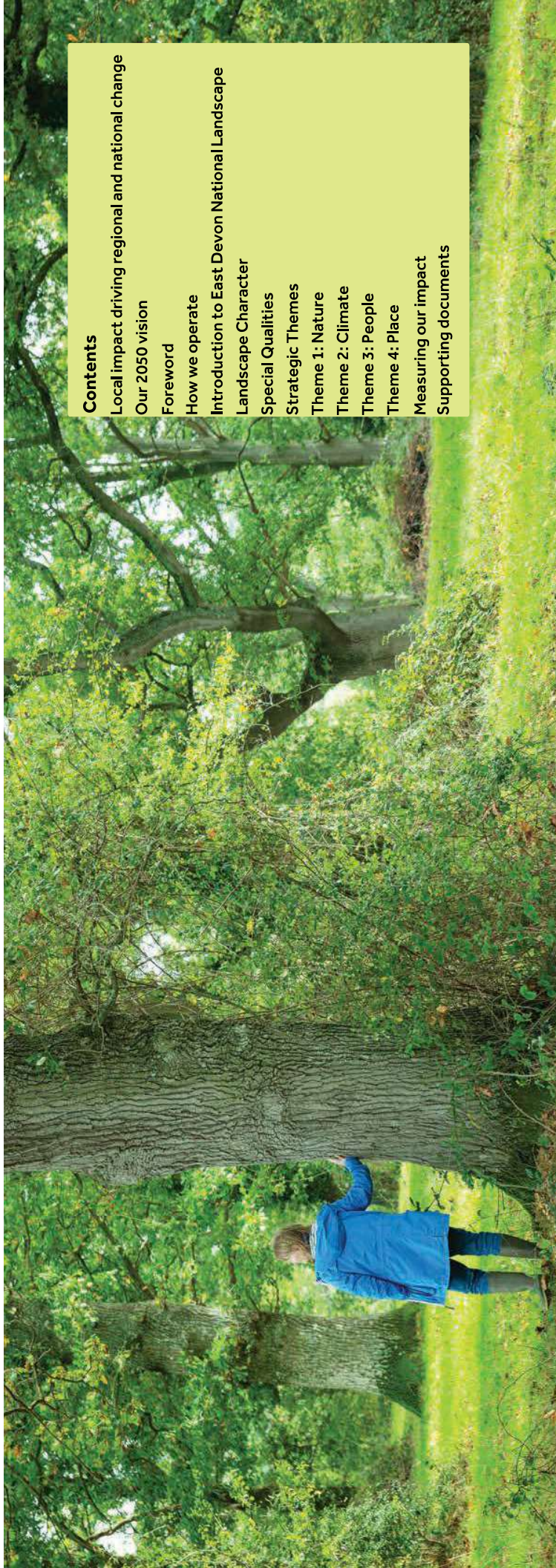




**East Devon
National
Landscape**

Management Plan 2025 - 2030



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Local impact driving regional & national change

Nature is in crisis.

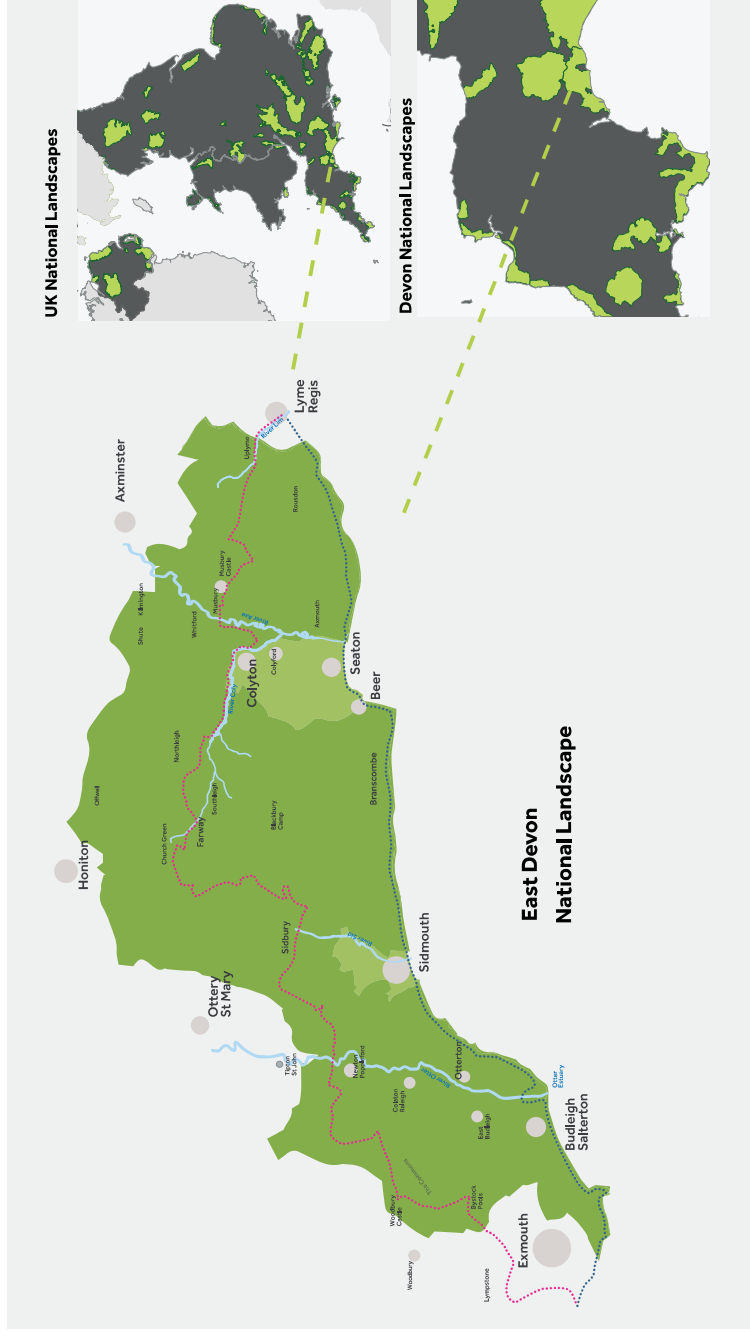
The average UK species has declined by 19% since 1970. An estimated 16% of UK species are threatened with extinction, with some groups (birds, amphibians, fungi, lichen and reptiles) experiencing more severe declines.

