

Isle of Anglesey County Council	
Report to:	County Council
Date:	12 th September 2023
Subject:	Area of Outstanding Natural Beauty Management Plan (AONB) – Final Draft
Portfolio Holder(s):	Cllr. Neville Evans (Leisure, Tourism and Maritime)
Head of Service / Director:	Christian Branch Head of Regulation & Economic Development
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Local Members:	Applicable to all Elected Members

A – Recommendation/s and reason/s

The Council is asked to approve the new Area of Outstanding Natural Beauty Management Plan (2023-2028).

Areas of Outstanding Natural Beauty (AONBs) were established by the National Parks and Access to the Countryside Act (1949). They are special landscapes that have protection through the planning system to help conserve their natural beauty. Subsequent legislation – the Countryside and Rights of Way (CROW) Act 2000 – required all local authorities which administer AONBs to prepare and publish management plans for their area, and to review these plans every 5 years. This is a statutory duty of the local authority.

An AONB Management Plan's purpose is to evaluate and determine the special qualities of the AONB, and identifies what actions are required to make sure these qualities are conserved and enhanced for future generations.

B – What other options did you consider and why did you reject them and/or opt for this option?

It is a statutory requirement on the County Council to prepare an AONB Management Plan

C – Why is this a decision for the County Council?

It is a statutory plan requiring Full Council approval

Ch – Is this decision consistent with policy approved by the full Council?

The AONB Management Plan is fully aligned with the new Council Plan, and given its broad remit will help deliver the 6 key priorities which are:

- Social Care and Well-being – providing the right support at the right time
- Education – ensuring an effective provision for today and for future generations
- Housing – ensuring that everyone has the right to call somewhere home
- Economy – promoting opportunities to develop the Island's economy
- Climate Change – responding to the crisis, tackling change and working towards becoming a net zero organization by 2030
- The Welsh Language - increasing opportunities to learn and use the language

The draft Plan was subject to a 6 week public consultation process. A summary of the responses received, and the subsequent changes to the final Plan, are outlined in the Consultation Report (**Annex B**).

D – Is this decision within the budget approved by the Council?

Funding is secured from Natural Resources Wales to develop and implement the Plan,.

Additional external funding sources will also be explored to deliver the Plan between 2023 and 2028

Dd – Assessing the potential impact (if relevant):

1	How does this decision impact on our long term needs as an Island?	<p>The Management Plan provides a framework to ensure the appropriate, long term management of the AONB.</p> <p>The Management Plan focusses on the AONB's special qualities to ensure their conservation and enhancement for future generations.</p>
2	Is this a decision which it is envisaged will prevent future costs / dependencies on the Authority? If so, how?	Funding is provided by NRW to develop and implement the Management Plan
3	Have we been working collaboratively with other organisations to come to this	The Council is responsible for preparing the Management Plan, in collaboration with the Joint Advisory Committee. This is made up of a broad spectrum of

Dd – Assessing the potential impact (if relevant):		
	decision? If so, please advise whom.	stakeholders who play an active role in the management of the AONB.
4	Have Anglesey citizens played a part in drafting this way forward, including those directly affected by the decision? Please explain how.	The draft AONB Management Plan has been subject to a period of public consultation.
5	Note any potential impact that this decision would have on the groups protected under the Equality Act 2010.	We have carried out an Equality Impact Assessment.
6	If this is a strategic decision, note any potential impact that the decision would have on those experiencing socio-economic disadvantage.	We have carried out an Equality Impact Assessment.
7	Note any potential impact that this decision would have on opportunities for people to use the Welsh language and on treating the Welsh language no less favourably than the English language.	We have carried out an Equality Impact Assessment.

E – Who did you consult?		What did they say?
1	Chief Executive / Senior Leadership Team (SLT) (mandatory)	
2	Finance / Section 151 (mandatory)	
3	Legal / Monitoring Officer (mandatory)	
4	Human Resources (HR)	
5	Property	
6	Information Communication Technology (ICT)	
7	Procurement	
8	Scrutiny	
9	Local Members	

F - Appendices:
Annex A: AONB Man Plan (2023-2028) Annex B: Consultation Summary Report

Ff - Background papers (please contact the author of the Report for any further information):



Draft AONB Man
Plan Exec Report Fin

Area of Outstanding Natural Beauty Management Plan 2023-2028



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Page	Content
3	Introducing the AONB
6	Vision
7	Introducing the Key Themes
8	Key Features of the AONB
13	Key Drivers for Change
14	Council Plan
23	5 Key Themes for the 2023-28 Management Plan
29	Management and Governance

Introduction to the AONB

The Isle of Anglesey Area of Outstanding Natural Beauty (AONB) encompasses large parts of Anglesey's dramatic coastline. It includes most of the island's cliffs and beaches, and much of the farmland and forests that form the backdrop to the island's coast. Anglesey maintains its status as a popular holiday destination for its expansive beaches and hidden coves. But it is also, crucially, a working landscape of farms and villages, with a varied and thriving rural and coastal economy.

- Anglesey AONB has one of the most distinctive, attractive and varied landscapes in the British Isles. It was designated as an AONB in 1966 to protect the aesthetic appeal and variety of the island's coastal landscape and habitats from inappropriate development. In the nineteenth report of the National Parks Commission and the first report of the Countryside Commission published in 1968 the Anglesey AONB has the following description:
- The areas designated in Anglesey are approximately 83 square miles in extent and lie along the coast of the island with breaks around the urban areas and in the vicinity of Wylfa. The coastline of Anglesey, many stretches of which are isolated, contributes much to the island's appeal. Rugged cliffs, sandy bays, marshes, dunes, the sheltered shores of Menai Strait and the windswept slopes of Holyhead and Bodafon mountains give great variety of scene.
- The AONB is predominantly a coastal designation, covering most of Anglesey's 201 kilometre coastline. It includes Holyhead Mountain and Mynydd Bodafon, along with substantial areas of land which form the essential backdrop to the coast. The total coverage of the AONB is approximately 221sq kms (22,100 hectares).

About this Management Plan



Areas of Outstanding Natural Beauty were established by the National Parks and Access to the Countryside Act (1949). They are special landscapes that have protection through the planning system to help conserve their natural beauty, with a primary purpose to conserve and enhance natural beauty. Subsequent legislation – the Countryside and Rights of Way (CROW) Act 2000 – required all local authorities which administer AONBs to prepare and publish management plans for their area, and to review these plans every 5 years.

- An AONB Management Plan’s purpose is to evaluate and determine the special qualities of the AONB, and identifies what actions are required to make sure these qualities are conserved and enhanced for future generations.
- The original Isle of Anglesey AONB management plan, from 2004, was prepared with the participation of all the AONB partners, local landowners and the community. Subsequent reviews, including this one, have updated critical information and assessed the relevance of objectives, policies and actions crucial to managing the AONB effectively and sustainably.
- This management plan is for everyone who is interested in the protection and management of the Anglesey AONB. It is a plan for the landscape and seascape of the AONB, for the businesses and communities within its area, for the visitors who enjoy its views, dark skies and its tranquillity, and for everyone in the whole of the island who values its special qualities.

About the AONB

Designations

The AONB contains many habitats which have statutory protection because of their nature conservation value. These designations include:

- Special Areas of Conservation (SACs) and North Wales Marine SAC
- Special Protection Areas (SPAs)
- A National Nature Reserve (Newborough Warren NNR)
- Sites of Special Scientific Interest (SSSIs)
- Local Nature Reserves (LNRs)
- Local Wildlife Sites
- Sites of Importance for Nature Conservation (SINCs)
- Regionally Important Geological sites (RIGs)

Three sections of open, undeveloped coastline have also been designated as Heritage Coasts:

- North Anglesey
- Holyhead Mountain
- Aberffraw Bay

Key Facts

Size	221 sq kms
Population	ONS 2021 census data to be 'cut' for AONB boundary
Date of Designation	20 December 1966
Date of Confirmation	13 November 1967
SACs	5
SPAs	3
NNRs	1
SSSIs	32
LNRs	3
Unesco Geopark	1
World Heritage Site	1
Scheduled Ancient Monuments	75
Outstanding Historic Landscapes	2
Historic Parks and Gardens	7
Conservation Areas	4
Grade I Listed Buildings	32
Grade II* Listed Buildings	42
Grade II Listed Buildings	491
Heritage Coast	50 kms
Public Rights of Way	370 kms & 120kms permissive coastal path
Common Land	504 hectares

A Vision for Anglesey 2023 – 2028

The purpose of the Area of Outstanding Natural Beauty is to conserve and enhance natural beauty.

The Isle of Anglesey Area of Outstanding Natural Beauty (AONB) is recognised as a local and national asset, critical to Anglesey's economy, environment, culture and the well-being of its communities and those who visit. There is an increased connection to the special qualities, and these are conserved, enhanced, appreciated, understood and able to be at the heart of the community, and a visitor industry which is both environmentally responsible and economically sustainable.

The continuation and reinforcement of customs and traditions, and use of the Welsh language has added to the unique identity and sense of place. Anglesey's AONB has been able to redress the decline in biodiversity, and is managed in a way that adapts to, and mitigates against the impacts of climate change to protect its natural beauty whilst supporting the needs of local communities and rural businesses.



Porth Dafarch

Key Features of the AONB

Features of the Anglesey AONB which define its designation status

- Coastal landscape / seascape features
- Traditional agricultural landscape features
- Geological and geomorphological features

The special qualities of the Anglesey AONB which define its designation status

- Expansive views / seascapes
- Peace and tranquillity
- Islands around Anglesey
- Broadleaved woodlands
- Lowland coastal heath
- Species-rich roadside verges
- Ecologically important coastal and wetland habitats (including rocky shores, mudflats and estuaries, saltmarshes, beaches and dunes)
- Built environment including conservation areas and listed buildings
- Archaeology and ancient monuments / historic landscapes, parks and gardens
- Rural agricultural / coastal communities
- Welsh language
- Soil, air and water quality
- Public rights of way network
- Accessible land and water

Key Feature – Landscape

- The landscape of the AONB reflects the varied underlying geology and is a diverse mixture of marine and terrestrial habitats, including rugged cliffs, heathland, sand dunes, salt marshes and mud flats. The island contains some of the oldest rocks in Britain south of the Scottish Highlands as a whole. These are clearly illustrated in the topography of the island, which falls from the north east to the south west.
- The Holyhead Mountain, the cliffs of North and South Stack and rocky coves are the dominant features of the island's ancient Precambrian and Cambrian northern coastline. The east coast is characterised by vertical limestone cliffs and sandy beaches, while the west coast is less rugged and consists of stretches of sand dunes and beaches between rocky headlands. The Menai Strait can be considered in two parts, eastern and western. The eastern section from Beaumaris to Menai Bridge is well wooded with relatively large settlements.
- The character of the landscape has been influenced by centuries of farming, and by traditional industries such as quarrying. Agriculture is the main land use in the AONB, and stone walls, cloddiau, hedgerows and field patterns are an integral part of the landscape. There are also areas of heathland, semi natural woodland, intertidal wetlands and lakes.
- A number of the Estates located in the AONB maintain significant areas of broadleaved woodlands. These include Baron Hill, Bodior, Bodorgan, Dulas, Penrhos and Plas Newydd. The AONB also includes two extensive conifer plantations at Newborough and Pentraeth.
- The island shows a rich cultural history with evidence of man's actions extending over some 8000 years. There are over 200 Scheduled Ancient Monuments ranging from Bronze Age burial chambers to later medieval features. More recent landscape features include the planned landscapes of large estates, such as Plas Newydd. The UNESCO world heritage site of Beaumaris Castle is also located within the designated area.
- A detailed description of the Anglesey coastal landscape is contained in the National Landscape Character Assessment NLCA01 Anglesey Coast.



Key Feature – Seascape

- Seascapes are a highly valued part of the Welsh scenery. They can also be some of our last 'wild' landscape areas and support a wealth of natural heritage. Seascapes can loosely be defined as “An area of sea, coastline and land as perceived by people, whose character results from the actions and interactions of land and sea, by natural and/or human factors” (CCW 2010).
- This definition clearly implies that seascapes relate to more than just the view as it also embraces the ecological and cultural resources in the marine and coastal environment. Coastal protected landscapes are clearly key components of nationally important seascapes.
- Around the Anglesey AONB there is a great diversity of terrestrial, intertidal and marine environments. These stem from the varied geology, geomorphology and coastal processes within the area, and also from thousands of years of human activity on land and sea. Combinations of natural and cultural processes continue to shape the evolution of the area's seascapes.
- The Anglesey seascape also has high commercial significance. Most of Anglesey's tourism and recreation is based on the coast where there are also other commercial interests such as ports and fishing. Any changes in coastal commercial infrastructure may affect both the character of the seascape and the commercial interests of recreation.
- A detailed description of the Anglesey seascape is contained in the 2013 Isle of Anglesey Seascape Assessment www.anglesey.gov.uk/aonb



Key Feature – Recreation and Tourism

- Anglesey is the county most reliant in the UK on this industry, generating upwards of £360m per annum in the local economy, and directly supporting ~3,698 jobs.
- The main visitor draws are the opportunities for active recreation such as walking, and traditional beach activities.
- The 125 mile Coast Path remains one of the most popular sections of the Wales Coast Path, and offers locals and visitors alike a wonderful opportunity to appreciate the special qualities of the AONB.
- Other than walking, the most popular forms of recreation include family visits to the beach, sailing, angling from the shore or boats, cycling, wind surfing, motorised leisure boating, personal water craft use (jet skis), diving, bird watching, horse riding, wild swimming and climbing.
- Water based activities including kayaking and paddle boarding are increasingly popular, with Anglesey's sea kayaking opportunities being particularly well regarded.
- These all place pressures and demands on the AONB. At the same time, the AONB's popularity for such activities provides a significant and positive contribution to the local economy, and a vehicle to bring about greater understanding of the unique qualities of the AONB.



Key Feature – Communities

- The Office for National Statistics (ONS) 2021 census data has recorded the population size on the Isle of Anglesey decreasing by 1.2%, from around 69,800 in 2011 to 68,900 in 2021. It is estimated that over a quarter of the island's population live within Anglesey's AONB (Data being sought and 'cut' to the AONB boundary and included within the State of the AONB Report (2022)).
- Sizeable settlements within the AONB include Beaumaris, Valley, Newborough and Moelfre. Areas of large-scale development, in particular Holyhead, Amlwch, Benllech, Menai Bridge, Wylfa and RAF Valley are not included in the designation.
- Employment within the AONB is mainly based upon tourism and agriculture. Anglesey is a popular area for recreation for the people of North Wales and from the North West of England. The majority are attracted to the island by the quality and number of sandy beaches and the beauty of the coastal landscape.
- Anglesey is a stronghold of the Welsh language, which is spoken by approximately 60% of its residents. There has been an overall increase of residents with full Welsh language skills since the 2001 census. The Welsh language is the strongest of the Celtic languages in the British Isles.



Key Feature – Economic Development

- Employment within the Anglesey AONB is principally in agricultural business and businesses and activities linked to the tourism and hospitality sector – the latter driven by the quality and number of sandy beaches, the beauty of the coastal landscape, natural and heritage assets along the coast and the accessibility to them provided by the Anglesey / Wales Coastal Path
- No major industrial development is situated within the AONB – the boundaries having been drawn in order to, for example, exclude the Wylfa Nuclear Power Station and the fast fighter-jet training base at RAF Valley. This is not to say, however, that their operation and possible future development will not potentially affect views into and out of the AONB and the quality and experience of those living in and visiting the designated area.
- The Isle of Anglesey County Council has, for several years, prioritised energy generation, and in particular ‘green’, low carbon energy, as a key economic driver – this, in the form of the Anglesey Energy Island Programme, remains a key corporate strategic priority for the Council.
- Off-shore renewable energy also remains high on the agenda with the recent consenting of Menter Mon’s Morlais development, activities of the private sector in this respect such as that of Minesto’s world first low-flow tidal stream project off Holyhead Deeps, aspirations to develop centres for manufacturing and servicing for future new rounds of off-shore wind in the Irish Sea as well as a Hydrogen Hub development in Holyhead.



Key Drivers for Change

Policy Context

Much has changed in terms of International, National and Local Policy since the last management plan was published.

- Refer to Annex 1 for Policy Context

Council Plan 2023-2028

The Council Plan’s vision is to:

‘Create an Anglesey that is healthy and prosperous where people can thrive.’

The Council Plan is the key document serving as a focal point for decision-making at all levels; providing a framework to plan and drive forward priorities; shape annual spending; monitor performance and progress.

At its core is our desire to work with Anglesey residents, communities and partners to ensure the best possible services, improve the quality of life for all and create opportunities for future generations.

Its six main objectives reflect the key areas the Council should be focusing its efforts on.

Our six strategic objectives




The Welsh Language

Increasing opportunities to learn and use the language.



Social Care and Wellbeing

Providing the right support at the right time.



Education

Ensuring an effective provision for today and for future generations.



Housing

Ensuring that everyone has the right to call somewhere home.



Economy

Promoting opportunities to develop the Island's economy.



Climate Change

Responding to the crisis, tackling change and working towards becoming a net zero organisation by 2030.

Council Plan 2023-2028

The Council Plan 2023-28 is underpinned by the organisation’s core values, which are used to develop and guide the vision, strategic plans and services.

Values



Respect
We are respectful and considerate towards others regardless of our differences.



Collaborate
We work as a team, with our communities and partners to deliver the best outcomes for the people of Anglesey.



Honesty
We are committed to high standards of conduct and integrity.

