustainable Development Framework - A Sustainable Future for the South West - into real improvement on the ground.

The project initially aimed to promote the benefits of sustainable tourism – defined as tourism which 'satisfies visitors, businesses and local communities without damaging the environment now or for the future' – to those involved in servicing tourists as well as visitors themselves. An information pack and website was developed showing the opportunities and challenges of tourism in the region. It provided guidance and case studies to a variety of audiences including; tourism businesses, planning bodies, managers and decisions makers in local authorities and public agencies, together with a 'seven steps' guide to sustainable tourism for the visitor.

In August 2005, Sustainability South West recruited a Project Manager to take forward the Future Footprints initiative to focus on engagement with the visitor.

The revised aim of the initiative, in line with the vision set out in Towards 2015 Shaping Tomorrow's Tourism, is set out below:

Future Footprints aims to influence and encourage visitors to adopt sustainable attitudes and behaviours, to maximise the economic, environmental and social benefits that visitors bring to South West England and minimise the negative impacts. Future Footprints will act as a catalyst for sustainable tourism in the region by facilitating information sharing among stakeholders in best practice in engaging visitors in sustainable tourism.

Future Footprints will develop and implement a communications strategy to reach and engage visitors in the region in sustainable tourism. Key messages to the visitor will focus on those areas of activity where the visitor can make their trip more sustainable and which will bring greatest benefit to the region; such as buying local foods and produce, going car free, using resources wisely, recycling and visiting local events and destinations.

For more information:

<http://www.futurefootprints.org.uk>

Tourism & Leisure

Green Flag Awards



Green Flag Awards

The Green Flag Award is the national standard for parks and green spaces in England and Wales. The award scheme began in 1996 as a means of recognising and rewarding the best green spaces in the country. It was also seen as a way of encouraging others to achieve the same high environmental standards, creating a benchmark of excellence in recreational green areas.

Winning a Green Flag Award brings excellent publicity. Both the media and the public are becoming increasingly aware that a site flying a Green Flag is a high quality green space. We realise that all green spaces are different and this diversity is welcomed. Each site is judged on its own merits and suitability to the community it serves.

Awards are given on an annual basis and winners must apply each year to renew their Green Flag status. Throughout the land the owners, managers and staff of many parks and green spaces work tirelessly to ensure their application for the prestigious Green Flag Award is successful.

There has recently been much discussion about the declining quality of our city parks and lack of focus upon rural green spaces. While this is undoubtedly a cause for concern in many places there are also many examples of thriving, popular sites run by dedicated, enthusiastic people working closely with their local communities. Many places that were run-down and neglected in the past are now shining examples of outstanding green space management, and this shows the way forward. The Green Flag Award Scheme is the impetus to an ever-increasing improvement in the quality of parks and green spaces.

The Green Flag Award scheme is not yet available in Northern Ireland or Scotland, but there are plans to extend it to these places in the future.

The winners for South West England are:

Alum Chine including Argyll Gardens
Barnwood Arboretum Local Nature Reserve
Bicclescombe Park
Coate Water Country Park
Cockington Country Park
Connaught Gardens and Peak Hill Slope
Ham Hill Country Park

Hatherley Park
Keynes Country Park
Knyveton Gardens
Manor Gardens
Pelhams Park
Redhill Park and Common
Royal Victoria Park
Seafield Gardens
Seaton Marshes Local Nature Reserve
Seaton Valley Countryside Parks & Local Nature Reserve
Steamer Point Nature Reserve
Stover Country Park & Local Nature Reserve
Stratford Park
The Hoe Park
Upper, Central and Lower Gardens
Victoria Park
Vivary Park
Wellington Park
Winton Recreation Ground
Yeovil Country Park

Ham Hill Country Park

A country park centred on an Iron Age hillfort, offering much to see and do. Situated near Stoke sub Hamdon, about 6 miles west of Yeovil. Ham Hill is managed for public open access all year. The country park covers approximately 400 acres and the best way to find out where you can go and things to do, is to look at a copy of the Ham Hill Herald. This booklet is available free of charge from the Ham Hill Rangers Office, all SSDC offices and local Tourist Information Centres.

<http://www.country-breaks.com/hamhill.asp>

Yeovil Country Park

A new linear 88 acre Country Park on the south and eastern edges of Yeovil. The park includes the areas known as Ninesprings, Penn Hill Park, Summerhouse Hill and Riverside Walk. Leaflets are available to help explore the network of paths on this site.