Only 14% of existing UK habitat is deemed to be in good ecological condition and pollinating insects, vital for agriculture, have declined in abundance by 24% since 1980. These downward trends cannot continue.

We must act fast and decisively if we are to reverse biodiversity loss. The Protected Sites Network across England, Ireland and Wales (seen overleaf) can act as bastions for nature by protecting, conserving and creating good quality habitat rich in wildlife. Together we can create a nature recovery network across the entire country.

Wildlife is an inherent component of natural beauty. EDNL (AONB) was created to preserve the area's natural beauty. Natural beauty is determined by six factors: landscape and scenic quality, relative wildness, tranquillity, natural and cultural heritage. Of these, wildlife plays a key role in all of them. Wildlife is our natural heritage.

We are at a critical tipping point with the nature and climate emergency. Society depends upon healthy natural systems and the ecosystem services they provide, such as natural food management and pollination. The total annual value of ecosystem services to the economy in England was estimated to be £35.7 billion in 2020, 57% of that was derived from cultural services such as recreation, tourism and health benefits. We must act now and in collaboration to create landscape-scale change that benefits everyone.



2050 Vision:
A Wilder
East Devon
National
Landscape

“A wilder, greener
landscape where
healthy ecosystems
provide multiple
benefits to society.”

Our vision

To achieve a wilder and greener East Devon National Landscape with the urgency required to address the twinned biodiversity and climate crises, we will work collaboratively across a larger, more diverse partnership. Through working together with people from a range of backgrounds, we can impact and influence land and communities at the scale necessary to realise landscape-scale nature recovery.

The climate and biodiversity crises are inseparable. This environmental crisis is having negative impacts on societies mental, physical and spiritual wellbeing. Nature benefits everyone, and everyone should have opportunities to benefit from it. We will be inclusive and engage a diverse range of community user groups providing access for all into the countryside as mandated in the Countryside and Rights of Way Act 2000.

The main strategic focus for East Devon National Landscape will therefore be to restore nature and reverse biodiversity loss. To do this we will use nature-based solutions that provide cross-cutting holistic solutions to the wider challenges facing society, such as food security, economic uncertainty and the mental health crisis. We will support conservation practices that restore ecosystem services to recover species diversity and abundance.

These actions ensure we meet the Protected Landscape targets set out in the Environment Improvement Plan (EIP) 2023, which seeks to halt biodiversity loss by improving environmental quality, biosecurity, use of resources and climate change mitigation.

Through nature-based solutions that act across society, East Devon National Landscape will become a wilder, greener more resilient landscape where nature thrives alongside people.

Strategic Goals

NATURE	CLIMATE	PEOPLE	PLACE
We Act and Restore Deliver the highest possible impact in the face of biodiversity loss	We Innovate and Challenge Deliver the highest possible impact in the face of climate change	We Educate and Inspire Work with new and diverse audiences to create an inclusive landscape	We Protect and Conserve Preserve and enhance the natural beauty of the landscape

Measures of success



Operating Principles

Act on a Bigger Scale

We will be bold and look beyond our boundaries to recover wildlife at a landscape-scale.

Share Learnings

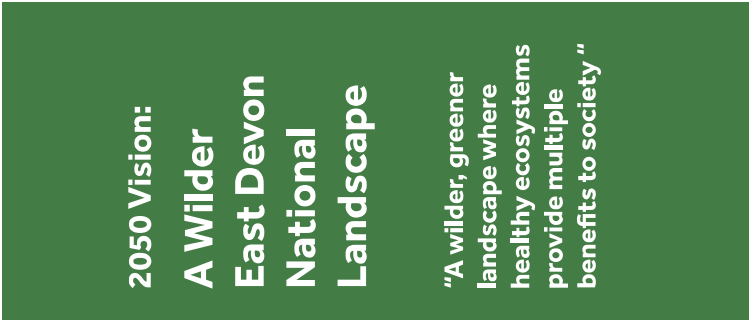
Recognising that scale of impact requires all of us to play our part, we will continuously communicate and share our learnings with all

Embrace the Future

A landscape of the future evolves from a landscape of the past. We will support communities to face new challenges.

Grow through Collaboration

We will work effectively through Partnerships to scale our impact, so the collective effort is greater than the sum of its parts.



Foreword



Richard Jeffries
Chair of the East Devon
National Landscape Partnership



I welcome being Chair of the partnership at this exciting time. A new plan, a new team and many challenges and opportunities.

Our landscapes are part of us. I have been fortunate to live amongst them for most of my life from the Exe estuary as a child, moving to Mid Devon and the last 20 years in East Devon.

Collaborative work is essential in delivering the vision and strategic goals of the EDNL. The partnership fosters a commitment to bring people and organisations together to work on shared goals.

I am inspired and informed by the vision, 'a wilder, greener landscape where healthy ecosystems provide multiple benefits to society' as we can make a difference right here, right now to address the many crises of our time (climate, biodiversity, mental health), bring tangible benefits to our residents and visitors and enhance our outstandingly beautiful landscape.

"This Management Plan is all about. Not being afraid to tackle the big issues head on and acting now when it is needed most. To share our learnings and our failings when they occur, and to collectively create an exciting and sustainable future.

East Devon National Landscape is a truly outstanding place. No matter what changes face us over the next few years, it will remain a truly outstanding place in the future. It is for us to embrace any changes, and craft them into a vision we all want to see."