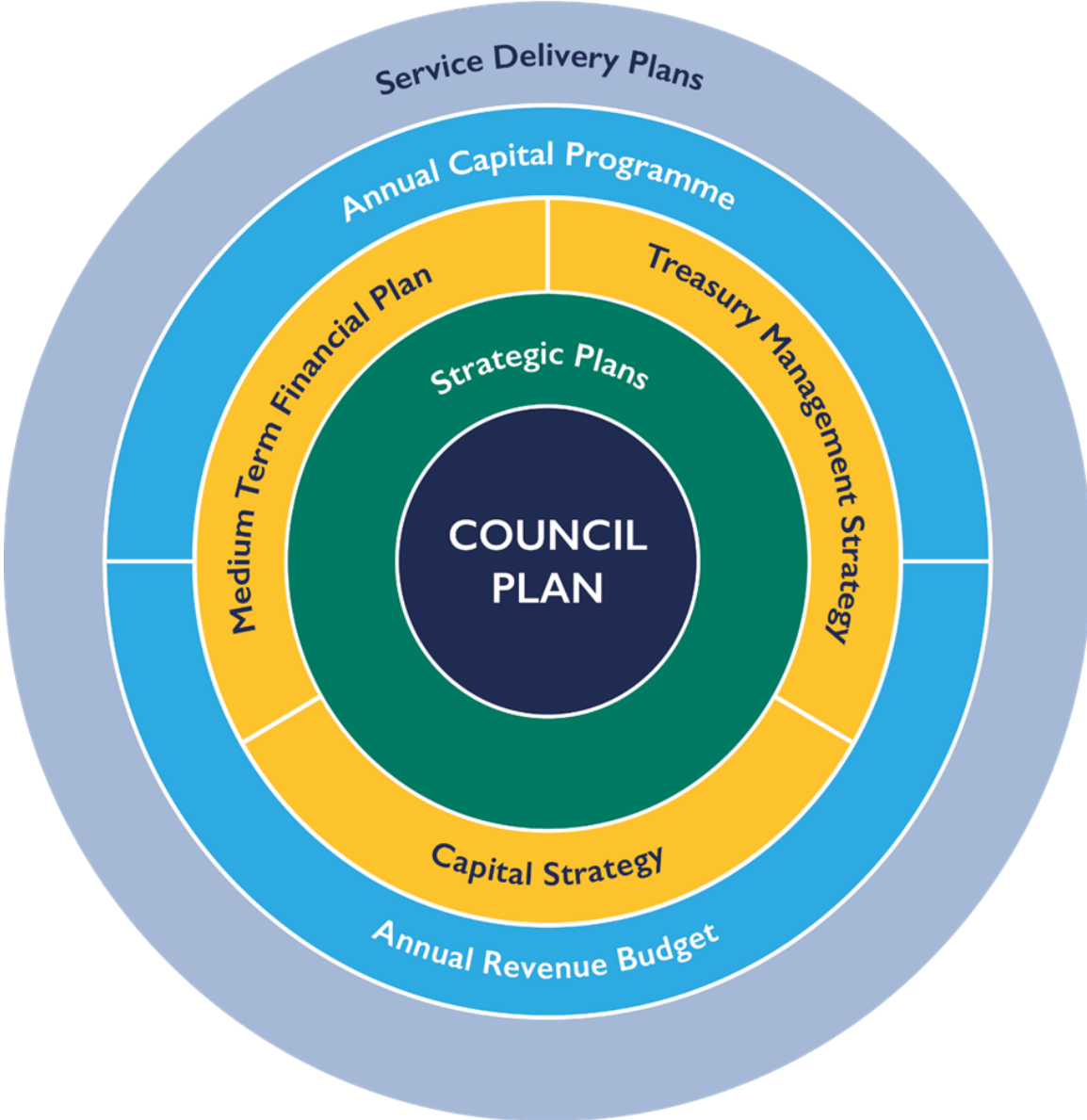


Champion the Council and the Island
We create a sense of pride in working for the Council and present a positive image of the Council and the Island.

Strategic Circle

The strategic circle identifies the plans in place to ensure we are able to achieve our priorities and objectives.

This plan is a key strategic plan that aligns with the Council's Plan and contributes to the achievement of the strategic objectives and vision.



Key Drivers for Change – Nature Recovery and Biodiversity

- The AONB contains many habitats that have statutory protection because of their nature conservation value. These designations include: Special Areas of Conservation (SACs); Special Protection Areas (SPAs); a National Nature Reserve (NNR); Sites of Special Scientific Interest (SSSIs); Local Nature Reserves (LNRs).
- The area supports a wealth of habitats and wildlife. Habitats of note include: lowland heath, sea cliffs, sand dunes, and rocky shores. Flora of note include: the spotted rock rose (Anglesey's County flower; the largest colonies in the UK lie on Anglesey's Holy Island), South Stack fleawort (found only on the cliffs of Holy Island) and shore dock (which is at its northern limit). Fauna of note include: chough, curlew, lapwing, grey seals, harbour porpoises, water vole, red squirrels, great crested newt, silver studded blue butterflies and other invertebrate species. There are risks from invasive species, pests and diseases spreading within the AONB, such as Himalayan Balsam, Japanese Knotweed, and some of the aquatic invasive species.
- NRW's. The State of the Natural Resources Report 2020 is an assessment of the extent to which Wales is achieving the sustainable management of natural resources. The report concludes that Wales is not maintaining stocks of natural resources and predicts that iconic species like curlews will become extinct in Wales within a couple of decades.
- The resilience of ecosystems is declining in line, with global trends. The Welsh well-being goal of securing 'A resilient Wales' is about building healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change). To secure this resilience, there is a need to focus on building healthy, regenerating systems, and for farming systems to become more sustainable both in terms of farm economics and in becoming more nature friendly.



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Key Drivers for Change

Access, Recreation and Well Being

- **Tourism** is the main industry on Anglesey generating over £360 million annually, employing over 4,000 people and welcoming over 1.7 million visitors. Challenges include the impact of post covid on visitor behaviors and associated pressures on the AONB, the introduction of a tourism levy, and promoting / implementing sustainable tourism. Initiatives to enhance the natural environment can create new green jobs, secure local food and water supplies, and support public health.
- **Recreational use**, particularly in the period immediately post-Covid 19, has grown considerably (with greater numbers of people deciding to 'stay-cation' and undertake day-visit more locally in order to reduce the need to travel), thus increasing pressure upon biodiversity, ecosystems and heritage assets
- **Campervan, caravan and camping sites**. and the need for such, grows as a consequence of the above – with growing issues around 'anti-social' uses and problem campervan parking and camping in areas and communities with no formal services or provision to accommodate these.
- **Traffic congestion** is becoming and increasing issue as more and more visitors seek to access and use coast and countryside – again resulting in 'anti-social' parking, congestion in small communities within the AONB and standing traffic queuing to reach some of the better known hot-spots such as Llanddwyn Beach
- Whilst the promotion of recreation is not a statutory purpose of the AONB designation, managing the impacts of these recreational activities will become increasingly important to conserve and enhance the outstanding landscape features and special qualities of the AONB. Social, economic, environmental and cultural well-being align closely to the recreational activities carried out on the island. Accessible routes, parks, gardens, beaches, sea fronts and the wider countryside can all play an important role for the people in supporting health and wellbeing. There should be equitable access to green and blue spaces for people of all ages and abilities.



Key Drivers for Change Climate Change

- Climate change is now a defining issue. Isle of Anglesey County Council declared a climate emergency in September 2020, making a commitment to become a carbon neutral council by 2030. Consequently, the council have agreed a 'Towards Net Zero Plan 2022 to 2025' which outlines its commitment to the climate emergency and how it intends to transform to become a net zero organisation.
- From an Anglesey AONB perspective, climate change impacts are likely to be wide-ranging: higher temperatures, higher rainfall, and rising sea levels resulting in an increase in storm events and a higher risk of flooding affecting habitats, species and vulnerable communities and infrastructure along the coastline. There will be a loss of agricultural land / crops, soil erosion, bio-diversity losses [and gains], loss of native species, threat of bio-security due to increased pests and diseases and damage to cultural and historic assets. Periods of drought will lead to greater demands for water resources, including an increase in competition between households, agriculture, industry and the natural environment.
- The Flood Risk Management Plan identifies the communities of Dwyran, Llangefni, Malltraeth and Y Fali /Valley as areas at risk of flooding from rivers; and the Communities at Risk Register identifies the area as at risk of flooding from the sea.
- There are opportunities to develop partnership working between people, communities and businesses to raise awareness, understanding and action with adaptation and mitigation measures. These will include adopting nature-based solutions and taking action to reduce the need to travel, making transport sustainable, providing opportunities for renewable and low carbon energy technologies, and by promoting low carbon design methods to reduce energy consumption.



Key Drivers for Change Development and Transport

Current land use development plan policies and possible changes to the landscape which the next land use development plan for Anglesey will need to face includes:

- Protection of open, undeveloped coastline
 - Diversification of the rural economy giving rise to new demands on the resources of the AONB
 - Protection of sites designated for their nature conservation importance
 - Protection and restoration of connectivity between habitats
 - Sustaining rural communities
 - Promoting the use of the Welsh language
 - The challenges of changing form of energy generation
 - Promoting a high quality and diverse tourism product
 - Changes induced by climate change
 - Reducing light pollution
- The local population relies on cars as a means of transport and there is a seasonal increase in traffic during the summer. This can lead to parking difficulties and congestion in the most popular areas of the AONB. In addition, infrastructure needs are changing; there is a need to plan for electric car charging points and alternative modes of travel to and around the area. This will require links to active travel plans.

Key Driver for Change

Rural and coastal economy and communities

- There is uncertainty due to the post- Covid recovery, cost of living crisis and a slowing down of the economy. This impacts on increased poverty, health inequalities, lack of housing [general and affordable], potential reduction in employment and growth, climate change adaptation and mitigation requirements and an eroding of cohesive communities.
- The visitor economy is fundamental to the sustainable economic position of Anglesey, and the Destination Management Plan highlights our commitment to further enhancing this. However, it has become increasingly evident over the past 3 years that unchecked tourism can adversely impact the lives of people and the unique qualities which make the island so synonymous and drive the vast majority of tourist activities.
- The Destination Management Plan which aligns with this plan will redress this imbalance and ensure through a new multi organisational/interests group that the benefits of a vibrant and diverse offer is able to enhance the key qualities of language, culture, environment and heritage.
- Following the exit of the UK from the European Union, the resulting legislative changes are likely to have significant implications on agricultural practice, the rural and coastal economy within and adjoining the AONB. Farming is fundamental to the rural community and its economy, and the current uncertainty in how new subsidy schemes will work is a cause for concern. However, the outline proposals set out in the Sustainable Farming Scheme could deliver significant environmental gains and farming systems which are less dependent on inputs and as such are more economically viable. There needs to be innovation within the rural economy and routes to employment for local people of all ages. This can be supported through the production of local sustainable goods and services and local procurement policies.
- The Welsh language is an integral part of Welsh identity and central to its culture. The recent 2021 census found the number of Welsh speakers in the country had decreased by 1.2% since the previous 2011 census, from 19% to 17.8%. Despite the introduction of the Welsh Government's language strategy, the number of Welsh speakers in Wales has continued a downward trajectory begun in 2001.



Adopting an Ecosystem Approach

The qualities of the AONB are deemed special for their own intrinsic value, but it is important also to consider the natural, cultural and social benefits they provide for society. These benefits are called 'ecosystem services'. They are the benefits people gain from the 'natural capital' of an area – the forests, farmland, rivers, lakes and coast of our landscape. These benefits may be:

- **Provisioning services** – such as food, timber and fuel
- **Regulating services** – such as clean water, air and fertile soils
- **Cultural services** – such as recreation, spiritual values and sense of place
- **Supporting services** – such as soil formation, the cycle of water and nutrients and the fixing of carbon

Understanding the value of both the natural capital of the AONB and the ecosystem services they provide allows us to more fully recognise the AONB's special qualities. It also allows us to understand the potential impacts, and the full costs, of damaging these qualities. It is the aim of this management plan to strive towards a better understanding of the natural capital of the AONB, to ensure management that sustains and enhances the range and quality of public benefits (the ecosystem services) that the Isle of Anglesey AONB provides.

A Full Breakdown of the Ecosystem Services provided by the AONB are referred to in Annex 2

5 Key Themes for the 2023-28 Management Plan



Brân Goescoch/Chough

- Enhancing countryside and coastal character
- Tackling the Nature Crisis
- The AONB as a Place for Enjoyment and Learning
- Vibrant Communities in a Working Landscape
- Managing the AONB in a changing climate

The next five pages will introduce these themes which will underpin the work of the Destination team, other departments and partners.

Please refer to Annex 3 for a full list of Objectives, Policies and Actions

A rolling yearly project planner will be developed to deliver the objectives of this plan and monitor progress.

»»» Enhancing countryside and coastal character

Why is this important ?

The character of the AONB is one of its defining features and crucial to the identity of the island, its visitor economy and public enjoyment.

What are we going to do?

- The coastal landscape and seascape are actively conserved through appropriate management.
- Historic, archaeological and cultural sites are protected from development that degrades the special qualities of the AONB and interpreted to increase people's understanding of their value.
- Planning Policies protect the special qualities of the landscape, ensuring that all development within and adjacent to the boundary of the AONB is compatible with the aims and objectives of the designation and that new developments enhance local character.
- Unspoilt panoramic views, dark skies and tranquillity are safeguarded from development that would degrade the special qualities of the AONB.
- A model is agreed among partners and key stakeholders for applying an ecosystem approach to the management of the natural environment.

How are we going to do it?

- Undertake and maintain character assessments
- Ensure that developments take account of the importance of the landscape and seascape.
- Directly deliver and work with partners on habitat and landscape enhancement projects.
- Continue to assist in the delivery of the Dark Skies project through to designation.
- Undertake an ecosystem services provision assessment to guide delivery of projects.
- Ensure that traditional landscape features such as woodlands, hedgerows and dry stone walls are maintained and enhanced.
- Historical, cultural and archeological sites at threat from coastal change will be understood and recorded, and where possible protected.

»»» Tackling the Nature Crisis

Why is this important ?

Anglesey has an abundance of important designated and non designated sites supporting rare flora and fauna. This is a key feature of the AONB. The habitats on Anglesey are under ever increasing pressure with a significant majority having a declining condition and becoming increasingly isolated. This theme addresses this issue.

What are we going to do?

- The coast and countryside are managed sensitively to maintain the diversity of habitats and species in a favourable condition and to improve connectivity between sites.
- The quality of the soil, air and water – both freshwater and seawater – is regularly monitored to maintain standards that exceed UK and European standards.
- Both statutory and non-statutory wildlife sites are managed for their biodiversity, aesthetic and amenity value.

How are we going to do it?

- We will work with partners to make the most of existing and future environmental and agricultural support schemes.
- We will work with partners to deliver action to tackle impacts of invasive species on land, aquatic, and marine habitats.
- We will develop a 'landscape scale habitat connectivity opportunity plan' in conjunction with partners, and seek implementation funds. This will include land not within the AONB boundary.
- Work with partners on a catchment scale to improve water and soil quality and as a consequence land and marine habitats.
- Influence and work with partners and the agricultural sector to deliver a step change for nature within the AONB.



The AONB as a place for enjoyment and learning

Why is this important ?

Tourism is the largest economic contributor to the Island economy, and the special qualities held within the AONB remain the single largest draw for both locals and visitors. The landscape provides adventure, solitude and learning opportunities key to the well being of all.

What are we going to do?

- Partnerships are developed that secure sustainable recreation activities, supporting rural services and employment, and contributing to the local economy.
- Ensure the AONB continues to be a popular location for sustainable recreation with both residents and visitors, and the risk of damage to the AONB's special qualities and features is lessened.
- The access network is managed to a high standard, providing access opportunities appropriate to the purposes of the designation.
- The whole community is aware of the benefits of AONB designation through the regular promotion of the special qualities and features of the AONB and its management needs
- The meanings of the AONB's special qualities and features are revealed through effective interpretation.

How are we going to do it?

- Ensure the tourism industry makes a vital and sustainable contribution to the Anglesey AONB economy.
- Work with partners and education providers to enhance knowledge of the AONB and its unique features.
- Deliver new and meaningful interpretation to increase understanding and inspire exploration.
- Improve access provision and other visitor facilities at key coastal and countryside sites and enhance the Coastal Path experience.
- Work with partners to consider improvements to sustainable transport infrastructure
- Work with local education sector to align the work of the AONB with the new Welsh curriculum, including the development of an educational strategy
- Exploring the opportunities of developing a regenerative tourism model
- Continue to deliver engagement and community/schools participation opportunities.

»»» Vibrant Communities in a Working Landscape

Why is this important ?

Anglesey's AONB is a living and working landscape with community at its core. The designation must be seen as being of benefit to these communities rather than stifling its needs.

What are we going to do?

- Land managers safeguard sustainable land use activities that support the AONB's special qualities and features and contribute to the local economy by providing products and services.
- Local culture and rural services, products and activities are maintained, securing affordable homes for local people and supporting the Welsh language.
- The communities of the AONB are engaged through meaningful consultation and empowerment to improve participation, inclusivity, active lifestyles and to take pride in their AONB community.
- Businesses in the AONB contribute positively to a healthy rural economy providing employment opportunities for people who live on Anglesey.
- An increased proportion of the resident population of the AONB adopts sustainable lifestyles.

How are we going to do it?

- Play an active role in the formulation and roll out of the emerging SFS scheme.
- Work with other council departments to embed a holistic working ethos.
- By understanding community needs through ongoing partnerships and engagement
- Improving community service infrastructure through collaborative work with internal partners.
- Support land managers in both protecting landscape and habitats while enhancing farm economics through adoption of sustainable farming methods.
- Support land managers in both protecting landscape and habitats while enhancing farm economics through adoption of sustainable farming methods.
- Safeguarding clean drinking water with land managers through catchment approach.
- Link with wider destination management work to ensure services within the rural communities are enhanced.
- Support local produce initiatives



Managing the AONB in a changing climate

Why is this important ?

Climate change will impact all aspects of the AONB, from coastal change through to impact on agriculture and will exasperate the nature crisis. We must plan ahead to make the AONB and the communities within it more resilient and able to adapt to the impacts of climate change.

What are we going to do?

- Ensure partner organisations and communities are more aware of the impacts of climate change on the natural beauty and economy of the AONB
- Work with landowners and communities are involved in activities that help to ameliorate the impacts of climate change on the AONB.
- Embed an ecosystems service approach to our work and that of our partners.
- Work with framers and landowners to identify and understand their natural capital and ecosystem services, support increasing biodiversity, sequestering and storing carbon and natural flood management.

How are we going to do it?