<http://www.ninesprings.net/>

For more Information:

www.greenflagaward.org.uk

Tourism & Leisure

South West Brand Identity



OUR NATURE

The South West England brand identity was born out of research from previous promotional campaigns to promote the region by the South West RDA and other project partners. The research highlighted how important it was to have an identity for the region as a whole for use in future marketing activity.

The brand is an overarching concept designed to reflect both the unique attitude and spirit of the people of South West England and the importance of the natural environment that we live and work in. The identity covers both tourism and business audiences and is a brand that identifies working, visiting and living in the region as completely interlinked.

The South West Brand campaign

The tourism objectives are based around increasing the length of the season and increased spend per visit by promoting the region as a place to visit all year round. The business objectives are based around starting to change core perceptions of the region as a great place to do business.

Phases 1 and 2 of the campaign were completed in April 2004 and research has showed that the campaign has reached over 15 million people, hits to the www.southwestengland.co.uk and www.visitsouthwest.co.uk web-pages has increase substantially, and an estimated £767,000 in equivalent ad space has been gained through PR activities. The South West England brand identity was also short listed in Marketing Brand Awards 2003.

Phases 3 and 4 of the campaign have been amalgamated and run from February 2005 until March 2006. As with previous phases, they will be continuing to use national press, poster and underground sites but we will also be adding more innovative media activities, including taxi/supermarket/magazine/radio advertising. Sponsorship / partnership programmes including sponsorship of 'in-region' activities is also included.

For more information:

South West England Brand Centre

<http://www.southwestbrand.info/index.asp>

Tourism & Leisure

South West Brand Clusters



South West Tourism is a partnership of private enterprise and both local and central government. They work to encourage the promotion and development of tourism in Bath, Bristol, Cornwall and the Isles of Scilly, Devon, Dorset, Somerset, Gloucestershire and Wiltshire.

South West Tourism's web site is an interactive opportunity to join debate and contribute to the industry's future. It is a site for those who earn their living from tourism and who need to be up-to-date with its development.

Visitors to the site will find news, features and research information, a discussion area, and there are also links to other important sites to help run and promote SW business.

Regional Tourism Strategy – Towards 2015

Following extensive consultation across the region, the Boards of South West Tourism and South West RDA both endorsed the strategy in June 05.

The aim of the RTS is to develop a new strategic approach to develop a high quality sustainable tourism industry in South West England and to develop existing and new products and facilities to promote South West England's culture, heritage and sports.

Tourism makes up 10% of the SW Regions GDP and supports over 300,000 jobs. However, the burden is 26 million visitors each year. There is a need to increase benefits whilst reducing the problems associated with tourism to manageable levels. The RTS recognises that there is a match between what people who live in the region want and what visitors want.

Visitors want effective, speedy info and support. The RTS attempts to work towards meeting the customer's needs. The strategy recognises that the natural and built environment is the strongest draw for visitors

Toward 2015 will concentrate on development and promotion of 'Brand Clusters'. The clusters define the type of holiday that customers are looking for. Research has shown that people are increasingly choosing their holidays based on the experiences they want to have. To take advantage of this growing trend the project has identified eleven 'experiences' which offer the greatest potential for tourism businesses. The project brings relevant businesses and organisations together across the region to build and shape their particular cluster. Mainstream, retail food and drink, and activity based services will be involved. Once 'grouped' the organisations can share:

- Market intelligence
- Identification and development of new initiatives to drive up quality.
- Promotion and collaboration on product development.

Development of brand clusters will be led by a new brand team within SW tourism, whose role will be to engage with industry and coordinate a package of product development, research and support.

Holiday Brand Types

- Weddings SW
- Easy pre-school SW
- Relax SW
- Family Holiday SW
- Romance SW
- Discover SW
- Living Heritage SW
- Adventure SW
- Luxury SW
- Venue SW

Example: Close to Nature

Target Audience: Those who love the great outdoors.

A Brand aimed at those with an appreciation of nature and the great outdoors from open moor land to coastal walks. 'Close to Nature' is all about clean air, stunning views and experiencing the simple pleasures of the natural environment whether on foot, on the water or in a National Park.

Accommodation ranges from Farmhouse B&Bs, rural self-catering, hotels, country inns and campsites, and is geared up to the needs of walkers and cyclists. Suggested restaurants specialise in local or organic produce and suggested retail outlets offer local crafts and local produce. www.naturesouthwest.co.uk

Example: It's Adventure!

Target Audience: Singles, couples and groups looking for excitement and adrenaline.

A brand aimed at those with an appetite for adventure breaks (From mountain biking to surfing and white water rafting to yachting). South West England offers a superb range of land and water based activities, complemented by stunning landscapes.