**"our landscapes are
a part of us"**

Daniel Wynn
Manager of the East Devon
National Landscape Partnership



How we operate

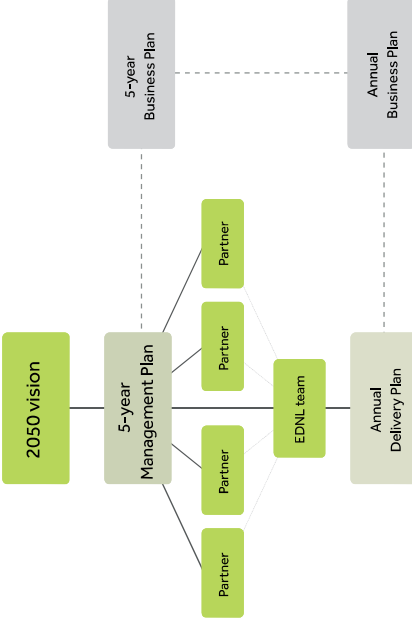
We set a 2050 vision, which serves as a guiding document for all future Management Plans.

These Management Plans are reviewed on a 5-year cyclical basis, with the next Plan to cover the 2030-2035 period.

- This is underpinned by a 5-year Business Plan.

An annual Delivery Plan details how we implement the Management Plan, with detailed targets and timescales

- This is underpinned by an annual Business Plan which is regularly revised and updated.



This management plan is for everyone

It lays a framework for protecting, conserving and enhancing this landscape, providing actions that you as individuals, businesses, organisations, community groups or visitors can get involved with and take action for.

EDNL Team

The EDNL team is hosted by East Devon District Council and acts on behalf of the host, and Devon County Council, to prepare, publish and deliver the EDNL (AONB) Management Plan, the Business Plan, and review both at intervals in line with the Countryside and Rights of Way Act 2000.

The core team consists of:

Manager, Project Officer, Communications Officer, Planning Adviser

And project-specific staff:

Farming in Protected Landscapes: Admin Officer, Programme Officer

EDNL Executive Group

The Executive Group consists of representatives from all core funding agencies (except DEFRA).

They meet twice per year and have oversight over delivery of the Management Plan and decision-making power over the Business plan.

The Executive Group consists of:

East Devon District Council, Devon County Council, Natural England, Chair of EDNL, Vice-Chair of EDNL

EDNL Partnership

The Partnerships consists of 20 organisations led by an independent chair that act on behalf of East Devon District Council and Devon County Council to guide, deliver and monitor the Management Plan and advise on the Business Plan.



East Devon National Landscape

“A wilder, greener
landscape where
healthy ecosystems
provide multiple
benefits to society”



East Devon National
Landscape covers

103 sq miles
(268 sq kms)

Home to
around
30,000
residents



15 mins

Over **81,000**
residents within a
15-min commute





Shares the Jurassic Coast;
the first Natural World Heritage Site
in England



14% of land protected by
statutory and non-statutory
designations



A rich
farming
community
in predominantly
pastoral
landscape





Home to many rare species,
including Heath Lobelia,
Dormice, Beaver and
Bechstein's Bat

Contains
18 priority habitats
covering around **17%** of
the land



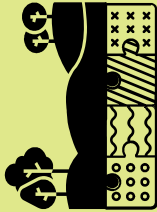


Includes the
40-mile East Devon Way
footpath network

Consists of **14 different**
Landscape Character
Types



7 different
Landscape
Character
Areas





28 miles of the
South West Coast Path



Discover Bronze Age
Barrows, Iron Age Hillforts,
World War 2 battlements,
Victorian observatories

Landscape character

The European Landscape Convention (ELC) defines landscape as 'an area perceived by people, who's character is the result of action and interaction of natural land/or human factors' (Council of Europe).

Policy

The ELC highlights the importance of developing landscape policies dedicated to the protection, management and creation of landscapes and establishing procedures for the public and other stakeholders to participate. The Management Plan is an example of these principles being put into practice.

Landscape Character Assessment

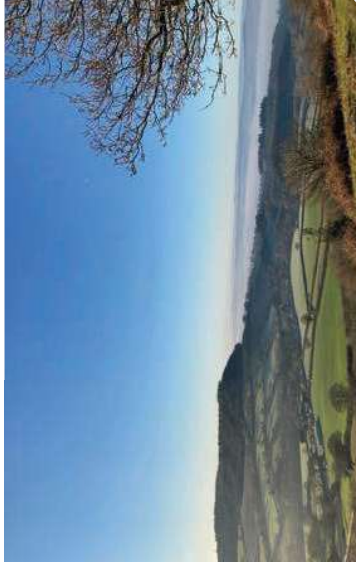
Another example is the well-established practice of using Landscape Character Assessments (LCA) to inform local policy making.

At a national level, National Character Areas (NCAs) divide England into 159 distinct natural areas. There are two NCAs that cover EDNL: The Blackdowns (147) and Devon Redlands (148).

Devon's Landscape

Local variations in character are articulated through the Devon-wide LCA. Hidden characteristics and past land uses are identified in Devon's 'Historic Landscape Characterisation' (HLC). These assessments are used extensively in planning and land management to understand the landscape and guide change.

"the result of action and interaction of natural and/or human factors"



In 2021, a Landscape Character Assessment (LCA) of Devon was completed, building on earlier studies such as the East Devon LCA (2008) and the Devon Historic Landscape Characterisation (HLC) from 2006.

Together, these assessments provide a strong foundation for protecting, managing, and planning changes to the landscapes within East Devon National Landscape.

These studies break down the landscape into a hierarchy of units:

- **Land Description Units (LDUs):** Small, detailed areas.
- **Landscape Character Types (LCTs):** Broader, more generic groupings.
- **Devon Landscape Character Areas (LCAs):** Unique and locally distinctive landscapes.

The detailed assessment process has also developed practical guidelines to help safeguard and shape the landscape for the future.