- Gather evidence to assist landowners to make sound decisions to adapt to climate change impacts.
- Embrace natural flood management and coastal adaptation options and link these to habitat gain and visitor experience
- Work with coastal erosion and flood risk management teams to deliver innovative adaptation projects.
- Work with the Wales Coastal Monitoring Centre on education and citizen science projects focused on coastal change
- Plant trees with local provenance appropriate to location to mitigate climate change, and improve water quality in our streams and rivers.
- Community engagement and knowledge

Management and Governance

Joint Advisory Committee

The administration of the AONB is overseen by a Joint Advisory Committee (JAC). This committee consists of elected members and co-opted representatives of organisations that wish to participate in the work of conserving, enhancing and promoting the AONB.

Membership spans the broad range of interests needed for effective management, and includes the public, private and third sector.

The JAC supports and oversees the statutory requirement on the Isle of Anglesey County Council to prepare, publish and review the AONB Management Plan. The IACC through the Countryside and AONB Unit, administers and co-ordinates the JAC to enable monitoring, recording and reporting of the Management Plan's action plan, provide updates and share knowledge and foster joint working.

Management and Governance Staffing

Central to the delivery of the AONB Management Plan's Action Plan is developing a professional and effective AONB Team through IACC's Countryside and AONB Unit by:

- creating recruitment opportunities
- creating an environment for retention
- transfer of temporary contracts to permanent contracts
- the introduction of an annual programme for student placements
- the delivery of training and development
- developing pathways for career advancement
- succession planning
- maintaining and developing collaborative working with Partners and stakeholders

Management and Governance

Core Activities

The Countryside and AONB Unit's core activities include:

- Supporting the preparation and delivery of the AONB Management Plan and Statutory AONB purpose
- The administration and promotion of the Welsh Government's Sustainable Development Fund (SDF), Sustainable Landscapes, Sustainable Places (SLSP) and Natural Resources Wales's AONB Partnership Fund
- Interpreting and promoting the AONB including communication and marketing plan
- Engagement with communities and schools (primary and secondary)
- Administrating and co-ordinating the Joint Advisory Committee (JAC)
- Co-ordinating the AONB Volunteers
- Co-ordination and leading on events and activities related to AONB objectives

Management and Governance

Finance

The costs of managing the AONB are funded by the Isle of Anglesey County Council [IACC], supported by grant funding from Natural Resources Wales and Welsh Government. IACC's Regulation and Economic Development's Service Delivery Plan [SDP] provides the platform for quarterly monitoring, recording and reporting of agreed outputs aligned to the AONB Management Plan.

Sections of the 2022-27 AONB Management Plan's Action Plan are currently supported and funded through the following:

- Welsh Government's 'Resilient AONBs' (revenue) 2022-25
- Welsh Government's Sustainable Landscapes, Sustainable Places (SLSP) 2022-25
- Welsh Government's Sustainable Development Fund (SDF) 2022-25
- Natural Resources Wales (NRW) 2022-24
- Isle of Anglesey County Council (Capital) 2022-24
- Countryside and AONB Unit's annual budget
- Future funding
- Partners' funding

Once the 2022-27 AONB Management Plan has been through stakeholder and partner consultation, scrutiny, amendments and adoption, a detailed 5 year funding matrix will be developed within the first two quarters of the Plan being adopted. This will involve initial discussions with the above funding partners on future funding beyond 2024-25 and discussions with JAC partners on their funding priorities aligned to the AONB. All other available funding which is compatible to the AONB Management Plan will be explored.

Management and Governance Monitoring

The Anglesey's AONB Management Plan's Action Plan will be implemented through a five-year delivery plan which identifies the key themes, aims, objectives, policies, actions, delivery partners and timescales.

Once the 2032-28 AONB Management Plan has been through stakeholder and partner consultation, scrutiny, amendments and adoption, an annual project plan will be produced which will further expand the action points from the main action plan of the AONB Management Plan to more detailed actions. This project plan will be reviewed quarterly and have sufficient flexibility to take account of new funding opportunities and new joint working opportunities with partners. An annual report will be prepared and distributed to the JAC at the end of each financial year to report on progress, successes and the main issues requiring further work and attention. Quarterly reporting will be done through IACC's Regulation and Economic Development's Service Delivery Plan (SDP)

The State of the AONB Report 2022 for Anglesey's AONB will be reviewed bi-annually to act upon the report's recommendations for data collection, inputting of data gaps and relevant indicators. This will enable a comprehensive and up to date data source to be managed as well as providing robust baseline data for the preparation of the next State of the AONB Report linked to the next AONB Management Plan for Anglesey's AONB.



Area of Outstanding Natural Beauty Management Plan Consultation 28th April – 9th June 2023

Responses

May/June 2023

Status: Official

Prepared by:

Original Author	Version	Amendments Made	Dated
Andy Godber	1	Responses to date	23.05.2023
Andy Godber	2	Officer Responses	27/5/23
Alun Morgan Owen	3	Responses to date	8/6/23
Andy Godber	4	Officer Responses	8/6/23

Introduction

The AONB Management Plan is a statutory document requiring a public consultation process of a minimum of 6 weeks.

Time constraints meant that the consultation for this plan is 6 weeks starting on the 28th April and concluding on the 9th of June.

The online only consultation has been advertised through the media and on social media platforms, and emails have been sent to known stakeholders, Town and Community Councils, County Councilors, and members of the existing Joint Advisory Committee.

Summary Overview

73 fully completed responses have been received and assessed to form the basis of this interim report. The sample size is small and as such statistically invalid, although they do give insight into trends.

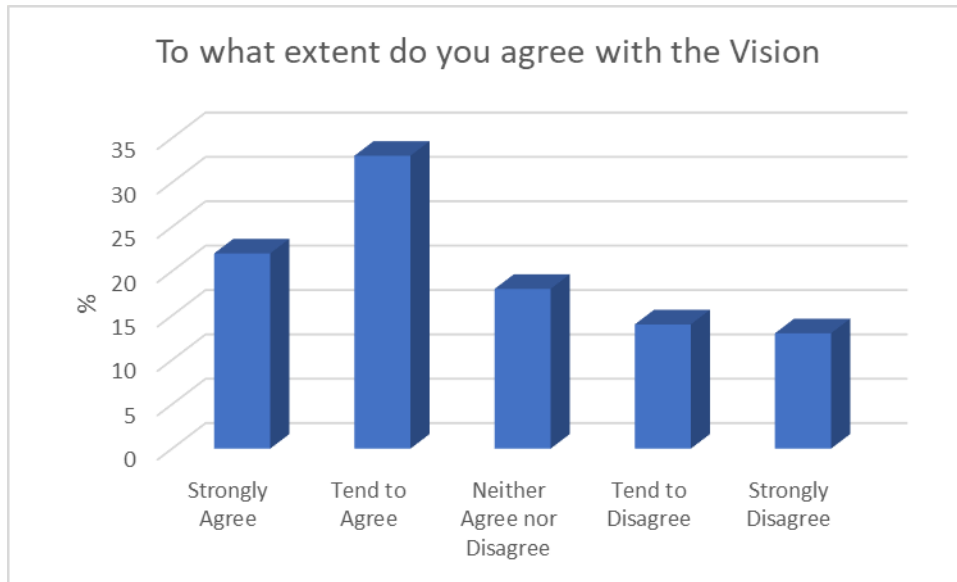
The responses to date have given an indication as to what key actions need to be developed, and where focus should lie. It is evident from responses that the major risks to the integrity of the AONB lies in the existing Nature Crisis and the impact of Climate Change, but interestingly Community and Social and Economic impacts do not feature heavily in priority listings.

It is postulated that this is for one of two reasons. Either they are the issues which the AONB should concentrate on, or the AONB is not well understood, and people think of it more as a nature conservation designation rather than it being a multi-faceted landscape designation.

Given the above, it is important that we consider ways of communicating the aims and objectives of the AONB, and making it better understood and more relevant through a focus on communicating our work, educational links, and further work with the communities of Anglesey.

A significant percentage of respondents have referenced the issue surrounding the Penrhos development as being a major factor in responding, and as such will have to some degree impacted the response

Q4 & Q5 – Vision



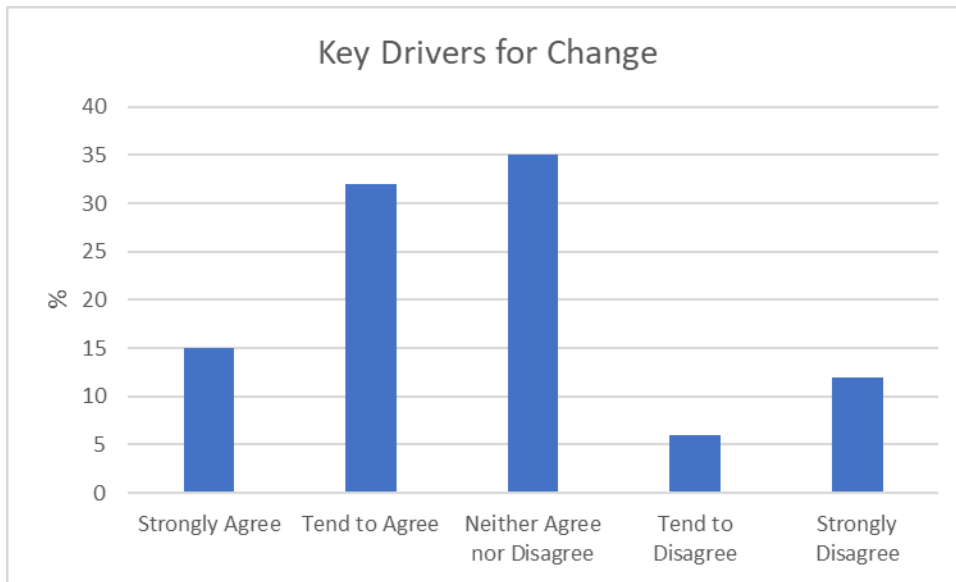
Observations

The responses to date indicate that 55% of respondents are in agreement that the Vision is in line with expectations. Given the number of respondents who have remarked upon the Penrhos situation and their unhappiness with the council's position, this is seen as a positive figure.

1	Comment	The focus seems to be on maintaining the status quo with small incremental changes to benefit mainly local communities. This has been the approach taken in the 30 years since I came to the island and frankly, hasn't worked very well. A stronger vision of the future is needed.
	Officer Response	The Vision needs to be backed up by an ambitious action plan which will include clear milestones to reach longer term targets. This will be actioned.
	Suggested Modification	Give clearer reference to the yearly action plan and goals
2	Comment	When the council themselves declare a 'climate emergency' but allow planning for the destruction of an ancient and biodiversity woodland (Penrhos)
	Officer Response	The Land and Lakes planning application for Penrhos followed the due planning process. The AONB is a landscape designation and balances to needs of landscape and seascape, nature, communities, and economic development.

	Suggested Modification	No change
3	Comment	<p>The idea behind the plan is a good sound vision BUT the damage has already been done to our island and were playing catchup AGAIN , Anglesey has become a playground for the rich , villages have bee taken over by 2nd homes and holiday lets , locals cant enjoy their island for months on end due to the volume of tourists dumping their cars all over the place , the whole plan seems to be "how do we give the visitors a better experience and sod the locals " , you say "tourism " emYou say ployes 4,000 on the island , how many of them are full time yearly jobs and not minimum wage, zero hour jobs for 5 months of the year ?also how many of the 4,000 are having to claim benefits just to survive ? .You say your going to protect our NNR, SSI and other areas for nature to flourish ,you can do that NOW Llanddwyn beach and island are within a NNR with restrictions in place and your doing sod all to protect the place or enforce the restrictions so dont hold much hope of an improvement , Its going to be another committee sat around a table with tea and biscuits for the next 10 years trying to look important</p>
	Officer Response	<p>The plan highlights the need to act quickly on a number of major threats to the AONB including the Nature Crisis and Climate Change, and has these at its heart. The DMP also highlights the need to tackle many of the issues highlighted in this comment and aims to address many including employment within the tourism sector, and an increase in training and skills and an increase in year round well paid employment.</p> <p>Community well being is a key part of the AONB management plan.</p>
	Suggested Modifications	None

Q6 & Q7 – Key Drivers for Change



Observations

A high percentage of Neither Agree nor Disagree gives concern that the wide remit of the AONB is not fully understood by the public. Q7 asks that the Key Drivers for change are ranked in terms of risk and results show that 74% of respondents believe the Nature Crisis and Climate Change are the highest risk factors with impacts on Community and Economy very low. This potentially highlights that the public primarily think of the AONB as a Nature designation akin to a SAC, or it simply means that these two issues are the most critical threats which need addressing.

4	Comment	Looks like at last you are taking visitors and attractions in to consideration
	Officer Response	The AONB Plan considers public enjoyment and sustainable economic development as fundamental aspects. It also works in conjunction with the DMP.
	Modifications	None
5	Comment	Unwillingness of Cyngor Môn to keep Penrhos Nature park as it is and to stop Land and Lakes from redeveloping the site.
	Officer Response	The Land and Lakes planning application for Penrhos followed the due planning process. The AONB is a landscape designation and balances to needs of landscape and seascape, nature, communities, and economic development.

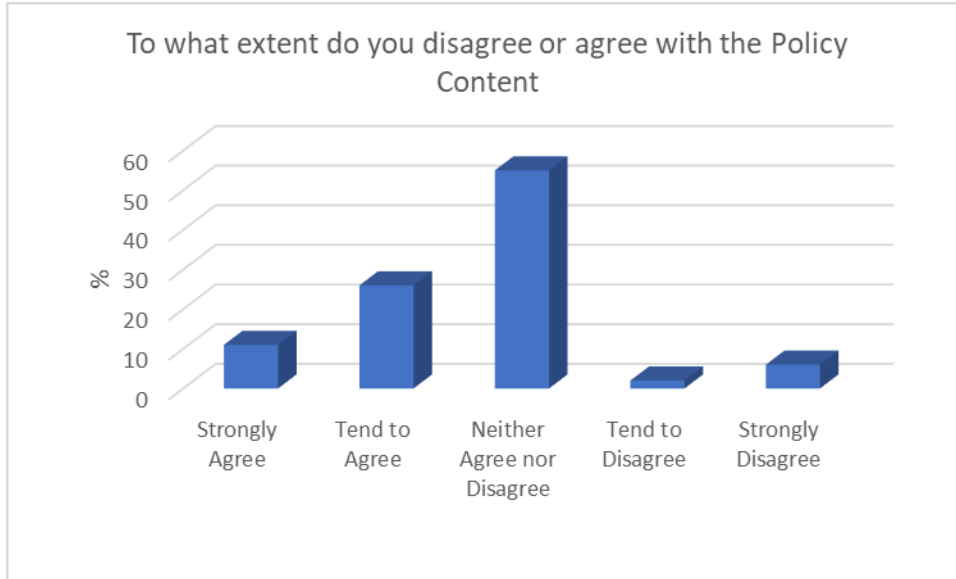
	Modifications	None
6	Comment	I have put 'Climate change' and 'Restoring nature and biodiversity' in equal first place - they both go hand in hand. Part of the answer in terms of reducing the extreme effects of climate change is to restore nature and biodiversity. I have to put 'Rights and leisure' and 'Communities and the coastal and countryside economy' in equal second place as well, as they also go hand in hand. It is very important that communities feel the need to restore our natural habitat, by including the island's residents in this essential work.
	Officer Response	The opportunities for community involvement and education as to importance of tackling Nature Crisis and Climate change should be noted more strongly.
	Modifications	Include additional action on developing educational portfolio in conjunction with Education Department.
7	Comment	Strongly believe protecting nature should be priority, for long term benefits to locals and visitors and minimising carbon output.
	Officer Response	Both are key themes within the plan, and the consultation indicates that both should be a priority for future actions.
	Modifications	None for Plan – need to consider ambitious targets for Action Plan.
8	Comment	<p>Have seen a big increase in visitors to the island since the pandemic and the need to accommodate more people who visit occasionally in caravans or camping (as opposed to second home owners), especially in terms of infrastructure, toilets, parking, etc is absolutely essential.</p> <p>Living in the North of the Island, I feel tourism and local people alike would benefit from safe off-road cycling and walking eg - turning the old Llangefni to Amlwch railway into a multi-use path. This would be a VERY worthwhile project.</p> <p>Although not born in Anglesey, my connection to the Island goes back to the 1970's and I have lived here now for over 20 years- the longest I have lived anywhere in my life. I will probably always consider myself a Welsh learner, not a Welsh speaker, but I</p>

		am passionate about protection of the Welsh language and culture. This is very much at the heart of the new plan and I am very glad about that.
	Officer Response	We are always looking for opportunities to work with other council departments and partners to improve access to the AONB and Anglesey's countryside. This is pivotal to achieving our goals for well being as well as appreciation for the value of nature to the lives of locals and visitors. Heartened to receive the comment about Welsh language.
	Modifications	None
9	Comment	Strongly believe protecting nature should be priority, for long term benefits to locals and visitors and minimising carbon output.
	Officer Response	Noted and will help guide action plan and targets.
	Modification	None
10	Comment	Have seen a big increase in visitors to the island since the pandemic and the need to accommodate more people who visit occasionally in caravans or camping (as opposed to second home owners), especially in terms of infrastructure, toilets, parking, etc is absolutely essential.
	Officer Response	Visitor Infrastructure is a key building block upon which we can build a robust and sustainable offer focused on the unique qualities of Anglesey.
	Modification	None (DMP Covers)
11	Comment	They're woolly, duplicative and ill-defined. Consequently hard to manage, monitor and report on "successes" or "failures". Perhaps that's the objective...
	Officer response	The Key Drivers for Change have influenced the Key Themes and the Actions. These are measurable in terms of delivering change
	Modification	None
12	Comment	In these days of "mental well being" being at one with nature is the best there is, to walk amongst trees, see wild life and just contemplate things is the best feeling ever. Trees are also the lungs of the