Accommodation ranges from Hotels, B&Bs, self-catering accommodation, holiday parks or campsites, hostels and surf lodges close to adventure activities or with activities on site. Organised groups make use of adventure activity centres. Suggested retail outlets include hire centres for activity clothing and equipment. Restaurants and bars have themes which appeal to the adventure sports market www.itsadventuresouthwest.co.uk

For more information and details of other brands:

SW Tourism: Regional tourist board for the SW

<http://www.swtourism.co.uk/>

Tourism & Leisure

Avebury World Heritage Site



Avebury World Heritage Site

The Avebury World Heritage Site encloses an area of 22km square around the village of Avebury and includes 345 archaeological sites, 68 Scheduled Ancient Monuments (SAMs) and five Guardianship sites: Avebury Neolithic Henge and stone circle with the associated West Kennet and Beckhampton Avenues, the West Kennet Long Barrow, Windmill Hill, and The Sanctuary and Silbury Hill. The survey area extended west and south of the WHS comprising nine complete 1:10,000 scale quarter sheets.

Environmentally friendly transport

With over 2 million cars licensed in the Region, with most (79 %) households owning at least one (ONS, 2000), South West England has highest car ownership rates in the UK with the exception of the South East. The key impact of transport on the South West's environment is its effect on air quality (including noise), and transport emissions are also closely linked to climate change. Water quality, landscape and wildlife are also affected.

The National Trust is encouraging visitors to be environmentally friendly and leave the car behind at home. They ask visitors to ride a bike, catch the bus or walk to the sites

To thank visitors for using public transport and reducing the demand for parking, all those who produce a bus ticket receive a discount on individual entrance fees to The Alexander Keiller Museum and Barn Gallery. National Trust members receive a £1 voucher which can be used on purchases such as guide books.

For more information:

National Trust:

<http://www.nationaltrust.org.uk/main/placestovisit/>

<http://www.nationaltrust.org.uk/hbcache/property316.htm>

Kennett District Council

<http://www.kennet.gov.uk/planservices/AveburyW.nsf/introductionpage?OpenPage>

Tourism & Leisure

Life into Landscape Project



'Promoting access for all and recreational routes whilst conserving historic and distinctive networks of green lanes'. (Life into Landscape)

Launched in October 2003, Life into Landscape is a £1.3m programme of activities to conserve and enhance the natural beauty and rich heritage of South Devon. It provides opportunities for both locals and visitors to explore the countryside, and to become involved in caring for it. The projects are as diverse as restoring old green lanes to increasing awareness of historic monuments. The three year programme will draw to a close at the end of 2006, by which time it is aimed to achieve the following:

- Restoration of 50 green lanes to encourage walkers and riders to explore the countryside
- Creation of 23 new recreational paths, safely linking places of natural and historic interest
- Improved access to 18 coast/countryside sites for people with physical/sensory impairments
- Involvement of people from rural South Hams and adjoining urban centres of Plymouth and Torbay, who might otherwise be excluded, in programme of environmental activities
- Linking residents of Brixham with their natural and cultural heritage by providing opportunities for environmental activities in the surrounding AONB.
- Completion of 12 parish appraisals, linking South Hams communities with expert archaeologists in researching and celebrating their local cultural heritage
- Conservation of 9 Scheduled Ancient Monuments, adding historic interest for locals and visitors to the area by raising awareness of important heritage features
- Advisory visits to 150 farmers and landowners, providing capital grants to conserve and enhance the landscape heritage of South Devon.

The Life Into Landscape programme (supported by the Heritage Lottery Fund) is providing many opportunities to get involved in practical work to conserve, and improve awareness and access for the public to the countryside and abundant heritage sites within South Devon. A South Devon AONB Partnership, with the support of a small staff unit, has been set up to take a strategic lead in looking after the AONB and secure funding and resources for schemes like Life Into Landscape. The current policies, priorities and aims for the South Devon AONB are set out in the new management plan due for publication this year.

AONB Newsletter

The Area of Outstanding Natural Beauty newsletter is published twice a year by the AONB Staff Unit and the Life into Landscape heritage conservation programme. The newsletter is one way the AONB Partnership hopes to raise awareness, appreciation and understanding of the AONB designation and how the SW can work together to look after it.

For more information:

Life into Landscape

<http://www.lifeintolandscape.org.uk/>

Spatial Planning

Historic Environment Local Management



Local authorities play a fundamental role in caring for and managing England's historic environment. They own and manage historic assets and grant-aid the restoration of historic buildings and areas. They are central to the management of change to the historic environment in their roles as planning authorities and as initiators and partners in regeneration projects.