The East Devon National Landscape Partnership uses these guidelines to guide its projects and respond thoughtfully to consultations.



National Character Areas

At a national level, National Character Areas (NCAs) divide England into 159 distinct natural areas.

There are two NCAs that cover EDNL:

- The Blackdowns (147)
- Devon Redlands (148).

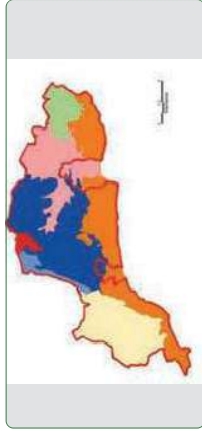


Devon Landscape Character Areas

This regional assessment highlights the variations in character between different areas and types of landscape in the county.

These areas are often formed of groups of Landscape Character Types shown below.

In East Devon we have 7 different Landscape Character Areas, with the largest being the East Devon Central Ridge, Sidmouth & Lyme Bay Coastal Plateau, Pebblebed Heaths and Farmland and Axe Valley.

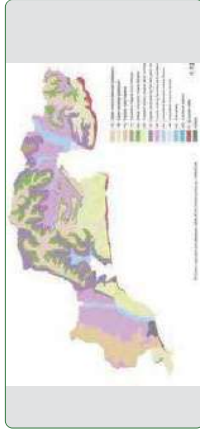


East Devon Landscape Character

This local assessment considers more detailed landscape characteristics in the form of smaller Land Description Units (LDUs).

From this a more detailed picture is built up of the Landscape Character types present in the area.

In East Devon we have 12 different Landscape Character Types with the largest being 'Upper farmed and wooded slopes', 'Lower rolling farmed and settled slopes' and 'Open inland planned plateaux'.





Special Qualities

A Diverse and Beautiful Landscape



The beauty of East Devon doesn't stop at the coast. Inland, heathland commons form open, remote plateaux with far-reaching views, offering vital spaces for biodiversity and recreation.

Surrounding these plateaux are lowland valleys, characterised by a patchwork of farmland, hedgerows, and woodland copses.



Elevated ridges extend from the Blackdown Hills in the north, their height and linear features highlighted by beech tree avenues. Woodland clads the steep-sided gorges, reaching into the agricultural valleys below.

This contrasts with the broad, flat, floodplains of the rivers Axe and Otter, with tributaries weaving through the farmland before draining into these expansive plains.



Shaped by nature and people

For thousands of years, human activity has shaped this land, creating a landscape of exceptional beauty that underpins its agricultural and tourism-based economy.

Recreational, cultural and spiritual qualities abound, with open access land, nature reserves and a varied network of paths provide extensive opportunities for recreation, healthy exercise, uninterrupted views or an escape to tranquillity and relative isolation.

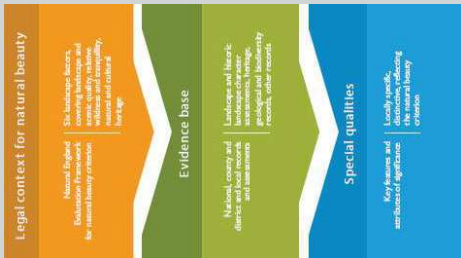
Our landscape has inspired generations of artistic endeavours, from descriptive writing, poetry, art and music.

These special qualities are axiomatic to what goes into making the natural beauty of the landscape. Alongside the key characteristics of the landscape areas and types, they require protection, conservation and enhancement if EDNL is to retain its character and status amongst England's finest landscapes.



The Countryside Commission appraisal of the East Devon National Landscape (AONB) (CCP442) identifies many of these associations and special qualities and has more recently been supplemented by landscape character assessments at the national, county and local level.

These assessments have further articulated these special qualities and features of significance as they relate to natural beauty.



Strategic themes

We are facing a nature and climate emergency. We are now starting to see first-hand the detrimental impact of climate change and loss of biodiversity on society and our economy. Nature-based solutions provide a delivery mechanism that puts nature recovery at the forefront of creating a sustainable future for us all.

Through natural solutions we can tackle the environmental crises across multiple areas. Our strategic themes for the next 5 years reflect those key areas and will ensure that through this Management Plan, we will continue to conserve, enhance and protect the natural beauty of East Devon National Landscape.

Our four strategic themes are: Nature, Climate, People and Place. Each theme has its own vision and is divided into further sub-themes focussing on specific delivery targets.

These sub-themes are tied together by an overall measure of success (OMS) for that theme. In 5 years time, this OMS is ultimately how we will measure our success against the delivery of each theme.

It is recognised that there will be overlaps and interdependencies between all the themes. It is also expected that the development of the NL team and Partnership over the next 5 years will continue to refine the delivery framework based on improved information and data.

This is a Management Plan requiring strong collaborative working between everyone, not just the Partnership. We can all play our part to deliver this vision.

Only by working together can we realise landscape-change and landscape-impact.



Our Purpose

The purpose of East Devon National Landscape (AONB) remains central to our vision.

Our purpose is to 'conserve and enhance the area's natural beauty'.

Natural beauty is determined by six factors: landscape quality, scenic quality, relative wildness, tranquillity, natural heritage and cultural heritage.

Each factor is a central outcome of this plan.

Each sub-theme is correlated to enhancing a factor of natural beauty, clearly linking this Plan back to our purpose.