		<p>world and help so much with our atmosphere/air and a God send for climate change, to see a tree in full bloom is magnificent and lifts the spirit. Having easy access to these simple pleasures are a must and the more people come the more they spend which in turn boosts the local economies.</p>
	Officer Response	<p>We see the benefits of landscape and nature as being crucial to the health and well being of residents and visitors alike as being a fundamental part of both the AONB and DMP actions.</p>
	Modification	<p>None but definitely needs strong presence in action plan.</p>
13	Comment	<p>I like the emphasis on biodiversity conservation, through habitat and species conservation.</p> <p>Your understanding of recreation is missing a huge factor - sea kayaking. Anglesey is one of the premier sea kayaking destinations in the World, due to it producing some of the best sea kayaks and having some of the best training locations. We frequently have visitors from North America and Europe (particularly Scandinavia), who come specifically to sea kayak.</p> <p>Anglesey factories produce in excess of 3,000 sea kayaks per year. My sea kayak coaching/guiding business turns over £110,000 per year and brings 600+ kayaking visitors to the island. There are many more sea kayak coaching businesses.</p>
	Officer Comment	<p>Sea kayaking is certainly one of the best ways of appreciating the coast of Anglesey, and the draw of Anglesey to those involved in this activity is undeniable.</p> <p>This form of recreation when undertaken in a sensitive manner fits with the AONB goals. The local manufacturing of highly</p>

		regarded sea kayaks is also in line with our efforts to support local industries.
	Modification	Add reference to sea kayaking in Recreation section

Q8 – Policy



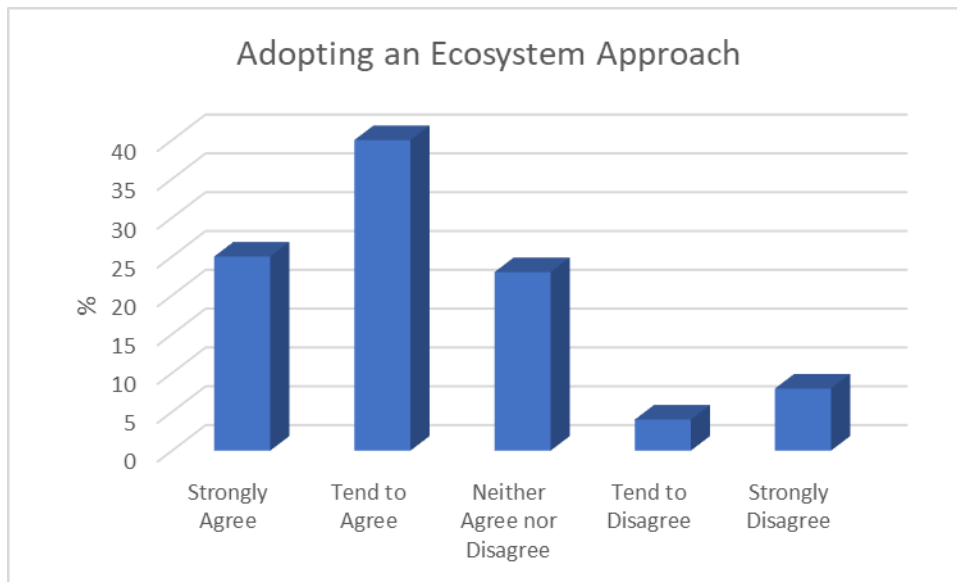
Observations

This section is rather ‘heavy’ for the general public and the result seen above is not unexpected. Policy is referenced as it is within the guiding principles of the requirements of the plan as set out by NRW.

14	Comment	Seems like these are statutory strategic / policy items that have to be considered / complied with.
	Officer Response	Noted
	Modification	None
15	Comment	It seems irrelevant whether I agree or disagree with the Policy context, because it is what it is and you have defined it as such. However, on the whole, the content of this section would seem to make sense. I would say that the legislative context does make for uncomfortable reading in the light of the proposed development at Penrhos, Holyhead. Despite the fact that outline planning permission was granted, I cannot see how the Land and Lakes Proposal can be anything other than unlawful in the current (never mind future) policy context and I hope that IoACC will reconsider it as soon as possible. The development can no longer be seen as 'in the National Interest' (if it ever was).

	Officer Response	The Land and Lakes planning application for Penrhos followed the due planning process. The AONB is a landscape designation and balances to needs of landscape and seascape, nature, communities, and economic development.
	Modification	None
16	Comment	I prefer to see what "Plans" you have for the area before passing any judgement.
	Officer Response	The 5 key Themes section illustrates the actions we intend undertaking during the period of the plan. An annually updated action plan will be undertaken to complement these.
	Modification	None
17	Comment	As usual, you ask ridiculous questions. I don't have the time to read all that and trust the compilers of the document gave done their homework. Are you trying to put stakeholders off filling in this questionnaire?
	Officer Response	How the plan fits into international, national and local policy forms part of the requirements as a statutory document. We appreciate that this results in a rather heavy section.
	Modifications	None – to reduce content would serve little purpose.

Q9 – Ecosystem approach



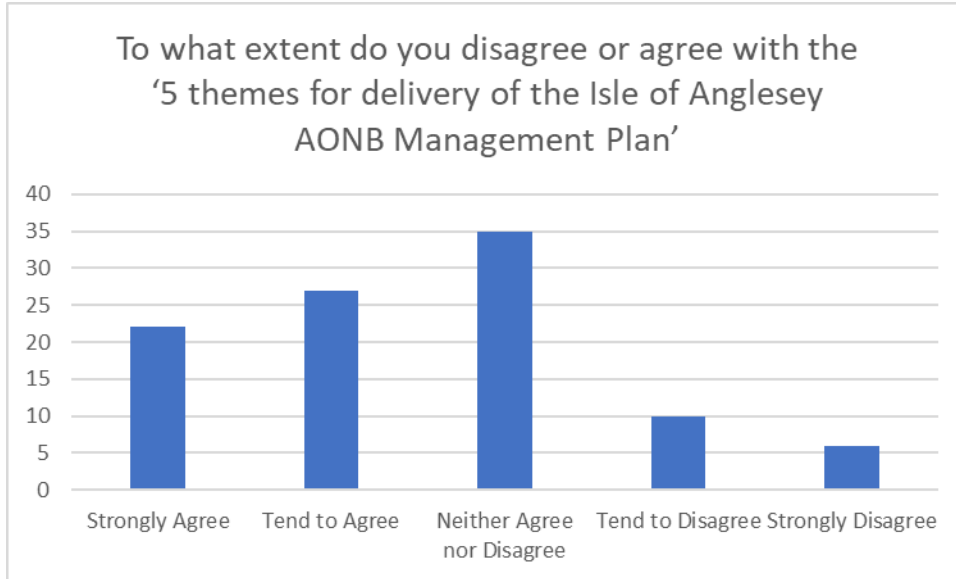
Observations

It is clear that respondents in the main understand the concept of an Ecosystem Approach as a consequence of either prior knowledge of the text within the plan. It is also clear that they feel such an approach is appropriate.

18	Comment	Although this plan is focused on the AONB, it is important to consider its impact on the wider area. I do not live inside the AONB, but am approx 3 miles inland - in a very rural and beautiful place, with dark skies and abundant wildlife, but with a 'sheep-grazed tree-less wilderness' around us. We are planting trees and trying to re-wild some of our 5 acres of land, trying to become self-sufficient and manage the land for biodiversity as best we can, without farming subsidies or grants. The issues that apply to the AONB would surely apply to other parts of the island so to consider it in isolation would be irresponsible, in my opinion.
	Officer Response	To work on a landscape scale you cannot use the boundary of the AONB as the determining factor as to appropriate management. Rivers are a good example where the impacts of nutrification happen inland and impact habitats within the AONB. We note the comment, but already work beyond the boundary.
	Modification	Will include reference to working beyond the boundary.

19	Comment	It's super hard to read that grid and understand what is being put forward. As a "grower" I would like to point out that it's not just "farmers" who produce food...I would never consider myself a farmer, but I produce lots of good food, as do many of the other growers on anglesey.
	Officer Response	Will look to find a graphical illustration to simplify augment the grid.
	Modification	Include graphical illustration if one is available.
20	Comment	I think what is in place is working
	Officer Response	Working to an Ecosystem approach and educating other departments and partners will only make further improvements.
	Modification	None

Q10 – Key Themes



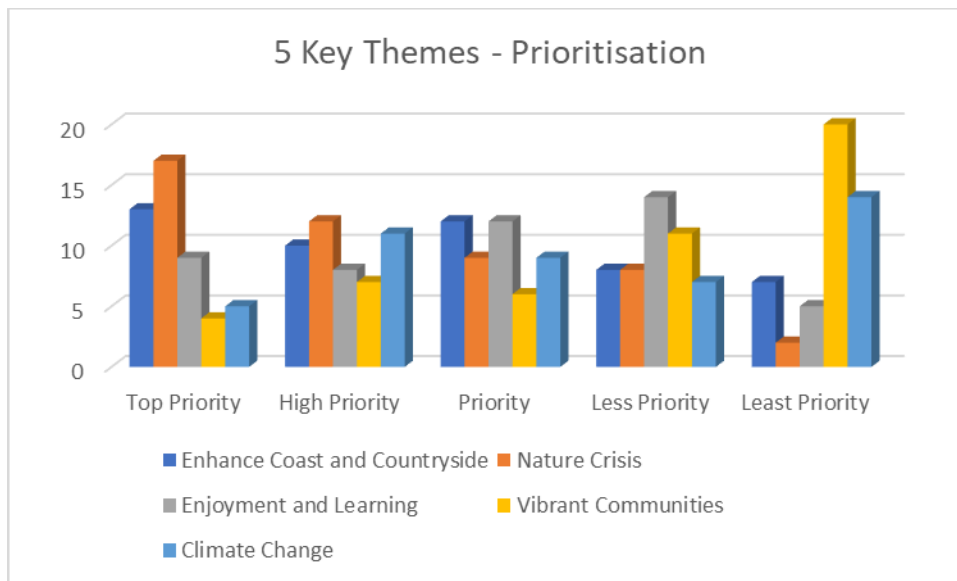
Observations

48% of the responses give a positive response to the 5 key themes being prioritised over the plans lifespan. These key themes fit with both the AONB purpose and link directly to other local and national policy. It is again postulated that the broadness of the AONB’s remit is not fully understood.

21	Comment	<p>- I find it hard to separate out the 'tackling nature decline' and 'climate change' goals, but I accept that they do have slightly different focus.</p> <p>It would be good to see the Council committing to employing people to ACTIVELY promote wildlife and nature conservation, not simply 'working with partners' and in particular not just volunteer groups or charities to do this work. The council might lead by example in creation of more jobs in this regard. There is huge scope for creation of paid employment here for local people with lots of local knowledge and experience.</p> <p>I would also like to see a commitment to enforcing, not just 'working with partners' to tackle invasive species, including the invasive species that exist in Penrhos at present. In that regard, I see no evidence that Land and Lakes have managed, never mind, 'tackled' the invasive species - rhododendron in particular, but there are several other species mentioned in their extensive environmental survey which was carried out for the planning application. It might be seen as though they appear to be waiting for the full</p>
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		<p>go-ahead of their planning permission before they start any work whatsoever - even that which could be considered essential maintenance for the benefit of nature.</p> <p>Anglesey is very heavily infested with ragwort, too, which has always shocked me in the 20 years I have lived here. Some form of island-wide campaign to tackle ragwort would be of benefit. I appreciate that it is necessary to allow some to grow for cinnabar moths and other forms of insects - indeed we get it growing on our land and it seems impossible to eradicate without spraying - but it is particularly abundant in this county and it seems to grow out of control year on year.</p>
	Officer Response	Where failure to properly deal with INNS is evident or when cross compliance breaches are evident we will always inform the relevant body or department who have enforcement powers.
	Modification	None but noted.
22	Comment	It is super hard to get to grips with what is actually being proposed. This document should have been summarised succinctly for the consultation
	Officer Response	It is our intension to deliver a shortened version of the plan in due course.
	Modification	None but noted.
23	Comment	The AONB is mainly located along the coastline. Some parts of the AONB have already been destroyed by injudicious locating of caravans. Caravan sites are still being developed, without planning permission, within the AONB. I believe planning policy forbids such development but it is still going ahead. I would welcome a stronger reaction to any such developments.
	Officer Response	The AONB designation is taken into consideration in the planning process. Caravan parks for which no planning has been given should be tackled by planning enforcement.
	Modification	None but noted

Q11 – Prioritisation of Key Themes



Observations

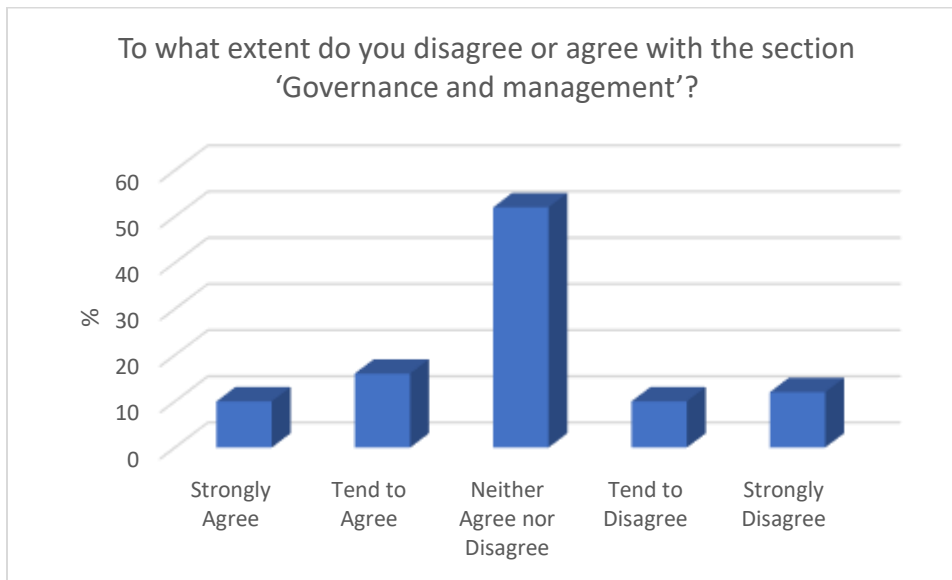
It is very interesting to see that clearly respondents identify two key themes as being of paramount importance. These being Enhancing Coast and Countryside and tackling the Nature Crisis. The sample size is very small, but it gives again an insight into that either the remit of the AONB is not fully understood, or that they simply are in peoples minds of priority.

24	Comment	<p>These issues are all so interlinked it was hard to rank in order of importance, but for me personally, tackling the nature crisis and climate change are top because without these, there is no point in any of the others. These must be prioritised, no matter the financial cost.</p> <p>If it was necessary to balance the needs of the natural environment with that of human 'enjoyment' then I would not object to limiting (and 'policing') visitor numbers to certain areas, eg the Tern colony at Cemlyn. I would not mind. I feel that as humans, we do not have a 'right' to enjoyment of the area, although I recognise the need to balance this with the benefit of tourist income.</p> <p>Since I live here, in a rural part of the island where neighbours are few and far between - I</p>
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		<p>feel there is a lack of community at times and it is necessary to actively seek out groups and connections, which involve driving to a town. It is possible to feel very isolated, especially since Covid (although ironically it probably felt that there was MORE community then, as people walked past the house and said hello, checked on neighbours, etc - there was a sense that we were all in it together) and so I feel 'vibrant communities' in a working landscape is also very important.</p>
	Officer Response	<p>The value of the AONB and its ability to connect people should not be underestimated in terms of rural isolation. Our action plan clearly sets out the priorities in terms of alignment with community well being goals</p>
	Modification	<p>None.</p>
25	Comment	<p>I feel strongly that the status quo on the island is "local shop for local people" thinking, and the management plan is not addressing this problem. The local economy - and the local culture - has to adapt to the new reality, that there is no industry on the island and arguably, no place for industry other than tourism.</p>
	Officer Response	<p>Response Noted</p>
	Modification	<p>None</p>
26	Comment	<p>The climate emergency is the most important and urgent issue. It is increasingly becoming a potential extinction level event and authorities have a responsibility to the environment</p>
	Officer Response	<p>The climate emergency transcends all local policy and addressing the challenge forms a significant part in our action planning.</p>
	Modification	<p>None</p>
27	Comment	<p>As a teacher, these areas are extremely important as a resource, but we also have to protect these areas as the climate is changing. If the Council cuts down old forests, planting new trees will not have the</p>

		same effect. By looking after the areas, the Council is sending a strong message to others that our parks and areas are vital in a world of climate change.
	Officer Response	The plan has a clear aim of addressing these issues, and the action plan highlights the need for a multi organizational/landowner response to mitigate the impacts of climate change. The corporate plan echoes this challenge.
	Modification	None – but noted

Q12 – Governance and Management



Observations

The survey suggests a significant level of apathy towards the governance and management, but likely as a consequence of limited knowledge, or disenchantment as a consequence of Penrhos or other issues which people perceive as a failure to protect the AONB.

28	Comment	More needs to be done. Areas need to be protected and managed rather than hoping that the community will do it for you. People have to be inspired to plant trees and to look after the areas. Not 'pass the buck' to the community.
	Officer Response	Communities play an important role and need to have a sense of ownership of the AONB, and feel able to directly contribute to actions for improvement. But this needs to be backed up by a strong commitment to deliver the positive change needed to tackle major challenges. The staff structure is currently comparatively strong, and through a more holistically thinking mindset within the LA, support can be gained by other departments.
	Modification	Add text related to this issue.
29	Comment	On Anglesey councils past record where they have destroyed vast swathes of our countryside to accommodate large caravan parks that look like POW camps (just look at Google earth along the east coast of the island its a huge blot on the

		landscape) I hold out very little hope for the future under their management
	Officer Response	The AONB should not be a blocker for appropriate development, but through ensuring a better understanding of its importance development should be more appropriate and mitigation measures stronger. Where proposals are deemed inappropriate, the existing planning system should act to protect the important assets of Anglesey.
	Modification	None but noted
30	Comment	There is nothing inherently good about staff "retention"; nor about making temporary positions permanent. The best staff for the job should be the staff doing the job. If they're not good, they should go. New ideas and input are generally a good thing. YMCC has a tendency to be a rather stagnant environment (speaking from experience). It might be more beneficial to seek more external inputs and evaluations from a diverse range of contractors rather than continuing to stagnate.
	Officer Response	Noted
	Modification	None
31	Comment	This section is quite vague. I feel confused by the term 'interpret and promote the AONB' - I am not sure what 'interpret' means in this context, however in principle it seems to be a good set of objectives. I wonder if 'stakeholders and partners' might also include health and wellbeing-related organisations (including the NHS) and whether better links to the NHS might be created, including collaborations with the NHS Forest and other initiatives that exist to promote the benefits to health.
	Officer Response	Communication Plan needed – reference to this needed in this section.
	Modification	Add text
32	Comment	The failure of the county council and the Welsh Government to ensure the future of Parc

		Penrhos as a vital place for the local community is painful.
	Officer Response	The Land and Lakes planning application for Penrhos followed the due planning process. The AONB is a landscape designation and balances to needs of landscape and seascape, nature, communities, and economic development.
	Modification	None
33	Comment	I strongly disagree because Anglesey Council are not managing the governance of Penrhos they are pandering to land and lakes and haven't even met with any of the campaigners so they can show Anglesey Council that land and lakes have lied when they say they have began working in Penrhos they have accepted photographic evidence despite counsellors saying they were willing to visit the site and see for themselves and despite the fact in the interest of transparency that the planning committee have not seen those photos the legal team strongly deny that work has begun as have the locals and some councillors so please visit this site and check this out and produce the photos for all the planning committee to see for themselves please start to Govern this disaster
	Officer Response	The Land and Lakes planning application for Penrhos followed the due planning process. The AONB is a landscape designation and balances to needs of landscape and seascape, nature, communities, and economic development.
	Modification	None

Q13 – Action Plan



Observations

The actions as set out in the plan are predominantly accepted although nearly 50% of the respondents had no strong opinion.