The historic environment offers many opportunities for local authorities to enhance the quality of life for everybody across their communities, yet many of these opportunities are overlooked. The historic environment is instead too often regarded as a hurdle to be overcome before a local authority can achieve its objectives, rather than a tool that can help it realise them.

Historic Environment Local Management (HELM) is a comprehensive training programme aiming to improve decisions that impact on the historic environment by raising awareness of its value among non-heritage professionals. In particular, it is aimed at the decision-makers within local authorities and government agencies, elected members and officers such as planners, highways engineers and estates managers.

The project is run by English Heritage and has the backing of the ODPM. HELM aims to ensure that the historic environment plays a key role across all aspects of local government from urban regeneration and countryside initiatives to transport strategies. It is also hoped that the HELM website will inspire more imaginative and appropriate solutions to the management and development of historic places

The website offers expert guidance relating to historic buildings, archaeology and landscapes, information on local heritage management, technical advice and training information. The website has a searchable database of case studies, illustrating good practice in the historic environment. A HELM interactive CD-Rom has been distributed to all local authorities, which contains movie clips, guidance documents and case studies. The site is a medium by which Local Authorities can share their own historic environment guidance and experience. Local and regional training events have been available from November 2004. Information on seminars and courses are posted on the website. The training is aimed at improving the speed and quality of decisions affecting the historic environment.

Part of English Heritage's Strategy is to promote the use of Historic Environment Champions.

Historic Environment Champions

The role of the Historic Environment Champion (HEC) is to persuade both colleagues in the local authority and the wider community that the historic environment offers many opportunities to improve the quality of life for everyone.

The aim of a HEC is to bring increased focus on the historic environment which would lead to significant benefits for a local authority and its community. Champions can provide leadership and a symbol of commitment on the part of the Authority, and can join up policy and strategy across departments

HECs have already been appointed in a range of local authorities, from cities such as Bath and Liverpool to shire districts such as Oswestry and Vale Royal.

The Champion will:

- Ensure that Cabinet portfolio holders and senior officers (including the Chief Executive) are aware of historic environment issues and opportunities as they relate to their service
- Promote the value of the historic environment as a catalyst for urban and rural regeneration and neighbourhood renewal
- Be alert to the opportunities for the historic environment to attract inward economic investment and funding.
- Ensure that relevant historic environment issues are taken into account in the preparation of all relevant corporate strategies and local development frameworks, including Community Strategies prepared by Local Strategic Partnerships
- Ensure that the provision of historic environment expertise is adequately resourced to enable the continuity and quality of service to be maintained
- Work with officers in the planning service to ensure that new development in historic areas responds creatively and sympathetically to its environment and ensure quality assurance, compliance and enforcement where necessary
- Ensure that the Authority's key policies, such as education, highways management, tourism and leisure take proper account of the local and regional historic environment
- Work with officers and colleagues in the Authority to develop a Conservation Management Statement or Strategy
- Ensure that good practice within the Authority relating to heritage and the historic environment is shared, and that examples of such practice from other authorities are brought to the attention of the relevant Members or officers
- Work closely with corporate property officers and other colleagues and Members to ensure a positive and long-term strategic approach to the management and conservation of the Authority's own historic estate, and to ensure that it is appropriately identified and recorded.
- Ensure that all relevant colleagues within the Authority (both elected Members and officers) are aware of the available external expertise and advice on the historic environment available from bodies such as English Heritage and the national statutory amenity societies.

For more information:

English Heritage

<http://www.english-heritage.org.uk/server/show/ConWebDoc.5088>

HELM Home Page

www.helm.org.uk

Transport

Mineral Tramways Heritage Project



Mineral Tramways

Mineral Tramways is one of the largest programmes of its kind in Britain and was developed by the Mineral Tramways Partners to highlight the importance and extraordinary range of the mining heritage still surviving in Cornwall. The vision is to conserve and present these historic mine sites as well as create a unique recreational resource of multi-use trails along the former mineral tramways and railways.

There are now over 60km (37 miles) of trails for recreational walking, cycling, horse-riding and educational uses. The network of trails is free to use and open all year. Other facilities on or near the trails include information centres, car parking, toilets, refreshments, cycle hire and riding stables.

The trails connect to other routes including The Cornish Way, the South West Coastal Footpath and historical houses such as Tehidy, once part of the estate of the Basset mining family and now a Country Park. The network will link the principal historic mine sites, mining related heritage centres and mining villages and towns in the area. The project also lies within an area which is proposed for World Heritage Site status.