Our vision

"A wilder, greener landscape where healthy ecosystems provide multiple benefits to society"



LANDSCAPE
QUALITY



RELATIVE
WILDNESS



NATURAL
HERITAGE



SCENIC
QUALITY



TRANQUILITY

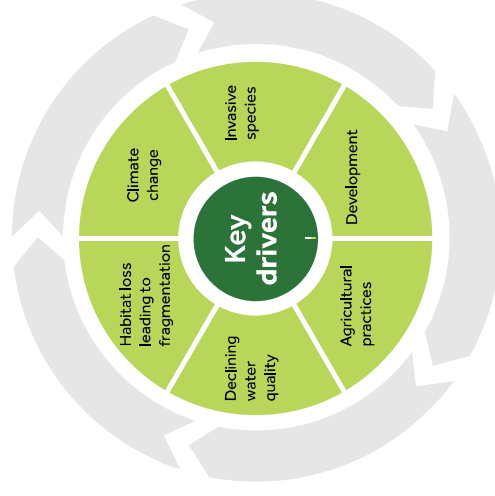


CULTURAL
HERITAGE

Strategic theme: Nature

"Nature across EDNL is in recovery, as demonstrated through the creation of new habitat, and the improved protection, restoration and connection of existing habitat; resulting in a nature-rich landscape where species are abundant and diverse."

Drivers for change



Our principles for Nature:

- Lawton principles of 'more, bigger, better and joined' drive habitat creation
- EDNL will not be viewed in isolation, rather Protected Landscapes are the cornerstones of a larger ecological network and central to delivering 30x30
- We will help deliver the UK's 30x30 ambition (30% of land and sea protected for nature by 2030) using the agreed criteria of Purpose, Protection and Management.
- We will prioritise habitats and species of conservation concern, guided by the Devon's Local Nature Recovery Strategy (LNRS) and East Devon's Nature Recovery Plan
- We will use the LNRS to spatially target specific actions for specific areas based on identified priorities
- We will deliver the Protected Landscapes Targets & Outcomes Framework (PLTOF) to meet key goals in the Environment Improvement Plan (EIP) 2023. EDNL has apportioned targets around tree cover and habitat creation, which are highlighted in the sub-themes.
- We support nature-based solutions that focus on an ecosystem approach where natural regeneration drives the restoration of healthy, resilient ecosystems
- Nature recovery on farmland requires a holistic approach, with consideration to economic and socio-cultural factors

Overall Measure of Success

By 2030, 30% of land displays climate resilience containing diverse and abundant wildlife

Sub-Theme	Long term Target	What the Partnership is doing?	What EDNL team is doing?	Annual Targets	Natural Beauty Factors
Habitat	To restore or create 269ha of new habitat outside protected sites by 2042 (PLTOF Target)	- Purchase new land to put into conservation management - Lead invasive species control programmes - Seek opportunities for habitat creation and restoration through partnerships - Play active role in Devon Local Nature Recovery Strategy and East Devon Nature Recovery Strategy	- Support habitat conservation projects through the East Devon National Landscape (EDNL Fund) - Create a new small-grant for habitat creation projects if resources allow - Play active role in Devon Local Nature Partnership, Devon LNRS and regional nature recovery strategies	Area of created or restored habitat (ha)	    
Protected Sites	Bring 80% of SSSIs into favourable condition by 2042 (PLTOF Target)	- In unfavourable condition, 60% of SSSIs within the Landscape are assessed as 'actions on track to achieve favourable condition' by 2028 (PLTOF target) - Continue favourable management of all other sites - Restore 4.5ha of peatland (PLTOF Target)	Support the monitoring effort of all Protected Sites within the Landscape to ascertain baseline condition where needed	Total percentage of SSSIs in 'favourable' condition (%)	    
Priority Habitat	All existing Priority Habitat outside of protected sites continues to be managed in favourable condition (PLTOF Target)	- Continue favourable management of all Priority Habitat owned or managed by partners - Put into place favourable management of any newly created or restored Priority Habitat	- Support management and monitoring of Priority Habitat across Landscape - Review and plan to bring existing woodland habitat within the 'Broadleaved, Mixed & 'Yew Woodland' category into favourable management - Support mapping efforts to identify new Priority Habitat	Area of Priority Habitat managed in favourable condition (ha)	    
Forestry	Increase tree canopy cover by 807ha by 2050 (PLTOF Target)	- Create new woodland in sync with Landscape character following 'right tree, right place' principles through tree planting or a natural regeneration approach - Support landowners and land managers to access woodland creation offers - Transition commercial woodland management systems from clear fell to continuous cover	- Support landowners and land managers to access the England Woodland Creation Offer (EWCO) and stewardship schemes - Support sustainable woodland, hedgerow & tree management such as continuous cover forestry and natural colonisation - Input to East Devon District Council's 'Woodland, Tree and Hedgerow' Strategy	Total percentage of tree canopy cover across Landscape (%) Total area of woodland in the EWCO (ha)	    
Species	Increase the diversity and abundance of wildlife across the Landscape (SP1)	- Populations of known priority species are secure - Lead species reintroduction and reinforcement programmes - Lead species recovery projects - Collaborate to ensure landscape-scale management for species - Create or improve quality of existing habitat	- Revise & lead delivery of Saving Special Species Programme - Develop, secure funding and deliver a species recovery project - Support species conservation through the EDNL Fund - Support and lead landscape monitoring of common indicator species, e.g. invertebrates	Landscape monitoring of common indicator species (population data)	    
Water Quality	Improve the water quality of all catchments	- Work collaboratively to identify and address key drivers of poor water quality - Improve water quality monitoring - Adopt a catchment-based approach to water quality	- Support local environmental quality projects through the EDNL Fund - Support landowners and land managers in reducing their impacts on water quality	River water quality (dissolved phosphorous)	    



Strategic theme: Climate

"EDNL is a sustainable landscape
with increased resilience and reduced
vulnerability to climate change impacts."