34	Comment	Great ideas, action needed to implement
	Officer Response	It is imperative that we deliver the actions, and equally importantly pass on the stories of our work to the communities and visitors who will gain from them, understand the area better, and raise the profile of the AONB.
	Modification	Include information on comms plan
35	Comment	<p>All are good words but need to be acted upon. I refer again to destruction on woodland habitat at Penrhos to the detriment of nature and the community. Daytime access for at most a couple of hours by locals and visitors has far less damaging impact on nature than over 1000 people living there 24/7.</p> <p>There is a mention of tranquility yet the Trac is allowed to exist in an AONB. I appreciate it has been there for some years but the number of events has increased dramatically causing significant traffic issues locally and constant noise particularly when there are motorbike events, This adversely affects the enjoyment of the tranquility by residents and visitors. As an 'Energy island' can't</p>

		council insist they move to use non-fossil fuel, quiet technology for racing, not least given climate change?!
	Officer Response	<p>The Land and Lakes planning application for Penrhos followed the due planning process. The AONB is a landscape designation and balances to needs of landscape and seascape, nature, communities, and economic development.</p> <p>It is important that individuals, and all sectors including the private sector collectively seek solutions to the impact of climate change. This is a common thread both in the AONB Plan and the DMP.</p>
	Modification	None – felt we have this covered already
36	Comment	I'd love you to do everything you have said but I think this is just a box ticking exercise
	Officer Response	It is imperative that we deliver the actions, and equally importantly pass on the stories of our work to the communities and visitors who will gain from them, understand the area better, and raise the profile of the AONB.
	Modification	Include information on comms plan
37	Comment	<p>Theme 1 - inappropriate development !</p> <p>Penrhos (This is starting to feel like a joke) how can you propose this document, when you don't follow its content</p> <p>CC 1.4</p> <p>Well-being of future generations act</p> <p>Objective 3 - development!</p> <p>CCC 3.3 - implement it now</p>
	Officer Response	The Land and Lakes planning application for Penrhos followed the due planning process. The AONB is a landscape designation and balances to needs of landscape and seascape, nature, communities, and economic development.
	Modification	None
38	Comment	As I said earlier, I feel some actions need to be bolder.

	Officer Response	It is important that in a time where action is needed to combat many of the challenges that we are seen to lead from the front. This will require a collective response from partners and communities. The plan and associated action plan is a working document and we will look to being as ambitious as is possible moving forward.
	Modification	None – will be taken into consideration when delivering action plan.

Anglesey AONB Management Plan – Annex1

Policy Context

International

International Union for Conservation of Nature Category V Landscape

The AONBs of Wales, alongside those in England and Northern Ireland, together with the UK's national parks, are part of a family of protected areas defined by the International Union for the Conservation of Nature (IUCN) as Category V – protected landscapes. These are known as cultural landscapes, formed by a close interaction between nature and the actions of human populations. Category V landscapes are defined by IUCN as landscapes where:

'...the interaction of people and nature over time has produced an area of distinct character with significant ecological, biological, cultural and scenic value: and where safeguarding the integrity of this interaction is vital to protecting and sustaining the area and its associated nature conservation and other values.'

Through this categorisation the management of an AONB can become an exemplar in area-based sustainable development which can highlight opportunities of other area-based management schemes.

The European Landscape Convention (ELC)

The ELC is a Europe-wide concept centred on the quality of landscape protection, management and planning. It was adopted by the Council of Europe in 2000 and ratified by the UK government in 2006. The signatory states have declared that they are:

'...concerned to achieve sustainable development based on a balanced and harmonious relationship between social needs, economic activity and the environment.'

It defines landscape as:

'...a part of the land, as perceived by local people or visitors, which evolves through time as a result of being acted upon by natural forces and human beings.'

Identifying and assessing landscapes should be a collaboration between field research by professionals and the perceptions of local inhabitants. It covers all landscapes, from the ordinary to the outstanding, that determine the quality of people's living environment.

People should be at the heart of landscape management policy, embodying their aspirations for the landscape features of their surroundings. The public is encouraged to take an active part in the landscape's protection, conservation and management, helping to influence changes and in planning its

management. AONBs and their partnership members can make a valuable contribution to delivering the aims of the ELC.

National (UK)

A Green Future – 25-year Plan to Improve the Environment (2018)

The UK Government's 25-year Environment Plan, published in 2018, set out a long-term approach to help the natural world regain and retain good health. The key points in the plan are:

'We will conserve and enhance the beauty of our natural environment, and make sure it can be enjoyed, used by and cared for by everyone. We will do this by:

- Safeguarding and enhancing the beauty of our natural scenery and improving its environmental value while being sensitive to considerations of its heritage.
- Making sure that there are high quality, accessible, natural spaces close to where people live and work, particularly in urban areas, and encouraging more people to spend time in them to benefit their health and wellbeing.
- Focusing on increasing action to improve the environment from all sectors of society.'

Key proposals include the government seeking to embed a 'net environmental gain' principle for development to deliver environmental improvements locally and nationally, and developing a Nature Recovery Network that will provide 500,000 hectares of additional wildlife habitat to link existing protected sites and landscapes. Its aims are that recovering wildlife will require more habitat in better condition in bigger patches that are more closely connected.

The Environment Act 2021

The Act is the new government framework of environmental protection following the UK's withdrawal from the European Union. New laws relate to natural protection, water quality, clean air and environmental protections that originally came from the EU. It sets long-term, legally binding targets for environmental improvement and strengthens the duty on public bodies to conserve and enhance biodiversity, including introducing a net gain for biodiversity through the planning system.

The CRoW Act and the significance of AONBs

The purposes of AONBs are set out in the Countryside and Rights of Way (CRoW) Act 2000.

Section 82 of the Act defines the primary purpose of the designation is to conserve and enhance natural beauty. Two other purposes were also defined:

- In pursuing the primary purpose account should be taken of the needs of agriculture forestry, other rural industries and of the economic and social needs of local communities. Particular

regard should be paid to promoting sustainable forms of social and economic development that in themselves conserve and enhance the environment.

- Recreation is not an objective of designation, but the demand for recreation should be met so far as this is consistent with the conservation of natural beauty and the needs of agriculture, forestry and other uses.

Section 85 places a duty on all public bodies to have regard to the purposes of conserving and enhancing the natural beauty of the area... It is not the purpose of designation to stop development but the planning authorities will consider any development proposal to ensure that it does not unduly harm the character and appearance of the AONB.

Section 89 requires local authorities in whose area an AONB lies to produce AONB management plans and then review and adopt these plans at intervals of no more than five years.

National (Wales)

Future Wales – The National Plan for Wales (2021)

The National Plan for Wales sets out the direction for development for Wales to 2040. Its strategy addresses key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate resilience, developing strong ecosystems and improving the health and well-being of our communities. It forms the highest tier of development planning in Wales.

The Environment (Wales) Act (2016)

The Environment Act provides the legislation needed to plan and manage Wales' natural resources in a more proactive, sustainable and joined-up way. It aims to make Wales a low carbon, green economy able to adapt to the impacts of climate change.

The Act promotes sustainable uses of natural resources; provides targets for reducing emissions of greenhouse gases; makes changes to the law about land drainage and byelaws by Natural Resources Wales and makes various provisions for waste collection and disposal, fisheries and marine licences, and establishes a Flood and Coastal Erosion Committee.

The Act requires Natural Resources Wales (NRW) to produce a State of Natural Resources Report that assesses how well resources are being managed sustainably, it enables the Welsh Government to produce a national policy for sustainable management and requires NRW to produce a local evidence base to help with the implementation of priorities.

The Well-being of Future Generations (Wales) Act 2015

This Act provides a legally-binding common purpose to all levels of government and specified public bodies to improve the well-being of Wales. The Act requires the specified organisations to carry out sustainable development, making it their core principle to improve economic, social, environmental and cultural well-being aimed at achieving seven well-being goals:

- A prosperous Wales – recognising the limits of the global environment, using resources efficiently and proportionately, and developing a skilled and well-educated population in an economy that generates wealth and provides employment opportunities.
- A resilient Wales – a natural environment with healthy ecosystems that support social, economic and ecological resilience.
- A healthier Wales – people’s physical and mental well-being is maximised.
- A more equal Wales – enabling people to fulfil their potential regardless of their background or circumstances.
- A Wales of cohesive communities – attractive, viable, safe and well-connected communities.
- A Wales of vibrant and thriving Welsh language – promoting and protecting culture, heritage and the Welsh language.
- A globally responsible Wales – taking account of the global impact of improving economic, social, environmental and cultural well-being.

The Act emphasises the importance of considering the well-being of people alongside the well-being of Wales, connecting sustainable development to people and their quality of life.

Public Services Boards have been established throughout Wales to ensure that public bodies work together to create a better future for the people of Wales. Key points from the 2022 five-yearly report by the Anglesey Board found that for environmental issues:

- Anglesey’s diverse natural environment is an important resource that has a positive impact on social, cultural and economic well-being.
- Climate change is a global challenge that is having an impact on well-being in Anglesey, as some communities are at high risk of flooding, extreme weather conditions and landslides and putting the area’s nature and habitats under increasing pressure.
- Protecting nature and biodiversity is important for decarbonisation.
- Anglesey is under relatively high agricultural pressure and unsustainable farming is damaging the environment.

Many of the objectives and actions in this management plan will help to achieve the seven well-being goals.

The Historic Environment Act 2016

The Act makes improvements on previous legislation, providing a legal framework for the designation, protection and management of scheduled monuments in Wales. The Act gives more effective protection to listed buildings and scheduled monuments and enhancing existing mechanisms for the sustainable management of the historic environment.

It will make it is easier for owners or developers to create sustainable new uses for unlisted historic buildings and enable authorities to act quickly if a listed building is under threat from unauthorised works.

Valued and Resilient: The Welsh Government’s Priorities for Areas of Outstanding Natural Beauty and National Parks (2018)

This Welsh Government report provides a statement on the future of AONBs and National Parks in Wales. The statement has four goals:

- That they are Valued Places which reach out beyond traditional audiences and engage a more diverse cross-section of Welsh society to feel they have a stake in these national landscapes.
- That they contain Resilient Environments where the value of nature is enhanced and the decline in biodiversity is reversed.
- That they support Resilient Communities where the relationship between people and the environment has shaped these landscapes and their communities.
- That AONB partnerships and National Park authorities must adopt Resilient Ways of Working where they champion collaborative approaches to maximise the benefits and tackle the challenges faced in these landscapes.

The statement emphasised that AONBs and National Parks should exemplify approaches to reconciling tensions around competing demands for natural resources, which will be aided in AONBs by the management plan.

[Natural Resources Wales / Our corporate plan to 2030 - Nature and People Thriving Together](#)

Text to be included when details available

[Biodiversity deep dive: recommendations | GOV.WALES](#)

Text to be included when details available

Welsh National Marine Plan (2018)

6.3.13 This is the first marine plan for Wales and is aimed at guiding the sustainable development of the marine area to support economic, social, cultural and environmental objectives. The visions for the plan are that the Welsh seas are clean, healthy, safe, productive and biologically diverse:

- Natural resources are sustainably managed, and seas are healthy and resilient, supporting a sustainable and thriving economy
- Health and wellbeing are improved
- More jobs and wealth are created, helping coastal communities become more resilient, prosperous and equitable with a vibrant culture
- The Welsh marine area is making a strong contribution to energy security and climate change emissions targets.

The plan's objectives align closely with the objectives of this management plan by guiding the sustainable management and development of the coast and coastal communities.

Water Framework Directive (WFD) (2017)

The WFD is a Europe-wide initiative developed by the European Commission to enhance river and water quality. It provides a single framework that would align water management policy throughout Europe. The framework's key aims are:

- Expanding the scope of water protection to all waters, surface waters and groundwater.
- Achieving 'good status' for all waters by a set deadline
- Water management based on river basins
- Combined approach of emission limit values and quality standards
- Getting the price right
- Getting the citizen involved more closely
- Streamlining legislation

The Framework obliges Great Britain to meet targets for the ecological and chemical status of waterbodies. Any works that could affect the hydrology, ecology or water quality of any classified waterbody needs to be assessed under the WFD to demonstrate how impacts will be mitigated or the waterbody enhanced to achieve good status. Groundwater is also assessed for its quantitative and chemical status.

West of Wales Shoreline Management Plan 2 (2012)

A Shoreline Management Plan (SMP) is a large-scale assessment of the risks associated with coastal evolution. It presents policies to tackle these risks to people and to the developed, historic and natural environment, in a sustainable manner. It does not set policy for anything other than food and coastal erosion risk management. However, it aims to provide a context for management decisions in other sectors of coastal management.

The coast of the Isle of Anglesey is considered within the West of Wales SMP under coastal areas F and G. These take into account predictions for sea level rise and climate change for 50-year and 100-year

periods. Policies range from doing nothing to holding the coastal line in order to protect land and property, and will influence AONB management.

North West Wales Area Statement

This area statement, produced by Natural Resources Wales with extensive community participation, provides an overview of the landscape of north west Wales from the perspective of the people who live and work there. The outcomes of the process to produce the statement include identification of a wide range of issues that impact on the environment of the area, a wealth of actions that can help to mitigate the issues and a commitment to working collaboratively between organisations and communities. The ethic of this approach resonates well with the process of developing and implementing this management plan. The four key themes of the statement are:

- Encouraging a sustainable economy
- Reconnecting people with nature
- Seeking opportunities for a resilient ecosystem
- Supporting sustainable land management

Two cross cutting themes are:

- Climate and emergency
- Ways of working

AONB Management Plans are legally required to take account of Area Statements and the State of Natural Resources Report (SoNaRR). Area Statements must take account of relevant plans including AONB Management Plans under a901A of the CRoW Act 2000.

Marine Area Statement

The Marine Area Statement covers the inshore waters of Wales extending out 12 nautical miles and making up 43% of the Welsh territory.

The Marine Area Statement sits alongside the Area Statements and has three core themes which link to a wide range of the key themes and actions included in the AONB Management Plan:

- Building the resilience of marine ecosystems
- Making the most of marine planning
- Coastal adaptation and nature-based solutions

The Marine Area Statement also promotes reconnecting people with Welsh seas through actions such as ocean literacy and citizen science, together with raising awareness of the benefits that marine and coastal areas can provide to support wider well-being.

Local

Council Plan

The Council Plan sets out the local authorities' priorities for the period 2023-28, with a clear vision to create an Anglesey that is healthy and prosperous where people can thrive.

It sets out 6 key objectives against which its progress will be measured. They are :

1. Social Care and Well-being – providing the right support at the right time
2. Education – ensuring an effective provision for today and for future generations
3. Housing – ensuring that everyone has the right to call somewhere home
4. Economy – promoting opportunities to develop the Island's economy
5. Climate Change – responding to the crisis, tackling change and working towards becoming a net zero organisation by 2030
6. The Welsh Language - increasing opportunities to learn and use the language

The plan recognises the importance of the AONB in delivering these key objectives, and in particular the role it plays in tackling the nature and climate crisis, and economic and social benefits to the island.

Anglesey and Gwynedd Joint Local Development Plan 2011-2026

This plan is the statutory development plan for Anglesey, providing a framework for local decision-making and determination of development issues in relation to conservation interests.

The plan recognises that Anglesey has a distinctive and diverse landscape, incorporating both the Isle of Anglesey AONB and entire island as an UNESCO Global Geopark. It appreciates that the character and beauty of the landscape significantly improves the quality of life of residents and has major social and health benefits.

Strategic Policy PS19 of the plan determines that development will be managed in a way that conserves and, where appropriate, enhances the distinctive natural environment, countryside and coastline, and proposals that have an adverse effect on them will be refused unless the benefits of the development clearly outweigh the value of the site.

Policy AMG1 is a requirement to refer to the aims and objectives of the management plan when considering planning proposals.

Proposals within or affecting the setting and / or significant views into and out of the Areas of Outstanding Natural Beauty must, where appropriate, have regard to the relevant Area of Outstanding Natural Beauty Management Plan.

Anglesey Energy Island

The Energy Island Programme was established in 2010 and is part of the Isle of Anglesey Council's approach to socio-economic development. The programme is working in partnership with key stakeholders to ensure Anglesey is an exemplar in the transition to a prosperous and resilient low carbon economy.

The Programme is engaging with a wide range of low carbon technology, research and development which includes wind, hydrogen, tidal, solar and nuclear as well as the associated grid infrastructure.

The Programme seeks to ensure that all development and projects provide high quality local jobs, education and supply chain opportunities, while protecting and enhancing the natural environment and enabling the Welsh Language and culture to thrive in vibrant communities.

Anglesey Energy Island vision

Theme 1: 'Growth in new technology, research and development, and innovation'

A place that enables growth in new low carbon technology, research and development, and innovation, while safeguarding and building on existing sectoral strengths such as the visitor economy.

Theme 2: 'Creating local jobs, building skills, thriving businesses'

An inclusive place providing access to employment, education and new high quality local jobs supporting the economic recovery of the island and North Wales post pandemic.

