

# Suffolk Coast & Heaths Area of Outstanding Natural Beauty (AONB)

[www.suffolkcoastandheaths.org](http://www.suffolkcoastandheaths.org)

*The AONB is one of our finest landscapes, and needs caring for and helping people enjoy the area.*

*There are challenges to how the balance is maintained between preserving tranquillity and managing human usage, and the AONB team works with a range of partners to undertake this.*

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An aerial photograph of a wide river estuary, likely the Scheldt in Belgium, flowing through a lush green landscape. The river is filled with numerous sailboats, and the surrounding land is a patchwork of green fields, forests, and some agricultural structures like a large white greenhouse. The sky is clear and blue.

# OUTSTANDING LANDSCAPES



# Areas of Outstanding Natural Beauty

Natural England broadly defines 'natural beauty' as: 'not just the look of the landscape but also the landform and geology, plants and animals, landscape features and the rich history of human settlement over the centuries'.



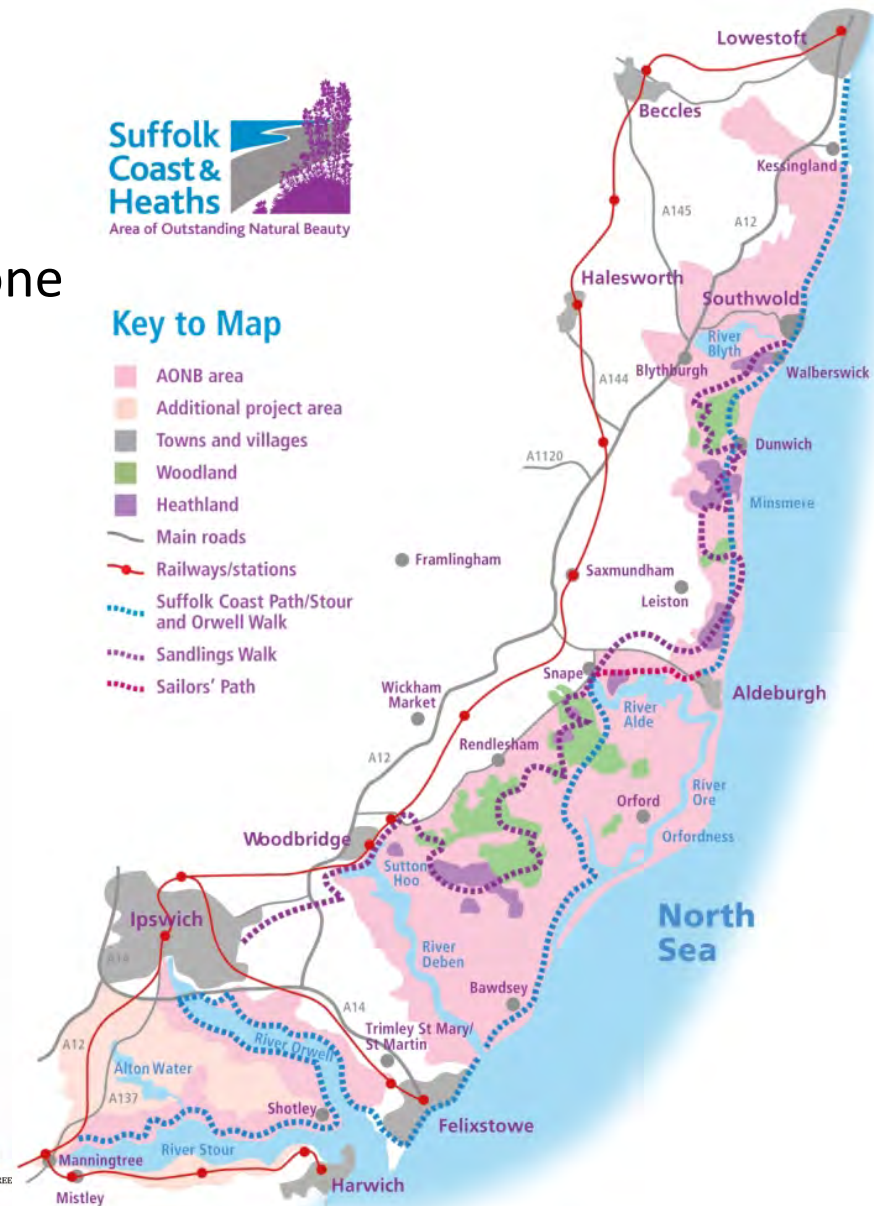
# Suffolk / Essex AONBs

## Dedham Vale AONB and Stour Valley Project

The designated area of the AONB is just 90 km square and stretches upstream from Manningtree to within one mile of Bures.