Drivers for change



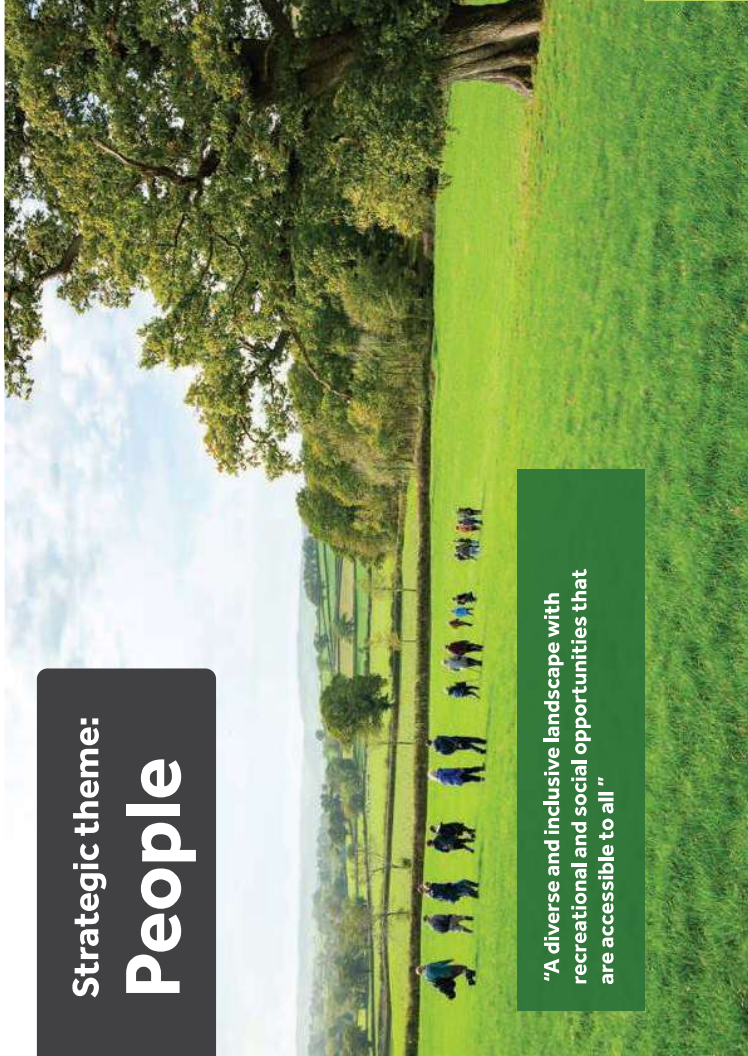
Our principles for Climate:

- The climate and nature crises are fundamentally linked
- Climate change is already impacting society. Urgent action is needed. We will encourage and support innovative projects that utilise nature-based solutions to tackle the twin crises
- We will educate, encourage and support local communities in their adaption to climate change
- Climate change mitigation and the pathway to net zero cannot be achieved in isolation. We will work cross-borders and with policy makers to ensure a fair and achievable transition to net zero
- We need to ensure climate change mitigation is appropriate to the purposes of the National Landscape designation, but not to be held back by past tropes. We must be open to change
- Renewable energy will be a key part of adapting to climate change and building a sustainable economy. We will work sensitively to scope and plan future renewable energy installations
- Any climate change adaptation plan must be democratic, inclusive and involve all communities
- We need to move towards a circular economy centred around green infrastructure, and away from the growth agenda
- A sustainable future relies upon economic viability balanced with environmental outcomes

Overall Measure of Success

By 2030, a climate adaption risk assessment is in place for the entire landscape indicating short, medium and long-term goals to reach net zero

Sub-Theme	Long term Target	What the Partnership is doing?	What EDNL team is doing?	Annual Targets	Natural Beauty Factors
Net Zero	Reduce net greenhouse gas emissions within EDNL to net zero by 2050 (PLTOF Target)	- Deliver nature-based solutions that provide carbon sequestration and storage, e.g. habitat creation/restoration - Review and seek to minimise their own carbon footprint where possible - Collaboratively share learnings	- Undertake and publish carbon accounts including targets for carbon reduction - Deliver a Climate Adaption Risk Assessment to identify landscape risks by 2028 - Review latest greenhouse gas emission data and identify key areas for action - Develop a Climate Adaption Plan for EDNL with short, medium and long-term targets to meet Net Zero (NZ1) - Educate, empower and support communities to understand and tackle climate change impacts	Complete a Climate Adaption Risk Assessment and implement actions to meet Net Zero by 2030 Amount of CO2 removed / avoided / sequestered (tCO2)	
Renewable Energy	Where appropriate, integrate renewable energy into the wider landscape	- Review operational emissions and incorporate renewable energy where possible - Comment on and feed into new proposals for renewable energy schemes - Develop guidance for the siting and design of renewable energy schemes	- Undertake strategic land use mapping to identify current potential for renewable energy schemes - Support and encourage environmental and renewable energy initiatives where appropriate (RE1) - Support and encourage retrofit of buildings with renewable energy e.g. solar panels on homes	Number and type of new renewable energy schemes Amount of clean energy provided through schemes (kWh)	
Sustainable Transport	Sustainable and reliable green infrastructure options for locals and visitors alike	Seek out opportunities, support and encourage alternative sustainable transport schemes, e.g. Green Lanes and off-road cycle routes	- Seek out opportunities, support, comment and encourage alternative sustainable transport schemes, e.g. cycle-lanes (T1) - Work to ensure road and transport schemes have regard for Landscape (T2)	Number, type and distance of new sustainable transport options	
Ecosystem Services	Natural processes are restored, and ecosystem services deliver vital public benefits, e.g. natural flood management, soil health	- Implement nature-based solutions that deliver ecosystem services - Work with landowners and land managers to more sustainably manage their resources, e.g. monitor and improve soil health - Encourage and deliver natural-flood management in river catchments - Work collaboratively to ensure ecosystem services are restored at catchment- and landscape-scale - Transition commercial woodland management systems from clear fell to continuous cover	- Play an active role in the East Devon Catchment Partnership - Work collaboratively to ensure ecosystem services are restored at catchment- and landscape-scale - Encourage nature-based solution projects through the EDNL Fund and other available grants - Work with landowners and land managers to develop and support sustainable land management practices	Volumes of water stored and slowed within key catchments (L)	