Theme 3: 'Resilient and cohesive communities, supporting a strong sense of place'

A place to be proud of, where the Welsh language and culture are thriving and vibrant, fostering community pride and the spirit of entrepreneurship, enabling a better quality of life for our people.

Theme 4: 'Responsible, pioneering, and timely climate action'

At the forefront of the low carbon energy transition, maximising local jobs and supply chain opportunities.

Theme 5: 'A balanced environment'

Support the wellbeing of current and future generations through building long-term working partnerships and community collaboration, with a need to preserve, enhance, and improve biodiversity, the natural environment and unique island heritage.

From the perspective of Anglesey's AONB, the Programme is seeking for all low carbon technology development proposals to have regard to the AONB designation and its primary purpose of conserving and enhancing natural beauty.

Destination Management Plan

The visitor economy is fundamental to the sustainable economic position of Anglesey, and the strategy highlights the commitment to further enhancing this. However, it has become increasingly evident over the past 3 years that unchecked tourism can adversely impact the lives of people and the unique qualities which make the Island so synonymous and drive the vast majority of tourist activities.

The Plan will redress this imbalance and ensure through a new multi organisational/interests group that the benefits of a vibrant and diverse offer is able to enhance the key qualities of language, culture, environment and heritage.

A drive for improvements to infrastructure such as car parking, toilets and access provision is a key part of the strategy, and by ensuring these critical building blocks are in place, we will have greater opportunities to release the potential of enhanced sustainable tourism offers which will bring about economic, social, health and wellbeing benefits to visitors and the people of Anglesey.

The Plan draws together all responsibilities and priorities of Destination and will act as template for a more collaborative and holistically minded approach to destination management moving forward.

We have developed 4 key principles to guide the direction of our work, and that of partners and stakeholders.

These are:

1. Celebrate, Respect and Protect our Communities, History, Language, Culture and Heritage
 - A visitor economy where the local communities feel ownership and empowered to drive forward the regenerative tourism model.
 - A visitor economy which embraces and sustainably utilises the existing strengths of our language and culture and brings our heritage to a wider audience.
 - A visitor economy where the culture is embraced, and at the heart of all product and promotional activities
2. Enhance the Visitor Experience Offer and Economic Sustainability
 - A visitor economy which can grow sustainably based around a high-quality offer where visitors value and respect Anglesey's culture, heritage and environment.
 - A visitor economy which is based around activities and experiences which take advantage of, but do not degrade the culture, heritage and environment.
 - A visitor economy where quality visitor infrastructure and access provision offer enhanced recreational opportunities and with this improved health and wellbeing.

3. Maintain, Enhance and Respect our Environment, and plan to mitigate impacts of Climate Change

- A visitor economy where the natural environment is understood and enhancements to natural capital bring about benefits in terms of wellbeing to all.
- A visitor economy where activities are in harmony with the natural environment, and enhance both the offer and the land and sea upon which they take place.
- A visitor economy which becomes more 'climate change ready' and is increasingly carbon neutral.
- A visitor economy where users are empowered to directly contribute to tackling both the nature and climate crises.

4. Ensure that the advantages to Anglesey communities outweigh any disadvantages, and as a result social and well being benefits are seen.

- A visitor economy whose infrastructure and resources are enhanced to the benefit of local communities, and adapts to mitigate the impacts of climate change.
- A visitor economy where local people are given the opportunities to be at the heart of the offer, taking advantage of new skilled roles and local supply chains.
- A visitor economy with sustainability at its core and able to grow in economic and social value and provide health and wellbeing opportunities for all.

Anglesey Flood Risk Management Strategy 2013

This strategy is an important step towards understanding and managing flood risk in Anglesey. It highlights how the Council can work better with organisations and communities towards reducing flood risk while balancing the needs of communities, the economy and the environment. The Council, as Lead Local Flood Authority, will focus on tackling local flood risk, including flooding from surface water, groundwater and watercourses such as rivers and streams. Main river flooding is the responsibility of Natural Resources Wales, guided by a National Flood and Coastal Erosion Risk Management Strategy.

AONB Management Plan – Annex 2

Anglesey AONB's public benefits

Provisioning services	Regulating services	Cultural services	Supporting services
Products of ecosystems such as water, food and the supply of raw materials	The results of natural processes such as water purification and air quality	Non-material benefits that result from our interaction with the natural environment	Functions provided by ecosystems that underpin all the other services
Water supply	Air quality	Cultural heritage values	Soil formation
Clean water is essential for life. The fenlands and reedbeds in the river catchments of Anglesey perform an important cleansing function in the provision of drinking water	Plants and trees are central to the cycle of oxygen and carbon dioxide in the atmosphere. They have an important role to play in regulating levels of air pollution	Human influence and settlement can be traced back to the Mesolithic hunter gatherers and early agriculture. The AONB has a rich historic heritage in terms of its art, culture, ancient monuments historic buildings and industry. This has great social, as well as economic value. Regional character and sense of place enhances local identity and provides distinctiveness through sustaining Welsh communities.	Soil is formed by the interaction between plants, micro-organisms and the underlying geology. We depend on healthy soils for growing food. Soils are slow to form but can be quickly degraded by poor land management, erosion and the impacts of weather and climate
Food production	Climate regulation and carbon storage	Recreation and tourism	Primary production
Farmers in the Anglesey AONB produce food and other raw materials. The farmed environment is a major producer of sheep and cattle as well as other local produce such as cheeses and vegetables. Food production in the AONB contributes to direct and ancillary employment.	The range of habitats within and adjacent to the AONB have an influence on climate at both local and global scales through the capture and storage of carbon from the atmosphere. The fens found on Anglesey are large areas of peat that help store approximately 750,000 tonnes of carbon	Recreation and tourism are an important element in the economy of Anglesey and the varied coastline, rich wildlife, coastal path and other visitor attractions of the AONB contribute significantly to this industry. All year round and seasonal employment are major contributors to the tourism and recreation industry	We rely greatly on processes such as photosynthesis where plants use solar energy to convert water, carbon dioxide and nutrients into oxygen and biological growth which provides food and other raw materials
Timber	Water flow and flood regulation	Health and wellbeing	Nutrient cycling
Broadleaved woodland and coniferous forest, cover around 13.4% of the total area of the AONB. Many estate woodlands are under sound management. There is great potential	The water catchments, rivers, streams, marshes, bogs and fens help regulate the flow of water and drainage of the land through storage and reducing surface run-off. If properly managed they	The landscape and seascape of the Anglesey AONB provides opportunities for a range of activities that help contribute to the health and well-being of local communities, health care	Plants, animals and micro-organisms are essential to the natural cycle of nutrients and help maintain soil and water quality. Increased levels of nutrients such as nitrates and

for bringing other areas of woodland into active management through community participation	can help reduce flooding at times of high rainfall and sustain river flows and surface water levels during droughts	groups and visitors	phosphates from sewage and fertilisers can result in poor water quality and loss of biodiversity
Energy	Erosion regulation	Tranquillity	Water cycling
The AONB has the potential to accommodate a range of renewable energy schemes that are compatible with its special qualities. There is scope for developing small scale and village energy schemes	The coastline of Anglesey is prone to erosion in a certain number of locations due to tidal action and increasingly, storm events. This can be both positive and negative. Areas of saltmarsh absorb wave energy in storms that might otherwise erode the coastline. Inland, the risk of erosion can be managed through tree and vegetation cover and by taking care over cultivation over large areas or on slopes	Relative tranquillity is recognised as a special quality of the AONB. It provides a resource and a benefit that is greatly valued. Tranquillity is also important at night and the dark skies of Anglesey are increasingly recognised as being of high importance	We rely on the natural environment and its functions to provide us with fresh water
Genetic diversity	Soil quality	Spiritual and inspirational values	Biodiversity
The biodiversity and seed bank within the AONB are a resource for the future. Local breeds help maintain important genetic diversity and contribute to both our cultural heritage and local distinctiveness	Varying soil types provide a mosaic of habitats and various crops	Anglesey is renowned for its coastal landscape and its sense of place. The area has provided inspiration for artists and writers. It continues to provide people with the opportunity to understand and enjoy its special qualities. The area enables people to escape, be inspired, and find spiritual renewal.	Plants and animals drive many of the processes that result in a healthy ecosystem and the benefits we get from it. It is vital to conserve the diversity of species and habitats, as they underpin the processes we rely on to sustain our lives
	Water quality		
	Disease and pest regulation Natural processes such as predation and climatic conditions help to control the spread of disease and pests		
	Pollination		
	The effective pollination of crops by bees and other pollinators is vital to the life cycle of many plants. The AONB relies on this 'natural service' for growing food crops as well as other plants and wildflowers		

AONB Management Plan

Annex 3 – Policy Objectives and Actions

THEME 1

Conserving and Enhancing Countryside and Coastal Character

7.1.2 The association between Anglesey AONB’s landscape and seascape is one of its key defining features. Its cliffs, beaches, dunes and estuaries contrast and complement the heaths and grasslands forming the backdrop to the coast. Communities over centuries have shaped the land and traded from its coastal communities forming a rich blend of the natural and the man-made. It has a natural beauty and sense of tranquillity that provides it with special qualities that set it apart from mainland Wales.

7.1.3 The Anglesey coastline with its beaches has been a popular tourist destination for generations. Pressures for development and the need to protect its natural and historic features are challenges for the AONB’s management.

AIM

The natural beauty, special qualities and distinctiveness of the landscape of the Isle of Anglesey AONB, including its natural, cultural and historical features, will be maintained, conserved and enhanced for the benefit of present and future generations.

What are the key forces for change?

Increased woodland planting	Scrub development
Changes to agricultural policy and practices	Conifer planting
Income diversification on farms	Invasive Non-Native Species (INNS)
Economic pressures and threats	Climate change
Second homes, and their impact on culture, community and language	Inappropriate development
Sea level rise, and the subsequent need for sea defences tied into managed retreat	Neglect and lack of management of cultural heritage sites
Recreation pressures	Marine pollution
Pollution	Lack of public awareness
Decline in traditional light grazing	Government policy, including post-Brexit environmental legislation

Who are the key partners?	
Natural Resources Wales	Countryside and AONB Unit
Landscape and wildlife organisations	Welsh Government
Cadw	Bangor University
Landowners, communities	JAC
Local authority staff	

What are the key policy influences?	
European Landscape Convention	Water Framework Directive
Welsh Government Natural Resource Policy	Local Development Plan
UK Environment Act 2021	West of Wales Shoreline Management Plan
Environment (Wales) Act 2016	Post-Brexit agri-environment and rural development schemes
Well-being of Future Generations (Wales) Act 2015	Wales National Marine Plan
Historic Environment (Wales) Act 2016	North West Wales Area Statement and Marine Area Statement
The Conservation of Habitats and Species Regulations 2017	Planning Policy Wales 11

Further NRW guidance on the following can be found in the AONB Strategic Environmental Assessment document –

- Visual sensitivity of the marine settings of Wales’s Designated Landscapes to offshore wind farms
- Tranquility and Place
- Using LANDMAP in Landscape and Visual Impact Assessment.

Objective 1: Landscape/Seascape

The coastal landscape and seascape are actively conserved where appropriate, enhanced.

Policies

CCC 1.1 LANDMAP is used as the process by which the landscape character of the AONB is valued and assessed.

CCC 1.2 The Anglesey Seascape Character Assessment is used to help determine the likely impacts of marine developments on the special qualities and features of the AONB.

CCC 1.3 There is a need to maintain the accessibility and conservation interest of sites of geological and geomorphological importance.

CCC 1.4 Elements of the landscape that have been degraded and lost their character will be restored and enhanced to safeguard the quality of the landscape.

Objective 2: Historic Landscape and Culture

Historic, archaeological and cultural sites are protected from development that degrades the special qualities of the AONB and interpreted to increase people's understanding of their value.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

CCC 2.1 Encourage relevant agencies to work together to identify, protect and actively conserve the historic, archaeological and cultural resources of the AONB.

CCC 2.2 Support the use of traditional skills and practices during restoration of the AONB's special qualities.

CCC 2.3 Ensure that high quality, co-ordinated and consistent interpretation material is provided to inform people about the rich history and culture of the AONB.

Objective 3: Development

Planning Policies protect the special qualities of the landscape, ensuring that all development within and adjacent to the boundary of the AONB is compatible with the aims and objectives of the designation and that new developments enhance local character.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

CCC 3.1 All development proposals within and up to 2Km adjacent to the AONB will be rigorously assessed to minimise inappropriate development which might damage the special qualities and features of the AONB.

CCC 3.2 All new developments and re-developments within and up to 2Km adjacent to the AONB will be expected to adopt the highest standard of design, materials and landscaping in order to conserve and enhance the special qualities and features of the AONB and to be respectful of the local context. Proposals of an appropriate scale and nature, embodying the principles of sustainable development, will be supported.

CCC 3.3 Ensure that planning policies reflect the statutory duty of the Council to conserve and enhance the special qualities and features of the AONB.

CCC 3.4 Continue to encourage the under-grounding of existing and proposed power and telephone lines.

CCC 3.5 Continue to encourage the highest standards of equipment design for telecommunication masts to minimise their visual impact on the special qualities and features of the AONB.

Objective 4: Peace and Tranquillity

Unspoilt panoramic views, dark skies and tranquillity are safeguarded from development that would degrade the special qualities of the AONB.
(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

CCC 4.1 Work to maintain and enhance the solitude, dark skies and natural beauty of the AONB.

CCC 4.2 Work towards securing Dark Skies status for Anglesey.

CCC 4.3 Ensure noise intrusion into the AONB is within acceptable limits.

Objective 5: The Ecosystem Approach

A model is agreed among partners and key stakeholders for applying an ecosystem approach to the management of the natural environment.
(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

CCC 5.1 Promote the role that the Ecosystem Approach has in relation to integrated sustainable land management and the wider landscape of the AONB and the range of goods and services this delivers.

CCC 5.2 Ensure that the impacts of climate change on the Anglesey AONB are recognised and understood and that mitigation and adaptation to climate change are established within the Ecosystem Approach.

CCC 5.3 Encourage and support research into the role various ecosystems provide within the AONB, ensuring all data sources are identified and accessible so that informed choices can be made.

CCC 5.4 Encourage partners to assign values to the various ecosystem services, recognising the non-use value that some services provide and create opportunity maps where land management changes could provide enhanced ecosystem services.

THEME 2

Tackling the Nature Crisis

7.1.4 Anglesey AONB has a wealth of habitats, supporting a wide and varied biodiversity. Its cliffs, sand dunes and salt marshes are internationally renowned, while its heaths, wetlands, reedbeds and woodlands support species such as otter, red squirrel, varied orchids and the rare marsh fritillary.

7.1.5 Anglesey's LBAP and the Corporate Biodiversity Action Plan set out a framework for protecting and managing its natural resources and promoting resilience in its ecosystems. It provides a firm basis for this management plan, in conserving the island's biodiversity and recognising the role that local people and visitors can play in its protection and management

Aim

The whole community has accepted the importance of conserving the natural world and wildlife and supports legislation that protects the special qualities of the AONB environment. Designated wildlife sites are managed sensitively and form part of an increasingly rich matrix of wildlife-friendly countryside. Incidents of pollution of soil, air and water in the AONB will be reduced.

What are the key forces for change?

Increased isolation between woodlands	Pollution, including that originating from industries and activities not located in the AONB
General neglect of woodlands	Development pressure
Overgrazing leading to loss of dwarf shrubs	Changes in local government, legislation and regulations
Abandonment of cliff top grazing due to recreational pressure	Tourism and economic pressures
Scrub development on heathland	Energy production
Changes in land management policy and practices	Cumulative effects of the transport network
Abandonment of commons	Increased demand for fresh water
Decline in appropriate burning regimes of heathland	Lack of public awareness
Competition from invasive non-native species	Government policy, including post-Brexit environmental legislation
Climate change	Funding (increase and decrease)
An increase in fly tipping	Grubbing out native hedges

Who are the key partners?	
Natural Resources Wales	AONB Volunteers
Landscape and wildlife organisations	Utilities
Landowners, communities,	North Wales Rivers Trust
IACC Countryside and AONB Unit	JAC / Partners
IACC Council Planning Function	Local Nature Partnership
North Wales Wildlife Trust	RSPB

What are the key policy influences?	
Welsh Government Natural Resource Policy	Local Development Plan
UK Environment Act 2021	Isle of Anglesey Corporate Biodiversity Plan 2022-2023
Environment (Wales) Act 2016	West of Wales Shoreline Management Plan
Well-being of Future Generations (Wales) Act 2015	Post-Brexit agri-environment and rural development schemes
Water Framework Directive	Wales National Marine Plan
North West Wales Area Statement and Marine Area Statement	

Objective 1: Habitat and Species Conservation

The coast and countryside are managed sensitively to maintain the diversity of habitats and species in a favourable condition and to improve connectivity between sites.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

NE 1.1 Continue to deliver the priorities of the Anglesey Local Biodiversity Action plan and the actions of IACC's Biodiversity Action Plan.

NE 1.2 Maintain, restore and enhance priority habitats and biodiversity in the AONB. Particular attention will be paid to sites with International and National designations such as SPAs, SACs, NNRs and SSSIs.

NE 1.3 Promote open sharing of information collected in research with those organisations having an interest in the AONB.

NE 1.4 Continued use and the resources available at the Local Biological Records Centre (COFNOD).

NE 1.5 Identify, locate, catalogue and remove invasive non-native species.

Objective 2: Soil, Air and Water

The quality of the soil, air and water – both freshwater and seawater – is regularly monitored to maintain standards that exceed UK and European standards.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

NE 2.1 Communities, NRW and Welsh Water to work collaboratively to protect soils, air and water from pollution.

NE 2.2 Monitor soil, air and water quality regularly to ensure that the AONB meets or exceeds the expected standards.

NE 2.3 Reduce wastage by actively promoting and implementing water efficiency measures and more sustainable patterns of domestic, industrial, agricultural and leisure water use.

Objective 3: Designated Areas and Other Important Sites

Both statutory and non-statutory wildlife sites are managed for their biodiversity, aesthetic and amenity value.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

NE 3.1 AONB Unit, site managers and other organisations to work collaboratively to maintain, restore, expand and sometimes create wildlife habitats.