## Suffolk Coast & Heaths AONB

On the coast of East Anglia this AONB is 155 square miles, stretching from Kessingland to Harwich, and inland to the edge of Ipswich



# What is an AONB?





# Outstanding Landscapes

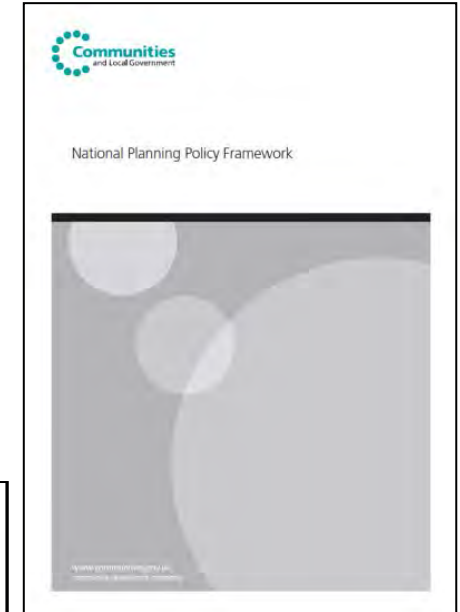
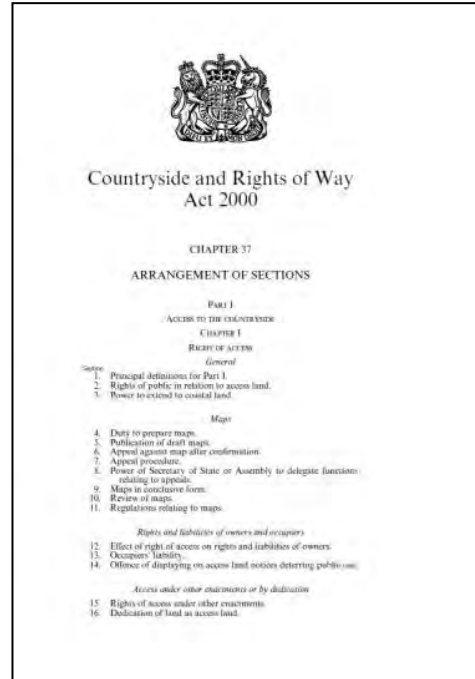
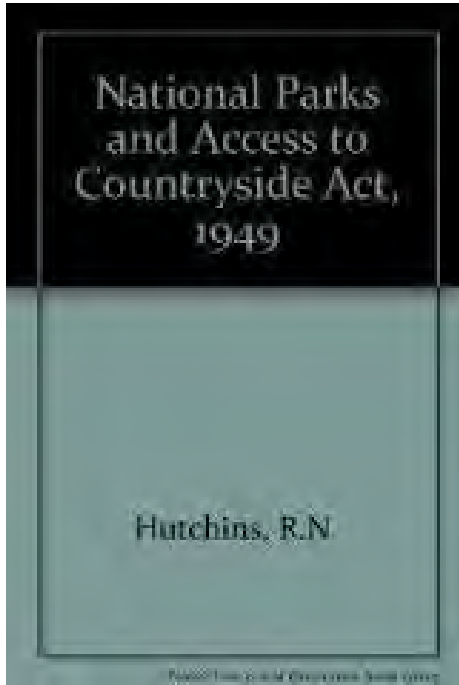




# Wildlife



# Legislation



Suffolk Coast & Heaths AONB was designated in 1970 and a team put in place in 1976





# Community



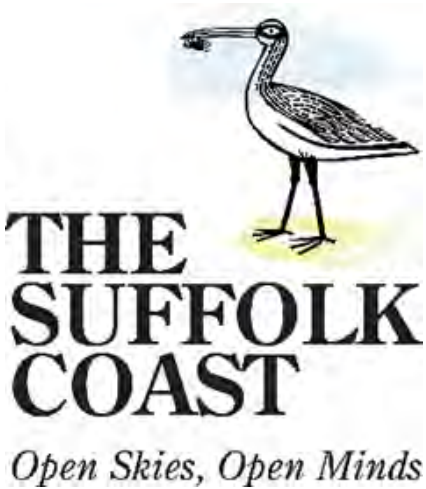


# Places for People





# Economic Assets





# Why does the AONB matter?

## Cultural value

- AONB, wildlife and landscape is protected for future generations
- Landscape reflects our history with the land. Sense of place. It reflects our culture
- Landscape “ownership” – this is all of us!