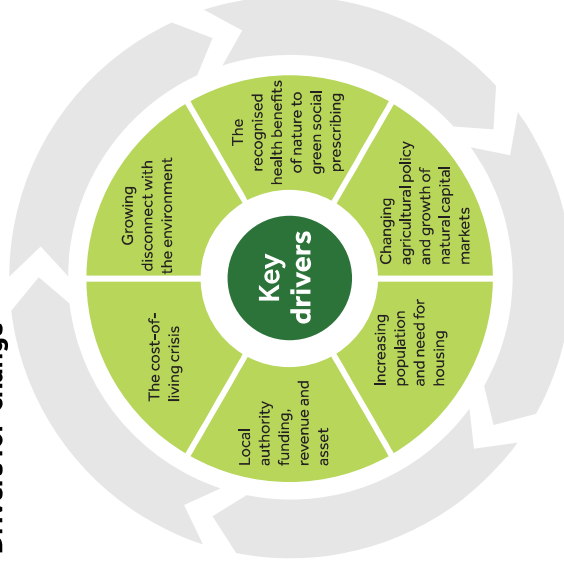


Strategic theme:

People

"A diverse and inclusive landscape with recreational and social opportunities that are accessible to all"

Drivers for change



Our principles for People:

- The landscape is a shared resource whose opportunities for recreation and access should be open to all
- Everyone should feel welcomed and supported to access and enjoy the National Landscape
- We will promote and encourage responsible access to the countryside, where the special qualities are recognised and valued
- We want a thriving rural economy that is sustainable and in harmony with the natural environment
- Local communities are supported, cherished and actively engaged to celebrate the landscape's rich cultural heritage
- We will respond to the needs of local communities who play a pivotal role in shaping the future of the National Landscape
- We will inspire, educate and empower the younger generation to care for and cherish our landscape
- Access to nature is important for societies mental and physical wellbeing, and all should benefit from access to the countryside

Overall Measure of Success

By 2030, there is enhanced accessibility for all (visual, auditory, motor/mobility, speech, mental health and learning/cognitive) across the Landscape

Sub-Theme	Long term Target	What the Partnership is doing?	What EDNL team is doing?	Annual Targets	Natural Beauty Factors
Access and Recreation	EDNL is inclusive and accessible to all with no barriers to engagement and any ongoing sustainable development of recreational routes does not conflict with the conservation of internationally protected sites and species (AR1)	- Improve understanding of under-represented groups - Improve accessibility of access routes to open access land where possible - Collaborate with Local Authorities on green infrastructure and sustainable public transport options - Communicate accessibility information with the public and others to establish a culture of shared learning	- Commission work analysing mobility barriers to access across key areas of the Landscape - Lead programme of access improvements to East Devon Way and other suitable routes - Develop and deliver new accessibility projects for all disability types - Support local accessibility projects through the EDNL Fund - Diversify Partnership board	Number and type of accessibility projects Accessibility indicators from EDNL's Access for All programme (PLTOF Target)	
Nature Connection	People of all backgrounds and ages can connect with nature	- Deliver volunteering and learning opportunities on sites owned by partners - Deliver nature engagement programmes for people of all backgrounds	- Gain a greater understanding of nature connection issues experienced by different community groups - Scope and lead new engagement projects targeted to under-represented groups - Lead a nature engagement programme centred around our nature priorities	Age, background and total number of people directly engaged in nature activities	
Tourism	Sustainable tourism opportunities fostering local economic growth in harmony with the Landscape and local communities (TO1)	Collaborate with others to encourage and support sustainable tourism activities, that provide benefits to a variety of users, e.g. walkers, cyclists, horse-riders, anglers, kayakers etc.	- Continue to promote and develop links with tourism sector - Coordinate advocacy and awareness of the East Devon Way, working with partners to support the Management Plan - Support local businesses where it contributes to the NL purpose of designation	Number of businesses with Green Tourism Business Scheme accreditation or an equivalent	
Farming	Support and grow a thriving rural economy which balances sustainable land management with food production in keeping with the purposes of National Landscape designation (F1)	- Provide farm advice and support engagement with agri-environment schemes - Support and encourage farm diversification models whilst maintaining and enhancing the natural beauty of the National Landscape (F2) - Assess the extent of nature-friendly farming already occurring by 2027 - Ensure 65% of land managers adopt nature-friendly farming on 10% of their land by 2030	- Support and coordinate delivery of the East Devon Farmers Group (EDFG) - Encourage the principle of local markets and local produce where it adds value to the local economy and contributes to the NL purpose of designation (F3) - Provide farm advice and support for agri-environment schemes and other regenerative farming practices where appropriate	Percentage of land managers adopting nature-friendly farming (%)	
Community	A diverse and inclusive group of volunteers taking action to promote and conserve natural beauty (CC1)	- Provide volunteering opportunities on sites owned or managed by partners - Collaborate with a variety of user groups to provide appropriate recreational opportunities for all	- Commission research into community user groups and their wants - Lead and grow an Ambassador network with diverse representation - Develop volunteering and skill-learning opportunities for younger people	Total number of people taking positive actions that promote natural beauty	



Strategic theme: Place

"The special qualities of the landscape are recognised, protected, enhanced and conserved safeguarding the area's rich heritage for generations to come"

Drivers of change



Our principles for Place:

- The distinctive character and special qualities of East Devon National Landscape is recognised, understood and valued. The landscape is managed and monitored to ensure the highest quality of landscape heritage assets (PL1)
- Our social and cultural heritage is an intrinsic part of those special qualities and is celebrated by all
- Any development and infrastructure affecting the National Landscape is managed to ensure the highest quality, ensuring biodiversity net gain delivery that enhances the natural beauty of the landscape
- We will support, collaborate and encourage local community engagement with all aspects of our local heritage
- The value of our natural heritage and natural capital provides to the character of the National Landscape is understood and recognised in the special qualities and natural beauty
- We support and embrace conservation practices such as nature-based solutions that seek to tackle multiple issues affecting the natural beauty and special qualities, e.g. river water quality and bathing water sites.
- We support and encourage schemes that will help to achieve sustainable living (e.g. reduce, re-use & recycle), whilst respecting the landscape character (PL2)