NE 3.2 Ensure that non-statutory local wildlife sites are recognised as fundamental components of the AONB and the wider Anglesey countryside.

NE 3.3 Ensure that high quality interpretative material is readily available to both residents and visitors so that they are informed about the interest and value of the AONB's natural environment and wildlife.

THEME 3

The AONB as a Place for Enjoyment, Learning and Wellbeing

7.1.6 Anglesey has long been a popular destination for both domestic and international visitors. Various studies and evidence also highlights Anglesey as the UK county that is most dependent on tourism, with the industry contributing significantly to Anglesey's prosperity and quality of life. The challenge is to ensure that the advantages to Anglesey communities outweigh any disadvantages, and as a result social and well being benefits are seen.

7.1.7 Tourism, by its very nature, can have both positive and negative effects if not managed appropriately. It can result in inappropriate development, congestion on roads and erosion of the natural beauty and tranquillity that are Anglesey's primary attractions. But it can also contribute positively through increased revenues, year-round sustainability and an increase in environmental holidays and visitor giving breaks, such as traditional skills' events and courses and nature conservation holidays.

Aim

People understand and support the primary purpose of the AONB. They have opportunities to experience and appreciate its special qualities and features in a sustainable way and contribute positively to its current and future management.

What are the key forces for change?

Increase in fly tipping	Tourism policy and promotion
Limited availability of waste transfer stations	Awareness of health and wellbeing benefits of outdoor recreation
Increasing cost of disposing waste	Local authority and partner funding (increase and decrease)
Use of rights of way	The selection criteria for award beaches
Legal issues of common land	Negotiations on permissive paths
External funding	Community involvement and support
Welsh Government protected landscape policy	Emerging recreation activities, such as e-biking
Changes in local government	Ferry use, with transient visitors
Changes in legislation, such as the Wales National Marine Plan	

Who are the key partners?	
Natural Resources Wales	Tourism providers
Local authorities – IACC, Town and Community Councils	Local schools, societies and interest groups
Landscape and wildlife organisations	Voluntary services
Landowners, communities	Menter Môn
Tourism authority – national regional local	Visit Wales
Tourism partnership	Bangor University

What are the key policy influences?	
UK and Wales tourism policy	Local Development Plan
UK and Wales access legislation and policy	Anglesey Destination Management Plan
Environment (Wales) Act 2016	Anglesey Public Rights of Way Improvement Plan
North West Wales Area Statement and Marine Area Statement	Maritime statutory plan – marine operational plan (Marine and coastguard agency)
Well-being of Future Generations (Wales) Act 2015	Welsh Government Natural Resource Policy

Objective 1: Tourism

Partnerships are developed that secure sustainable recreation activities, supporting rural services and employment, and contributing to the local economy. *(Final document – Objective and Policies cross referenced via page numbers to Action Plan)*

Policies

EU 1.1 Ensure the tourism industry makes a vital and sustainable contribution to the Anglesey AONB economy.

EU 1.2 Raise awareness of the special qualities and features of the AONB that are key assets to the tourism sector.

EU 1.3 Ensure that the Destination Management Plan supports the conservation and enhancement of the AONB's special qualities and features.

Objective 2: Recreation

The AONB continues to be a popular location for sustainable recreation with both residents and visitors, and the risk of damage to the AONB's special qualities and features is lessened.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

EU 2.1 Promote sustainable terrestrial and maritime recreational activities and facilities that complement the special qualities and features of the AONB.

EU 2.2 Promote terrestrial and maritime enjoyment of the AONB for residents and visitors by encouraging recreation and leisure activities that are consistent with the conservation of the area's special qualities and features.

Objective 3: A welcoming AONB

The impacts of pollution and recreation upon the special qualities and features of the AONB are regularly monitored to ensure that any incidents are within acceptable limits.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

EU 3.1 Promote understanding and awareness between recreation, conservation and local interest groups.

EU 3.2 Work to improve people's enjoyment of the AONB by reducing incidents of littering, dog fouling and fly tipping and associated antisocial behaviour.

Objective 4: Access

Via the Rights of Way Improvement Plan (ROWIP) the access network is managed to a high standard, providing access opportunities appropriate to the purposes of the designation.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

EU 4.1 Promote access for all (where appropriate), whilst also protecting the AONB's special qualities and features and the integrity of the European sites, ensuring there is a coordinated approach to the appropriate management and promotion of public access and quiet recreational activities.

EU 4.2 Ensure that the PROW network is maintained at a high standard and that appropriate information and clear signage conserves and enhances the special qualities and features of the AONB and the integrity of the European sites.

EU 4.3 Ensure the All-Wales Coastal Path complements the PROW network and where deemed appropriate provides opportunities for recreation that are accessible to all. Monitor the impacts of Coastal Footpath use on the special qualities and features of the AONB.

Objective 5: Understanding and Lifelong Learning

The whole community is aware of the benefits of AONB designation through the regular promotion of the special qualities and features of the AONB and its management needs.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

EU 5.1 Support initiatives for children and young people to understand more about the Anglesey AONB's changing landscape and its special qualities and features through outdoor learning aligned to the new national curriculum.

EU 5.2 Work with schools to improve connections between the special qualities and features of the Anglesey AONB, landscape change and their curricular and extra-curricular activities aligned to the new national curriculum.

EU 5.3 Work with partners to provide opportunities for outdoor learning for all ages and abilities in keeping with the goals of lifelong learning and social well-being.

EU 5.4 Work with partners to ensure there is greater awareness and appreciation of the Anglesey AONB by those who live, work or visit the AONB.

Objective 6: Interpretation and Information

The meanings of the AONB's special qualities and features are revealed through effective interpretation.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

EU 6.1 Increase the profile of the AONB through effective and consistent interpretation and information for both residents and visitors.

THEME 4

Vibrant Communities in a Working Landscape

Aim

Communities within, and adjacent to, the AONB contribute to the conservation and enhancement of its special qualities and features while increasing their existing economic and social activities sustainably.

7.1.8 The AONB is home to over 16,000 people. They are distributed in sizeable settlements such as Beaumaris and Newborough and in dispersed communities throughout the area. The AONB is therefore both a protected landscape and a living and working community. While many people commute to other employment centres on the island or on the mainland employment within the AONB is mainly in tourism and agriculture. The natural resources of the island are therefore a significant foundation for people's livelihoods.

What are the key forces for change?

Demise of family succession and ownership in agriculture and small business	Funding (increase and decrease)
Lack of affordable housing	Tourism traffic and increasing interest in off-road cycling
Increase in the number of second homes	Changes in local government
Lack of employment opportunities	Demand for local products
Migration patterns and population structures	Awareness of health and wellbeing benefits of outdoor recreation
Loss of community patterns and traditions	Community involvement and support
Demise in local traditions and skills	Home working and broadband provision, enabling more people to use virtual working practices
Government policy, including post-Brexit environmental legislation	Climate change
Rural development programmes post-Brexit	Impact of other infrastructure projects

Who are the key partners?

Natural Resources Wales	Local Authority Departments
Landscape and wildlife organisations	Business associations
Farming Unions	Menter Môn
Landowners, communities	Welsh Government

What are the key policy influences?	
Post-Brexit agri-environment and rural development schemes	Well-being of Future Generations (Wales) Act 2015
Welsh Government Natural Resource Policy	Local Development Plan
UK Environment Act 2021	Anglesey Destination Management Plan
Environment (Wales) Act 2016	North West Wales Area Statement and Marine Area Statement

Objective 1: Land Management

Land managers safeguard sustainable land use activities that support the AONB's special qualities and features and contribute to the local economy by providing products and services.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

LWL 1.1 Support farming so that it remains one of the principal land uses within the Anglesey AONB and contributes to maintaining the quality of the landscape and the AONB's special qualities and features.

LWL 1.2 Ensure the continued viability of agriculture and its allied businesses in ways which conserve and enhance the special qualities and features of the AONB.

LWL 1.3 Influence policy, plans and funding streams which support farmers and other rural landowners.

LWL 1.4 Support the sound management and appropriate expansion of woodland within the AONB for both their commercial and social value.

LWL 1.5 Support opportunities for farmers and landowners to identify and develop environmentally sustainable diversification enterprises that conserve and enhance the special qualities and features of the AONB.

LWL 1.6 Encourage and support measures, including financial initiatives under agri-environment schemes which are targeted towards the enhancement of the special qualities and features of the AONB.

Objective 2: Viable Communities

Local culture and rural services, products and activities are maintained, securing affordable homes for local people and supporting the Welsh language.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

LWL 2.1 Promote local employment and local business opportunities which contribute to the conservation and enhancement of the AONB's special qualities and features; support local communities within the AONB and increase the ability of people to live and work locally.

LWL 2.2 Recognise a proven need for affordable housing within the AONB in accordance with relevant planning and housing policies.

LWL 2.3 Encourage and enhance the retention and provision of local services within the AONB's communities whilst reducing the move towards urbanisation.

Objective 3: Community Involvement

The communities of the AONB are engaged through meaningful consultation and empowerment to improve participation, inclusivity, active lifestyles and to take pride in their AONB community.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

LWL 3.1 Support and enable communities to develop and deliver high quality, community-led initiatives that contribute to the understanding, conservation, and enhancement of the special qualities and features of the AONB.

LWL 3.2 Work with others to help develop and deliver the health and well-being agenda

LWL 3.3 Continue to build and maintain the volunteering capacity, and diversity of volunteer roles and the range of opportunities that deliver AONB purposes.

Objective 4: Business

Businesses in the AONB contribute positively to a healthy rural economy providing employment opportunities for people who live on Anglesey.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

LWL 4.1 Work with partners to increase the availability and speed of broadband and the coverage of the mobile phone network, to facilitate business growth, encourage home working and hybrid lifestyles, and improve the quality of rural life.

LWL 4.2 Promote a profitable, high quality local food processing economy as a way of revitalising rural incomes, and to raise awareness among local residents, organisations and visitors about the benefits to the landscape/seascape, economy and social fabric of purchasing locally sourced foods.

LWL 4.3 Support opportunities that encourage local businesses in the AONB to become more environmentally and economically sustainable, particularly in ways that conserve the special qualities and features of the AONB.

Objective 5: Sustainability

An increased proportion of the resident population of the AONB adopts sustainable lifestyles.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

LWL 5.1 Ensure that the sustainability concept is recognised and understood as a basic requirement underlying all policies.

LWL 5.2 Ensure that the landscape and the special qualities and features of the AONB are recognised and valued as an economic asset, providing information about projects and examples of best practice.

LWL 5.3 Promote the efficient, sustainable use of the AONB's natural resources to conserve and enhance the special qualities and features of the AONB.

LWL 5.4 Promote the objectives of the Waste Hierarchy in the AONB, which are to reduce, reuse and recycle, thus ensuring the sustainable management of waste.

Objective 6: Transport

National and local transport agencies have put in place policies, guidance and decisions to conserve and enhance the special qualities of the AONB, maintain local distinctiveness, provide services and support a buoyant rural economy.
(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

LWL 6.1 Promote the integration and use of more sustainable public transport systems as part of a multi-modal approach in the AONB.

LWL 6.2 Encourage cycling for both commuting and leisure purposes through the development and promotion of a seamless and safer network and by exploring opportunities for future off-road cycling infrastructure.

LWL 6.3 Ensure that the special qualities and features of the AONB are fully respected in the planning, design, provision and management of all types of transport schemes.

LWL 6.4 Promote the AONB as a model for high standards of design in highway schemes, infrastructure and associated landscaping which complement the special qualities of the AONB.

Objective 7: Partnership working

The JAC will continuously seek opportunities to promote joint working with and between stakeholders to secure the purposes of designation and maximise funds.
(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

LWL 7.1 Foster effective partnership and administrative arrangements to lead and co-ordinate the management of the AONB via the Joint Advisory Committee (JAC).

LWL 7.2 Share knowledge, best practice and skills in protected landscape management through the JAC and the Protected Landscape network.

THEME 5

Managing the AONB in a changing climate

Aim

Aim

The AONB partners and communities are working positively to reduce carbon emissions, renewable and sustainable energy initiatives are pursued, and the principles of adaptation to and mitigation of the impacts of climate change are adopted to protect the natural beauty and landscape / seascape character of the AONB.

7.1.9 Climate change is likely to have a significant impact on the Anglesey environment. Rising temperatures, changing rainfall patterns, increased frequency of storms and predicted rising sea levels will affect the landscape, its habitats and its species. These impacts will have a detrimental effect on individuals, communities, businesses, health and well-being.

7.1.10 The impacts on habitats include soil erosion of fens from increased rainfall, erosion and habitat change of sand dunes, and erosion of soft sediment cliffs and coastlines. There will be impacts too on the interdependency and range of species, on populations of rare and endangered species that are characteristic of the island and on communities within the AONB and the whole of Anglesey.

What are the key forces for change?

Cumulative effects of carbon emissions	Public engagement
The need to respond to a changing climate – such as flood management and coastal protection	Government policy
Increased demand for fresh water	Government funding (increase and decrease)
Lack of public awareness	

Who are the key partners?

Natural Resources Wales	Countryside and AONB unit
Landscape and wildlife organisations	Welsh Government
Landowners, communities,	UK Government

What are the key policy influences?	
Welsh Government Natural Resource Policy	The IACC Towards Net Zero Plan
UK Environment Act 2021	UK Climate Change Committee risk assessment report – Wales
Environment (Wales) Act 2016	Local Development Plan
Well-being of Future Generations (Wales) Act 2015	West of Wales Shoreline Management Plan
Water Framework Directive	Wales National Marine Plan
The IACC Council Plan	North West Wales Area Statement and Marine Area Statement

Objective 1: Understanding about climate change

Partner organisations and communities are more aware of the impacts of climate change on the natural beauty and economy of the AONB

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

CLCH 1.1 Ensure that the vision and policies of the Anglesey Energy Island Programme are promoted within AONB communities.

CLCH 1.2 Provide easily accessible information and interpretation, and education programmes, on the changes that are likely to happen in the AONB as a result of a changing climate.

Objective 2: Action on climate change

Landowners and communities are involved in activities that help to ameliorate the impacts of climate change on the AONB.

(Final document – Objective and Policies cross referenced via page numbers to Action Plan)

Policies

CLCH 2.1 Empower communities to explore ways they can help to take action on climate change.

CLCH 2.2 Ensure landowners and land managers understand best practice in approaches to carbon sequestration and land management that reduces carbon emissions and manages water catchment and flow and take action wherever appropriate.

CLCH 2.3 Encourage destination managers and tourism operators to develop approaches to sustainable tourism that reduces carbon emissions and mitigates against, or adapts to, the effects of climate change.

THEME: Managing the AONB in a changing climate

AIM: The AONB partners and communities are working positively to reduce carbon emissions, renewable and sustainable energy initiatives are pursued, and the principles of adaptation to and mitigation of the impacts of climate change are adopted to protect the natural beauty and landscape / seascape character of the AONB.

Policy Ref.	Objective	Actions to deliver this objective	Lead	Partnership/ Collaboration	Timescale
CLCH 1.1 - 1.2	Understanding about climate change Partner organisations and communities are more aware of the impacts of climate change on the natural beauty and economy of the AONB	<ol style="list-style-type: none"> Collaborate with partners organisations and academic institutions to better understand the implications of climate change on the AONB and implement measures to mitigate and adapt through (where possible), nature-based solutions The AONB Unit in association with partners, to provide and implement an annual programme of events and activities for schools to raise awareness and understanding of climate change 	IACC AONB Unit	JAC NRW/WG Bangor University	2023-25
			AONB Unit IACC	Schools	Annual
CLCH 2.1 - 2.3	Action on climate change Landowners and communities are involved in activities that help to ameliorate the impacts of climate change on the AONB.	<ol style="list-style-type: none"> Work with landowners, tenants and land managers to promote best practice and identify opportunities for carbon sequestration, water catchment, and climate adaptation through agricultural practices Assist with preparing a Sustainable Tourism Strategy aligned to the IACC's Destination Management Plan Promote and administer Welsh Government's Sustainable Landscapes, Sustainable Places [SLSP] 	Farming Unions AONB Unit IACC	JAC Landowners / Land managers	Annual
			Tourism Unit AONB Unit	DAP JAC	tbc
			AONB Unit IACC	JAC	2022-25

THEME: Managing the AONB in a changing climate

		and Sustainable Development Fund (SDF) for decarbonisation and nature recovery projects		Landowners / Land managers	
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THEME: Enhancing countryside and coastal character

AIM: The natural beauty, special qualities and distinctiveness of the landscape of the Isle of Anglesey AONB, including its natural, cultural and historical features, will be maintained, conserved and enhanced for the benefit of present and future generations.