## Economic value

- Landscape & cultural values strongly linked to economy





# How is the Suffolk Coast & Heaths AONB managed?

- AONB unit managed by a Joint Advisory Committee and is hosted by Suffolk County Council
- JAC members include the local authorities, who have a statutory duty to 'regard' the area, and to support the development and review of the AONB 5-yearly management plan
- Wider AONB Partnership is 26 organisations who help to deliver the management plan – collaboratively working to conserve and enhance natural beauty (our statutory purpose)
- Core work funded by Defra (75%) & LAs. Project work by a range of sources (Ports, EU, HLF, external grants, corporate sponsorship etc)
- AONB unit acts as a champion for the whole AONB

# Themes of Management Plan:

- The Coast & Countryside
- Land Use & Wildlife
- Enjoying the Area
- Working Together





# Some of the things we do...

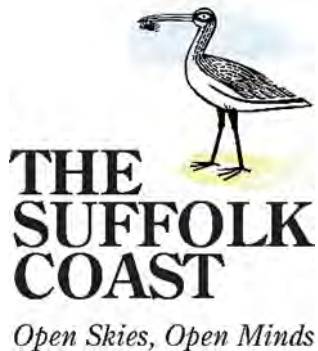


- Through various funds we provide grants for community projects in the AONB
- Suffolk Estuaries - working with communities across Suffolk's estuaries (DEP, A&OEP, S&O EMG)
- An amazing team of volunteers, including Beachwatch activities - over 800 people across 36 community groups collected 3,500kg litter over Beachwatch Big Weekend
- Working very positively with businesses to build the economy that supports the area
- Helping people to understand and enjoy the area – we are an active part of The Suffolk Coast Destination Management Organisation (DMO) and promote sustainable recreation in the area
- Wildlife, landscape and recreation projects
- Planning comments and seeking undergrounding of cables
- Promote the conservation and enhancement of the area

# The Volunteering & Tourism Project

- Be more than a tourist
- Helping people to connect to the area
- Encouraging people to support its conservation and enhancement when they visit

Then... stay longer, visit again, spend more





# 3 Key Activities

## 1. GREETERS

- Develop opportunities for local people (including tourism organisations) to become voluntary 'ambassadors' or local hosts for the area by joining as a 'SUFFOLK COAST GREETER'
- Share their enthusiasm and offer visitors to the area a personal and free welcome
- Part of the Global Greeters network
- *Recruiting local volunteers and offer training*



# Join In!



OPPORTUNITIES FOR TOURISM BUSINESSES AND VISITORS TO THE SUFFOLK COAST

## 2. “Join In!” holiday volunteering

- Coordinate a database of volunteering activities for people who visit or holiday in the area, as a day activity while they visit.
- *Promote to local visitor businesses; work with all local conservation & heritage partners*





### 3. “Buy In” holiday volunteering

- Develop and then offer a dedicated working holiday package, with accommodation, food, transport and memorable experiences
- Work with DMO, landowners, organisations
- *Recruit local leaders and develop a sustainable business to deliver this during the funded trial year and beyond*



# What can you do?

Take care when enjoying the area:

Take your litter home with you; avoid letting balloons and floating lanterns loose

Help your dog behave well, especially in breeding season and in places that are sensitive for wildlife

Join in with conserving and enhancing the area – join a Beachwatch, leave the car behind, encourage your community to plant trees

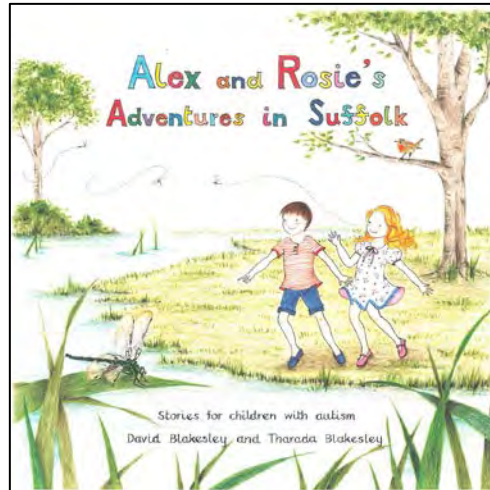




# What can you do? Grants for Communities

Most of the grants are open to all. There is an annual application process with the deadline usually being end March:

- AONB Sustainable Development Fund – about £40k; all the AONB
- AONB Community & Conservation Fund – small grants; AONB and project area
- Amenity & Accessibility Fund – an EDF Sizewell grant administered by the AONB; about £20k; AONB but Deben to the Blyth
- Galloper Wind Farm Fund – a Galloper grant administered by the AONB; £11k; 5km radius from Sizewell



THANK YOU VERY MUCH  
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