The Heritage Project

The Countryside Service, in partnership with Kerrier District Council, received around £500,000 in funding approval to go ahead with the development phase of the project (begun in February 2004 and completed in late spring 2005). £5.5 million of funding from the South West RDA, Objective One Partnership and the Heritage Lottery Fund allowed the project to progress with the implementation stage (envisaged to be completed by December 2007).

It is intended within these later phases of the project to build upon previous improvements to the area which saw the completion of the Great Flat Lode Trail (Camborne/Redruth), the Coast to Coast Trail (Devoran to Portreath) and the Tresevean Trail (Lanner). All three are great trails which offer the user magnificent views as well as having historical and biological importance.

A number of highly beneficial improvements are to be made including:

- Conservation of 14 mine sites, containing 29 structures in total, and the removal of fly-tipping and treatment of the invasive plant Japanese Knotweed.
- Improvement of 53 Ha of derelict land which will be brought back to use.

- Creation of a further 28km of multi-use trails, connecting with trails already completed within the project, to provide a 75km integrated network linking mine sites, mining heritage attractions, settlements, public transport and visitor facilities.
- Village enhancements to 13 villages adjoining the Mineral Tramways Trail Network with links for locals, visitors and businesses.
- Major marketing, education and interpretation programmes to maximise the economic benefits of the project and increase awareness of the area's heritage.

The Cornish Mining World Heritage Site Bid Project & Partnership

The Cornish Mining World Heritage Site Bid Project is being undertaken to identify sites which collectively demonstrate the international importance and impact of the Cornish Mining industry from the mid-18th century to the end of the 19th century and to build up a case for the inscription of key areas within Cornwall and west Devon as a World Heritage Site.

The Cornish Mining World Heritage Site Bid Partnership is the group to which the Bid Team reports progress and key results during the Bid Project. Its meetings additionally providing a regular opportunity for feedback from the project partners. This group, which will submit the Bid on behalf of the people of Cornwall and West Devon represents 73 organisations ranging from local authorities, national agencies, funding bodies, academic and research bodies, landowners, and mining companies to all those concerned with the future of the mining heritage of the area, including 126 individuals.

The bid is based on a landscape and cultural approach. It will therefore be necessary to examine not only mine sites, but sites and structures which relate to important changes which took place in the transport networks, infrastructure, economy and settlement of Cornwall and west Devon during this period and which can be shown to be intimately linked to developments within the mining industry.

An Assessor from the International Council for Monuments and Sites (ICOMOS) (Appointed by United Nations Educational, Scientific and Cultural Organisation) visited the key sites in September 2005 to inspect management proposals for the bid. Further information can be found via the links below.

For more information:

Cornwall County Council – Minerals Tramways Heritage Project

<http://www.cornwall.gov.uk/index.cfm?articleid=6215>

Cornish Mining World Heritage Bid

<http://www.cornish-mining.org.uk/>

Cornwall Online:

<http://www.cornwall-online.co.uk/2a-historyandculture.htm>

Transport

Green Transport



Greenway Garden - Galmpton, Devon

'Renowned for rare half-hardy plants underplanted with native wild flowers, Greenway has an atmosphere of wildness and timelessness, a true 'secret' garden of peace and tranquillity with wonderful views, set within an extensive estate and associated with many fascinating characters'. (National Trust)

Encouragement of environmentally friendly visitor travel

As Britain's largest conservation charity, The National Trust is firmly committed to green travel. They are seeking to reduce congestion and pollution for visitors when travelling to or at their properties.

To protect the amenities of local people living on the roads leading to Greenway, the Trust is required to restrict the number of visitors' vehicles admitted to the property. Visitors are encouraged to travel by 'green ways' to Greenway. All those (both members and non-members) intending to arrive by car/mini-coach must book a parking space before arriving at this property. Car bookings can easily be made on day of visit.

Green Transport News 2005

For the first time the National Trust's Green Transport News is available on their website. Packed with handy hints on how to plan a car-free day out, this valuable guide points the day-tripper and holiday maker in the right direction for travel information about National Trust and other heritage properties which are well served by greener forms of transport.

For more information:

National Trust Greenway:

<http://www.nationaltrust.org.uk/main/w-vh/w-visits/w-findaplace/w-greenway/>

National Trust Green Travel policy:

http://www.nationaltrust.org.uk/main/w-vh/w-visits/w-visits-essential_info/w-visits-essential_info-green_transport.htm