Policy Ref.	Objective	Actions to deliver this objective	Lead	Partnership/ Collaboration	Timescale
CCC 1.1 - 1.4	<u>Landscape/Seascape</u> The coastal landscape and seascape are actively conserved through appropriate management.	1. Continued use of Landmap when assessing new and proposed developments.	IACC	NRW	Ongoing
		2. Equip officers with Landmap and GIS training including familiarisation of new mapping and modelling technology linked to climate change.	IACC	NRW	2023/24
		3. Anglesey Seascape Character Assessment utilised when assessing new and proposed marine developments	IACC	NRW	Ongoing
		4. Continued IACC co-opted membership of the GeoMôn Board to influence and advise on funding, collaborative working and retaining UNESCO Geopark status.	IACC	GeoMôn NRW	Quarterly
CCC 2.1 - 2.3	<u>Historic Landscape and Culture</u> Historic, archaeological and cultural sites are protected from development that degrades the special qualities of the AONB and interpreted to increase	1. Promote the management and conservation of the AONB's historical and archaeological features	GAT	AONB Unit / IACC	2023-24/ Ongoing
		2. Outline key historic and archaeological locations within the AONB that can be used for education purposes aligned to the new school curriculum	GAT / AONB Unit	IACC Schools	2023-24 / ongoing 2023-24 / ongoing

THEME: Enhancing countryside and coastal character

AIM: The natural beauty, special qualities and distinctiveness of the landscape of the Isle of Anglesey AONB, including its natural, cultural and historical features, will be maintained, conserved and enhanced for the benefit of present and future generations.

	people's understanding of their value.	<ol style="list-style-type: none"> 3. Provide training in traditional and rural skills activities through the AONB Volunteer Programme 4. Identify key messages and themes and appropriate methods and materials for interpretation 5. Develop a project to research, catalogue, protect and promote Anglesey AONB's Welsh language place names, beaches and coves, rivers / streams and agricultural field names 	AONB Unit	NRW, WG SPF	2023-25
<p>CCC 3.1 - 3.5</p>	<p>Development Planning Policies protect the special qualities of the landscape, ensuring that all development within and adjacent to the boundary of the AONB is compatible with the aims and objectives of the designation and that new developments enhance local character.</p>	<ol style="list-style-type: none"> 1. Integrate the new AONB Management Plan as policy within relevant sections of the new Local Development Plan for Anglesey. 2. Production and publication of a series of relevant AONB Supplementary Planning Guidance (SPG) to support the AONB Management Plan and Local Development Plan. 3. The AONB Unit to receive all Planning applications within and 2km adjacent to the AONB and respond accordingly. 	<p>AONB Unit / Planning Policy Unit</p> <p>AONB Unit / Planning Policy Unit</p> <p>IACC Development Management</p>	<p>IACC JAC</p> <p>IACC JAC</p> <p>AONB Unit</p> <p>Planning and Policy Service</p>	<p>2023-24</p> <p>2023-24</p> <p>Weekly</p> <p>Bi-annual</p>

THEME: Enhancing countryside and coastal character

AIM: The natural beauty, special qualities and distinctiveness of the landscape of the Isle of Anglesey AONB, including its natural, cultural and historical features, will be maintained, conserved and enhanced for the benefit of present and future generations.

		<p>4. Create closer working practices and reciprocal training between the AONB Unit and Planning and Policy Service.</p> <p>5. Improve and develop the dialogue with Section 85 organisations undertaking work in the AONB aligned to the AONB Management Plan's policies culminating in an annual report with recommendations.</p>	<p>AONB Unit</p> <p>AONB Unit</p>	<p>Utilities JAC</p>	<p>Bi-annual</p>
<p>CCC 4.1 – 4.3</p>	<p><u>Peace and Tranquillity</u> Unspoilt panoramic views, dark skies and tranquillity are safeguarded from development that would degrade the special qualities of the AONB.</p>	<p>1. Application to the International Dark-sky Association (IDA) to accredit an area within the AONB as dark sky status.</p> <p>2. IACC (Officer and Member) and JAC training to raise awareness and understanding of lighting /dark skies from an environmental, economic, health / well-being and cultural perspective.</p> <p>3. Production and publication of a lighting AONB Supplementary Planning Guidance (SPG) to</p>	<p>AONB Unit Prosiect Nos</p> <p>AONB Unit Prosiect Nos</p> <p>Planning Policy Unit</p>	<p>IACC NRW Landowners / Communities</p> <p>IACC JAC</p> <p>AONB Unit Prosiect Nos</p> <p>Businesses General public</p>	<p>2023-24</p> <p>Annual</p> <p>2023-24</p> <p>2022-25</p>

THEME: Enhancing countryside and coastal character

AIM: The natural beauty, special qualities and distinctiveness of the landscape of the Isle of Anglesey AONB, including its natural, cultural and historical features, will be maintained, conserved and enhanced for the benefit of present and future generations.

		<p>support the AONB Management Plan and Local Development Plan.</p> <p>4. Continued support and implementation for retrofitting of outdoor dark sky friendly lighting on public and private buildings via Welsh Government's Sustainable Landscapes, Sustainable Places (SLSP) Fund</p> <p>5. Engage with the relevant stakeholders to reduce the prevalence of noisy marine activities along some parts of the coast</p>	<p>AONB Unit Prosiect Nos</p> <p>Maritime Unit</p>	<p>IACC</p> <p>IACC</p>	<p>Seasonal</p>
<p>CCC 5.1 - 5.3</p>	<p><u>The Ecosystem Approach</u> A model is agreed among partners and key stakeholders for applying an ecosystem approach to the management of the natural environment.</p>	<p>1. Establish targeted climate change research projects with partners and education bodies.</p>	<p>AONB Unit IACC</p>	<p>NRW/WG JAC Bangor University Coleg Menai</p>	<p>2023-25</p>
		<p>2. Undertake a series of workshops with stakeholders to identify the goods and services delivered by the Ecosystems on Anglesey and their impact on the special qualities and features of the AONB.</p>	<p>AONB Unit IACC</p>	<p>JAC NRW/WG</p>	<p>Annual</p>
		<p>3. Collate all relevant sources of data and mapping and make available to partners</p>	<p>AONB Unit IACC</p>	<p>NRW/WG JAC</p>	<p>Ongoing</p>

THEME: The AONB as a Place for Enjoyment, Learning and Wellbeing

AIM: People understand and support the primary purpose of the AONB. They have opportunities to experience and appreciate the special qualities and features in a sensitive and sustainable way and contribute positively to its current and future management.

Policy Ref.	Objective	Actions to deliver this objective	Lead	Partnership/ Collaboration	Timescale
EU 1.1 - 1.3	Tourism Partnerships are developed that secure sustainable recreation activities, supporting rural services and employment, and contributing to the local economy	1. Ensure close alignment of the AONB Management Plan and the Destination Management Plan	AONB Unit Tourism Unit	JAC DAP	2023-24
		2. Closer working practices and collaboration between the AONB's Joint Advisory Committee and the Destination Anglesey Partnership (DAP)	AONB Unit	JAC DAP	2023-24 / Ongoing
EU 2.1 - 2.2	Recreation The AONB continues to be a popular location for sustainable recreation with both residents and visitors, and the risk of damage to the AONB's special qualities and features is lessened.	1. The AONB Unit working with relevant partners to provide an annual events and activities programme	AONB Unit	Event suppliers	2022-25
		2. Promote and administer Welsh Government's Sustainable Landscapes, Sustainable Places (SLSP) funding for sustainable recreation	AONB Unit	Businesses Event suppliers	2022-25
EU 3.1 - 3.2	A welcoming AONB The impacts of pollution and recreation upon the special qualities and features of the AONB are regularly monitored to ensure that any	1. Raise awareness and trial new / innovative methods of controlling littering, dog fouling, fly tipping and associated anti-social behaviour within and adjacent to the AONB 2. AONB Volunteers working with partners, schools and community groups to arrange beach cleans and segregate the marine waste for recycling	IACC Waste Mgmt AONB Unit	JAC	Ongoing

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	incidents are within acceptable limits.				
EU 4.1 - 4.2	<u>Access</u> The access network is managed to a high standard, providing access opportunities appropriate to the purposes of the designation.	1. Review and improve signage between villages, towns, other promoted routes, countryside sites, car parks and visitor facilities within the AONB	Coastal Path and PROW Units	JAC	2023-25
		2. AONB Volunteers to assist the Coastal Path Unit with improving and maintenance of the coastal path network	AONB Unit	Coastal Path Unit	Ongoing
		3. Review, re-invest and reposition data monitoring equipment within the AONB. Collate and analyse at quarterly intervals and disseminate to relevant partners.	AONB Unit	Coastal Path /PROW Unit JAC	2023-24
		4. Production of a heathland strategy and action plan to enable the conservation and enhancement of lowland heath / common land for access and conservation purposes.	AONB Unit	Coastal Path /PROW Unit JAC	2023-24
EU 5.1 - 5.4	<u>Understanding and Lifelong Learning</u> The whole community is aware of the benefits of the AONB designation through the regular promotion of the special qualities and features of the AONB and its management needs.	1. The AONB Unit and Partners to provide an annual programme of educational activities and events linked to the new National Curriculum	AONB Unit IACC	Schools	Weekly – Monthly
		2. AONB Unit to continue supporting and participating in the work of Outdoor Learning Wales on Anglesey	AONB Unit		Bi-annual
			AONB Unit	Schools JAC	Weekly – Monthly

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		3. Raise awareness of the education resources available from the AONB and utilise the Breakwater Country Park as a centre for schools' activities and events linked to the new curriculum.			
EU 6.1	<p><u>Interpretation and Information</u> The meanings of the AONB's special qualities and features are revealed through effective interpretation.</p>	1. Work with the IACC's Tourism Unit to review and report on all outdoor interpretation in the AONB to evaluate condition, relevance, location, compliance etc (include digital technology as part of review)	Tourism Unit AONB Unit	DAP JAC	2023-25
		2. Develop an interpretation and information plan for the AONB linked to the recommendations of the above review.	Tourism Unit AONB Unit	DAP JAC	2023-24
		3. Prepare a year long programme of events and activities to celebrate the 60 th anniversary since Anglesey's AONB being designated (1966-2026)	AONB Unit IACC	JAC NRW WG	2025

THEME: Vibrant Communities in a Working Landscape

AIM: Communities within, and adjacent to the AONB contribute to the conservation and enhancement of its special qualities and features while increasing their existing economic and social activities sustainably.

Policy Ref.	Objective	Actions to deliver this objective	Lead	Partnership/ Collaboration	Timescale
LWL 1.1 - 1.6	<u>Land Management</u> Land managers safeguard sustainable land use activities that support the special qualities and contribute to the local economy by providing products and services	1. Influence and promote the Sustainable Farming Scheme (Welsh Government's emerging agri-environment initiative)	Farming Unions	AONB Unit WG JAC	2023-25
		2. Support and promote local food supply chains and local food producers aligned to conserving and enhancing the AONB's special qualities	Farming Unions	Menter Môn AONB Unit	Ongoing
		3. Develop tree / woodland planting schemes proportionate to land availability and suitability	AONB Unit	JAC Landowners / Land Managers	Annual
		4. Development of IACC Tree Nursery to supply trees for planting schemes [farmland, communities and landscaping commercial developments]	AONB Unit	Volunteers	2023-24
		5. Continuation of Anglesey Rivers' Project (River Wygyr) to improve water quality [river and bathing waters] improve public access, tree planting and increase bio-diversity	AONB Unit	NWRT WG Landowners / Land Managers	2022-25
		6. Promote and administer Welsh Government's Sustainable Landscapes, Sustainable Places (SLSP) funding for nature recovery and decarbonisation projects	AONB Unit	JAC Landowners /	2022-25

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				Land Managers WG	
LWL 2.1 - 2.3	<u>Viable Communities</u> Local culture and rural services, products and activities are maintained, securing affordable homes for local people and supporting the Welsh language	1. Improve dialogue with internal departments of IACC relevant to affordable housing in the AONB as well as external agencies	IACC	AONB Unit	2023-24
		2. Support and alignment with the North Anglesey Economic Regeneration Plan	IACC Economic Development	Destination Management Local Community	2023-25
		3. Promote and initiate volunteering opportunities through the AONB Volunteer Group with relevant community groups and employment agencies.	AONB Unit	IACC JAC DWP	2023-27
LWL 3.1 - 3.3	<u>Community Involvement</u> The communities of the AONB are engaged through meaningful consultation and empowerment to improve participation, inclusivity, active lifestyles and to take pride in their AONB community.	1. The AONB Unit's AONB Community Wardens to maintain and promote links with communities to develop projects and initiatives.	AONB Unit	Communities	Weekly – Monthly
		2. The AONB Unit's AONB Community Wardens to actively encourage membership of the AONB Volunteer Group.	AONB Unit	Communities	Monthly
		3. The AONB Unit to provide and implement an annual programme of events and activities.	AONB Unit	JAC Events providers	Weekly – Monthly
			AONB Unit	IACC Medrwn Môn Menter Môn	2023-24 / ongoing

THEME: Vibrant Communities in a Working Landscape

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		<p>4. The AONB Unit to foster closer ties with relevant IACC Sections, Medrwn Môn and Menter Môn to deliver on key community objectives and initiatives.</p> <p>5. Promote and administer Welsh Government's Sustainable Landscapes, Sustainable Places (SLSP) and Sustainable Development Fund (SDF).</p>	AONB Unit	JAC Communities	2022-25
LWL 4.1 - 4.3	Business Businesses in the AONB contribute positively to a healthy rural economy providing employment opportunities for people who live on Anglesey	1. Joint working with multiple partners to enable more effective, efficient and sustainable working practices	IACC Economic Development	AONB Unit	Ongoing
		2. Support and promote local food supply chains and local food producers aligned to conserving and enhancing the AONB's special qualities	Menter Môn	AONB Unit Suppliers	Ongoing
		3. Promote Welsh Government's Sustainable Development Fund as a catalyst for joint funding of projects	AONB Unit	Businesses	2022-25
LWL 5.1 - 5.4	Sustainability An increased proportion of the resident population of the AONB	1. The AONB Unit to continue to adopt and implement sustainable working principles and practices	AONB Unit	IACC	Ongoing
			AONB Unit	JAC NRW	2023-24 / Ongoing

THEME: Vibrant Communities in a Working Landscape

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	adopts sustainable lifestyles.	<ol style="list-style-type: none"> 2. Identify important landscape/seascape elements and explore the links between the AONB's special qualities and the ecosystem approach 3. Identify current and future uses of the AONB's natural resources and explore the links to the ecosystems approach 4. Support the Welsh Government and IACC's Waste Management principles and strategies 5. Promote Welsh Government's Sustainable Development Fund as a catalyst for joint funding of projects 	<p>AONB Unit</p> <p>IACC Waste Management</p> <p>AONB Unit</p>	<p>Bangor University</p> <p>JAC NRW Bangor University</p> <p>AONB Unit</p> <p>Communities Businesses</p>	<p>2023-24 / Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
<p>LWL 6.1 - 6.4</p>	<p>Transport National and local transport agencies have put in place policies, guidance and decisions to conserve and enhance the special qualities of the AONB, maintain local distinctiveness, provide</p>	<ol style="list-style-type: none"> 1. Ensure the AONB Unit has an opportunity to contribute to any transport plans and programmes 2. Ensure transport and PROW strategies support the AONB Management Plan's objectives and policies 3. Production and publication of relevant AONB Supplementary Planning Guidance [SPG] to support the AONB Management Plan and Local Development Plan 	<p>IACC Transport Unit</p> <p>Transport and PROW Units</p> <p>Planning Policy Unit</p>	<p>AONB Unit</p> <p>AONB Unit</p> <p>AONB Unit</p>	<p>Ongoing</p> <p>Ongoing</p> <p>2024-25</p>

THEME: Vibrant Communities in a Working Landscape

AIM: Communities within, and adjacent to the AONB contribute to the conservation and enhancement of its special qualities and features while increasing their existing economic and social activities sustainably.

	services and support a buoyant rural economy.		Transport Unit		
LWL 7.1 - 7.2	Partnership working The JAC will continuously seek opportunities to promote joint working with and between stakeholders to secure the purposes of designation and maximise funds.	1. Extension of contracts for the 2Nº AONB Community Wardens and Assistant AONB Project Officer to enable effective implementation of the AONB Management Plan's Action Plan	AONB Unit IACC	WG	2024
		2. Review and strengthen the role of the JAC including governance and training	AONB Unit IACC	JAC	2023-24
		3. Seek new and additional resources to implement the AONB Management Plan's Action Plan	AONB Unit	WG NRW	Ongoing
		4. Arrange 4Nº JAC meetings annually [of which 1Nº site / project visits.	AONB Unit	JAC	Quarterly
		5. Attend and contribute to the National Designated Landscapes Wales Partnership (NDLWP)	AONB Unit	NDLWP WG NRW	Quarterly
		6. Continued membership, participation and contribution to the NAAONB & Europarc: attend meetings, seminars, workshops, training events and conferences when appropriate	AONB Unit	NAAONB	Ongoing

THEME: Tackling the Nature Crisis

AIM: The whole community has accepted the importance of conserving the natural world and wildlife and supports legislation that protects the special qualities of the AONB environment. Designated wildlife sites are managed sensitively and form part of an increasingly rich matrix of wildlife-friendly countryside. Incidents of pollution of soil, air and water in the AONB will be reduced.

Policy Ref.	Objective	Actions to deliver this objective	Lead	Partnership/ Collaboration	Timescale
NE 1.1 - 1.5	<u>Habitat and Species Conservation</u> The coast and countryside are managed sensitively to maintain the diversity of habitats and species in a favourable condition and to improve connectivity between sites.	1. The AONB Unit to assist and contribute to the priorities of the LBAP for Anglesey and actions within IACC's Corporate Biodiversity Plan	PBNE	LNP AONB Unit	Ongoing
		2. The AONB Unit to forge closer working with IACC's Planning, Built and Natural Environment (PBNE) Unit to share resources, exchange knowledge and prepare joint funding bids.	AONB Unit	PBNE	Ongoing
		3. The AONB Unit working collaboratively with Partners to lead and administer Welsh Government and Natural Resources Wales' funding programmes on heathland, wildflower meadows, roadside verges / roundabouts conservation and management.	AONB Unit	IACC JAC Landowners / Land Managers Community Councils	2022-25
		4. The AONB Unit to lead and co-ordinate the Himalayan Balsam Partnership and expand it to an Invasive Non-Native Species [INNS] Partnership	AONB Unit	JAC NRW	Bi-annual
		5. Via the Sustainable Development Fund (SDF), agree a Service Level Agreement (SLA) between IACC and Cofnod	AONB Unit	PBNE Development Management	2023-25

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				IACC	
NE 2.1 - 2.3	<u>Soil, Air and Water</u> The quality of the soil, air and water – both	1. Collate relevant data which can be incorporated and updated into the State of the AONB Report and help determine the values associated with the ecosystem approach	IACC	NRW WG	Annual

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	freshwater and seawater – is regularly monitored to maintain standards that exceed UK and European standards.	<ol style="list-style-type: none"> 2. Support the work of IACC and agencies monitoring and reporting on soil, air and water quality 3. Work with NRW and the Farming Unions to gather relevant data and better understand the links to the Water Framework Directive (WFD) 	IACC IACC	NRW WG Dwr Cymru Farming Unions	Annual 2022-25
NE 3.1 - 3.3	<p><u>Designated Areas and Other Important Sites</u> Both statutory and non-statutory wildlife sites are managed for their biodiversity, aesthetic and amenity value.</p>	<ol style="list-style-type: none"> 1. Work with the JAC and partners to identify suitable sites for joint working, joint funding bids and volunteering opportunities 	LNP	AONB Unit JAC	2023-24 / ongoing