Overall Measure of Success

By 2030, we will conserve, enhance and celebrate our landscape's heritage (natural/cultural/historic) and raise awareness of those features

Sub-Theme	Long term Target	What the Partnership is doing?	What EDNL team is doing?	Annual Targets	Natural Beauty Factors
Cultural Heritage	EDNL's historic environment is celebrated, valued and protected for future generations and projects seek to maintain and improve the areas character & historic environment (CH1)	- Encourage actions that conserve and promote geo-diversity across the Landscape, but particularly within Dorset and East Devon World Heritage Site (CH2) - Engage in consultations on coastal protection and development schemes - Engage in Beach Management Planning processes - Support and encourage actions that maintain highest standard of environmental quality, i.e. water & litter (C2) - Support monitoring efforts to determine environmental quality at key sites - Encourage and support initiatives that promote the health, wellbeing and educational benefits of our coastline and natural heritage	- Support local heritage projects through the EDNL Fund - Support local groups and initiatives to celebrate heritage	Total number of nationally designated heritage assets at risk (PLTOF Target)	   
Coast	Conserve and enhance the natural heritage and undeveloped character of the coastline and estuaries to ensure our coast is celebrated, valued and protected for future generations (C1)	- Engage in Beach Management Planning processes - Support and encourage actions that maintain highest standard of environmental quality, i.e. water & litter (C2) - Support monitoring efforts to determine environmental quality at key sites - Encourage and support initiatives that promote the health, wellbeing and educational benefits of our coastline and natural heritage	- Engage in Beach Management Planning processes - Support local environmental projects through the EDNL Fund - Support management of the Jurassic Coast World Heritage Site - Scope, develop and lead a coastal conservation project	Percentage of bathing water sites that meet imperative standards (%)	    
Development	Planning policy, guidance and new developments enhance the landscape character and qualities (P1)	- Develop advice and guidelines in close liaison with planning/policy staff - Respond to planning applications in line with organisational protocols - Ensure high-quality Biodiversity Net Gain delivery and where possible, target off-site delivery towards LNRS targets and biodiversity goals - Develop guidance and designs to tackle nutrient neutrality in the Axe catchment - Contribute to development of a land use framework for the area that accounts for local community needs	- Input into Devon Landscape Policy Group - Provide advice and support on planning policy and development to protect the special qualities of the landscape as resource allows (P2) - Input into strategic land use planning and Local Plan consultations - Input into planning policy and guidance around renewable energy - Input into Biodiversity Net Gain mitigation and compensation schemes	Strategic land use map for the National Landscape	    
Communication and Awareness	25% of the population of East Devon National Landscape engages with and supports the National Landscape taking action to conserve or enhance the special qualities	- Promote and support the education, understanding and appreciation of the special qualities of EDNL (CEA1) - Promote and highlight good practice and the role and activities of the NL Partnership (CEA2) - Work with the younger generation to develop future stewards of our landscape - Work in partnership to promote, conserve and enhance the Dark Skies within the landscape and reduce lighting levels	- Promote the NL and work of the Partnership - Provide informational and educational materials to support organisations and communities across the area - Communicate the value and meaning for rebranding from AONE to NL - Communicate, inspire and collaborate with communities and the wider public to value the NL and take action to conserve and enhance it.	Levels of awareness of EDNL monitored through various qualitative (opinion surveys) and quantitative measures (numbers of people)	   

Measuring our impact

Our goal is to be able to clearly and concisely evidence the impact of the Partnerships work across all areas.

Each sub-theme has its own targets, which will be reported against annually.

This data will directly feed into monitoring and reporting against each strategic theme's overall measures of success, which will be reported against on a 5-yearly cycle at the end of each Management Plan period.

Our aim is to position the East Devon National Landscape Partnership as a resilient, demonstrably impactful and forward-thinking collective with sustainability and inclusion as key values.

Through these values we can inspire and engage others—encouraging them to join us on this journey in creating a more sustainable future for our landscape.

Management Plan Policy:

Encourage co-ordination and partnership to secure funding for the care and enhancement of the National Landscape (M1)

Simply put, we will clearly and effectively communicate with our funders, members and the local communities what we as a Partnership have achieved and not be afraid to innovate and take educated risks.

If we fall short, we will learn as we go and always share best practice with all.

We will work with other National Landscapes to scale our impact beyond our boundaries. This collaboration between Protected Landscapes will facilitate truly landscape-scale change.

We will work with the Protected Landscape family and National Association of National Landscapes to measure and evaluate success across the entire country, aligning our indicators to demonstrate the true scale of our work.

Ensure that the NL Management Plan is reviewed every five years and the Delivery Plan is annually updated and made publicly available (M2)



Supporting Documents

The following documents form an important part of the Management Plan and its delivery:

- Strategic context to National Landscape (AONB) purpose, designation and policy
- Strategic Environmental Assessment, Sustainability Appraisal and Habitat Regulations Assessments
- Statement of Community Involvement
- Plan Adoption Report
- The Colchester Declaration
- Protected Landscapes Targets and Outcomes Framework
- Landscapes Review (National Parks and AONBs)
- Environmental Improvement Plan
- Devon Local Nature Recovery Strategy
- Devon Carbon Plan & East Devon District Council's Climate Action Plan

These and other documents relating to National Landscape (AONB) activity can be found on our website—eastdevon-nl.org.uk.

Further important reference documents include:

- East Devon Landscape Character Assessment and Management Guidelines (2019)
- East Devon AONB Historic Environment Action Plan
- East Devon Local Plan and Neighbourhood Plans

Acknowledgements

This Management Plan has been developed and produced by the East Devon National Landscape Partnership, Executive Group and team.

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A wilder East Devon National Landscape

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